



## The Environmental Leadership Award 2020



To deliver the UN Global Goals and the Well-being Goals, we must rapidly innovate to repair and sustain our planet and business must be at the heart of driving the transformation.

Our Environmental Leadership Award aims to recognise those businesses that are pioneering in:

- **Maximising resource productivity by building a circular economy: redesigning products, services, processes and operations across value chains.**
- **Achieving net zero carbon: taking bold action to radically cut carbon, increasing renewable energy and enabling communities to maximise opportunities.**
- **Restoring the health of nature: understanding key dependencies across value chains and in places, rebuilding the health of water, land and biodiversity.**





## Key dates for your calendar

Date	Awards Milestones
December 2019	Open for entries
6 March 2020 (17:00 GMT)	Entry deadline
25 March 2020	Judging
April 2020	Shortlist announced
25 June 2020	Awards gala dinner Cardiff



## Category Details

The last fifty years have seen enormous economic growth enabling many people to enjoy prosperity that previous generations could not even imagine.

But recent years have seen growing concern from the public, investors and governments alike, that our current model of prosperity is undermining the Earth's life support systems. As a result, demands for business to lead the way are growing all the time. It is clear the time for action is now and we need to build a new model of prosperity. One that tackles the climate emergency and restores the health of nature, now and for the future. If we are to achieve the UN Sustainable Development Goals, we must act fast.

The Environmental Leadership Award identifies businesses that are:

- Maximising resource productivity by building a circular economy: redesigning products, services, processes and operations across value chains
- Achieving net zero carbon: taking bold action to radically cut carbon, increasing renewable energy and enabling communities to maximise opportunities
- Restoring the health of nature: understanding key dependencies across value chains and in places, rebuilding the health of water, land and biodiversity

Successful entries will be able to demonstrate that the business is creating value for itself and society by addressing one or more of the environmental challenges outlined above. Entrants should consider:

- The specific contribution of the business and actions taken towards tackling these challenges
- The benefits to the business (including commercial), and the contribution to wider society and to nature
- Effective collaboration with key stakeholders and more widely in sectors/trade associations
- Innovation in products/services and operations and people to embed environmental leadership across the business

We welcome applications that are targeted on a particular environmental challenge, or those that take a more holistic approach

We are looking to see a systems approach, collaboration and innovation that can be scaled.

### Eligibility

This category is open to all members of Business in the Community (BITC) and any non-member private sector business. We welcome Wales based businesses whose programmes additionally have UK or global reach.

- The business should be entering with a programme that goes above and beyond the core purpose of the business
- The entry could focus on impact achieved in the UK or abroad, in addition to Wales
- Businesses of any size can enter and will have an equal chance of winning as entries will be assessed against the criteria and not against each other.



## Assessment Criteria

The company must demonstrate:

- A clear business case for their work, and how this has been taken forward through effective leadership.
- The practical actions they have taken to address the issues.
- The scale and significance of the impact of their programme/approach both on the environment and on their business.
- Practical actions that the company has taken that are replicable. Can the work be an example of best practice from which others can learn?
- The long-term approach and the long-term benefits.
- What is inspirational about the approach
- What is innovative about the approach

## Deadline

17:00 GMT on Friday 6 March 2020

Entries received after this time will not be processed.

## Contact Details

For more details about the category, please contact Bonnie Hall at [bonnie.hall@bitc.org.uk](mailto:bonnie.hall@bitc.org.uk)

For any technical issues and other awards related queries, please contact [wales.events&comms@bitc.org.uk](mailto:wales.events&comms@bitc.org.uk)

## Guidance on Completing Assessed Section 2

**What is the overall purpose of the programme and the strategy to achieve it? (500 words max)**

Evidence will be assessed under each of the following points:

- Explain the business case behind your environmental objectives and targets. How does the approach align with the core aims and values of the business? These should relate to one or more of the key environmental challenges listed in the criteria: better resource use; nurturing healthy ecosystems; and/or tackling climate change. For example, are you valuing natural capital alongside other core business performance factors?
- What positive environmental benefits is the business aiming to achieve in the short and long term (beyond three to five years)? Please provide key environmental objectives and targets. Targets should be absolute where possible and SMART (specific, measurable,



achievable, relevant and timebound). They should be explained in relation to the scope of your business. Please ensure you refer to the objectives outlined throughout the application form. The impacts achieved should relate to the objectives and targets mentioned in the sections on impacts and benefits below.

- What process did you use to identify these issues? For example, how do you know these are the most relevant issues for your business? Did you undertake a materiality assessment? How does this align with your company values?

### **How are you collaborating with key stakeholders to maximise environmental benefits? (400 words max)**

Here assessors are looking for evidence that demonstrates how your business is working with others to influence environmental benefits beyond its direct operations. This must include both internal and external stakeholders.

Evidence will be assessed under each of the following points:

- Integrating the approach: explain the board level (or equivalent) commitment to maximise environmental benefits through better resource management,
- Valuing nature and/or tackling climate change. How are the overarching objectives integrated across the business?
- Wider impact: who are your key stakeholders? How have you identified these? How do you engage with them in your business' approach? The methods you use to communicate with stakeholders and how you seek feedback from them.
- Internal: how do you ensure employees understand the business' commitments and are involved in improving its position as such? Please provide evidence (qualitative and quantitative) of employee
- Engagement and consequential impact. Do you provide training to employees? How are the most senior level management of your business directly involved and how do they act as advocates? How do your senior leaders champion the programme?
- External: how do you ensure your external stakeholders are involved to address the environmental challenges and how do they act as advocates of your approach? How do you involve them in the monitoring process to ensure they can understand and are part of continuous improvement? Is there a two-way collaboration approach to engage your key stakeholders?
- Leading the way: how are you working with your stakeholders to challenge business as usual? For example, are you leading your sector? Are you collaborating with competitors? Are you developing an innovative pilot project that will be replicated or scaled-up?

## How is your programme/strategy managed and monitored? (400 words max)

Evidence will be assessed under each of the following points:

- **Investment:** explain what investments your business has made to address key environmental challenges. Please include financial, human and in-kind resources and explain how the scale of investment compares with other business investments. Have you made an investment in longer term return on investment (ROI) than usual for an environmental impact? For example, are you investing in new technology to reduce dependency on natural resources? Have you invested in the development of a new product/service?
- **Management:** who is ultimately responsible for the return on that investment? What is the management structure – from board level down to ensure the day-to-day management of your environmental activities? How is this integrated and embedded across the business?
- **Meeting targets:** what are the KPIs under your targets? How are they monitored? Are the KPIs being met and what happens if they are not met?

## What are the environmental/societal benefits to your business's approach? (500 words max)

In this section the assessors are looking for quantitative and qualitative evidence to demonstrate the positive environmental impacts your business is having as a result of the activities explained in the previous sections.

Include immediate, medium and longer term impacts your activities have had/will have. Assessors will be marking what your activity has achieved to date, but a sense of the longer-term outcomes are important to get a full picture of your business' vision – these should refer to the objectives and targets outlined above. How does this impact relate to the stated KPIs? What difference is your intervention making?

Some examples of evidence include but are not limited to:

- Reduced environmental footprint of your products or services
- Increase of renewable energy generation
- Increased water conservation and/or quality enhancement
- Enhanced biodiversity and ecosystems
- Increasing the use of recycled or reused materials in your products
- Prolonged life of your products. For example, taking back old products and remanufacturing for further use
- Closing the loop on a value chain
- Waste reduction throughout the value chain
- Increased water efficiency in your operations or throughout your value chain



- Enhanced corporate stewardship for healthy ecosystems
- Reduced reliance of local communities on fossil fuel derived energy
- Increased quality of local communities through sustainability engagement
- Raising the capacity of others to create a positive impact on the environment and/or raising awareness of environmental issues.

### **What are the business benefits of your programme/strategy/approach? (500 words max)**

In this section assessors will be looking for quantitative and qualitative evidence to demonstrate the economic contribution and value creation that has come from smart business growth through better resource use, nurturing healthy ecosystems and/or tackling climate change. Assessors will be looking for evidence on as many of the below examples as possible:

- Bottom line returns: financial savings, increased turnover or sales or calculated ROI.
- New market opportunities, products or clients/customers arising from your approach: Has your approach led to direct impacts on the business. For example, has your commitment to addressing key environmental issues led directly to new markets for your products, or led to new clients or customers being interested in your products and services? Additionally, assessors are interested in finding out whether this has led to the development of new products as a result of the relationships with new clients/customers or markets.
- Reduced risk levels associated with key environmental issues: for instance, the mitigation of long-term environmental risks through more rapid adoption of circular resource use, valuing nature and/or tackling climate change.
- A strengthened supply chain: for example, more innovative suppliers, shortened supply chain, less complex supply chain.
- Increased positive perceptions and reputation of the business among stakeholders: have you communicated your business' approach to addressing environmental issues? Is this having an impact on the perceptions and reputation of your business? This could be evidenced through employee engagement data, customer surveys, positive media pieces about your company referencing your environmental credentials, statements from suppliers, investors etc. It could also include statements and quotations from key stakeholders to back up your claims.
- Positive impacts on recruitment, retention, motivation, and skills of staff and if relevant the financial impacts: through your approach, are you able to attract talented and committed employees into your business? If you have carried out a staff survey and have information that demonstrates that your staff members are more motivated as a result of your business' environmental activities, then this is the sort of information that would strengthen your entry. If you can show any financial benefits from this, even better.
- Best practice and lessons learnt which is fed back into the wider business operations and processes to increase benefits: for instance, have you taken what you have learnt from one part of the business and applied it in another area?





- How your approach has leveraged other resources to address the issues: for instance, working with government or NGOs to promote a sustainable alternative to a common material, collaborating with other businesses to tackle an environmental issue that affects many in your industry, engaging your customer to use your products sustainably to address your key environmental challenges.

In this section you can include any other business benefits that have come about as a result of your business' approach through better resource use, nurturing healthy ecosystems and/or tackling climate change.

## Uploading supporting files

Total files uploaded must not exceed 30MB. BITC reserves the right to only process content below the maximum file size for assessment.

At the end of the awards questions there is a file upload option. You can upload multiple supporting files if the documents are compressed into a zip. file before uploading.

### How to zip multiple files for this Qualtrics process:

1. Select all the files you want to zip together by holding the CTRL key and clicking on each one.
2. Right click and select 'Send to' from the menu that appears.
3. Select 'Compressed (zipped) Folder' from the secondary menu.
4. This will create a new Zipped Folder, which will show up as a new icon.
5. Please name the folder using this structure: WALES *COMPANY NAME* Awards submission 2020
6. Navigate to the file upload question in the survey and click anywhere in the grey box. This will open a dialogue box where you can navigate to the relevant zip file, select the file and click open. Your supporting documents and images will then be uploaded

**Please note: All logos should be supplied as hi res eps, png, .ai or svg. Images should be hi res, above 2MB**

