



**BUSINESS ENVIRONMENTAL AWARDS**  
**PRESENTED BY ACTERRA: ACTION FOR A SUSTAINABLE EARTH**

**2008 APPLICATION**

**Eligibility**

Any private or public business entity, division or facility located in Alameda, Marin, San Francisco, San Mateo, Santa Clara or Santa Cruz County is eligible to apply. Non-profit organizations are eligible if environmental work is not their central mission. Organizations may submit applications for more than one program but must complete the entire application (including a separate Registration Form) and submit a fee for each application. The same program can only be submitted in a single category. *Note that you cannot submit a program that has already won a Business Environmental Award to the same category in which it received the award.*

**Application Procedure**

1. Review the **Registration Information** you will need to provide on the on-line Registration Form.
2. Complete the **On-line Registration Form** located at [www.acterra.org/bea](http://www.acterra.org/bea). Application fees will be collected upon submission of the Registration Form. Payments may be made via credit card (Mastercard or Visa) or check. An email receipt will be generated from your payment.
3. Complete the **Program Statement**. Historically it has taken applicants anywhere from 5-15 hours to complete the Program Statement depending on the nature of the project and the size of the organization.
4. Email an electronic copy of the Program Statement to [awards@acterra.org](mailto:awards@acterra.org). If possible, please convert your Program Statement into a .pdf document prior to submitting. You will receive an email confirmation of receipt within 2 days of your submission (please contact the Awards Program Manager if you do not receive a receipt within this time).
5. You may provide **supporting materials** relevant to your program, such as graphs, photographs and reports, via email to [awards@acterra.org](mailto:awards@acterra.org) or US mail to: Business Environmental Awards, c/o Acterra, 3921 East Bayshore Rd., Palo Alto, CA 94303-4303.

**Application Deadline**

All applications must be received by **midnight on January 25, 2008**. Applications are considered complete only upon receipt of **BOTH** the **On-line Registration Form** and **Program Statement**, as well as any **supporting materials** you choose to provide.

*Please direct any questions regarding the application process to the Awards Program Manager, Ariane Erickson, at 650-962-9876 x350.*

## Registration Information

The following information will be required when you complete the **On-line Registration Form** located at [www.acterra.org/bea](http://www.acterra.org/bea):

- **Organization Information**
  - Organization name, main phone number, and mailing address
  - Web site address
  - Type of organization (e.g. business, non-profit, government entity), and a one-paragraph summary of the organization's main product/service.
  - Name of person submitting application including title, phone number, mailing address and email address
  - Additional contact person including title, phone number, mailing address and email address
  - Indicate if this program was previously submitted for a Business Environmental Award, what year previously submitted, and if it won
  - Indicate if you will be sending supporting documents via email or mail
  - Indicate where you heard about the program
  
- **Business Size and Application Fee:**
  - Small** (*100 employees or less*) - \$50 application fee
  - Medium** (*101-1,000 employees*) - \$100 application fee
  - Large** (*1,001 or more employees*) - \$250 application fee

*If this fee represents a financial hardship, please contact the Awards Program Manager to request a reduced or waived fee.*

- **Award Category** - refer to the enclosed **Category Descriptions** and *select only one category per program submitted*. Please contact the Awards Program Manager if you have any questions about which category to select for your program.

## 2008 Awards Timeline

January 25, 2008	<b>Applications Due by midnight</b>
February 2008	<b>Application Review</b> The Business Environmental Awards Judges will review and evaluate written applications according to the selection criteria outlined in the Program Statement section of the Application. Judges will select finalists for site evaluation based only on the written applications; <u><i>not all applicants will be selected for site evaluation.</i></u>
March 2008	<b>Finalist Site Visits</b> Judges Schedule and Conduct Finalist Site Visits (or program presentations). These evaluations provide finalists with the opportunity to further demonstrate the merits of their programs to the Judges.
May 2008	<b>Winners Announced</b>
May 29, 2008	<b>Awards Reception</b>

## Program Statement

Please submit a Program Statement by providing a Program Summary and Program Description as directed below. Judges will select finalists for site visits based only on the information provided in your Program Statement and supporting documents submitted with your application; therefore you should provide a complete Program Statement and any relevant supporting information at the time of your application. Do NOT include confidential or proprietary information as the awards applications will be made available to the public at the end of the Awards Program.

### **A. Summary**

Provide a brief (1-2 paragraph) overview of your program. Describe key attributes, including the program's purpose; how, when and by whom it was initiated; any government regulations or directives it was designed to meet; relevant technology, equipment, materials, procedures, key players, and training involved; and how employees, regulatory agencies and community members are involved.

### **B. Program Description**

Please provide a description of your program (in five pages or less) by addressing the Criteria Areas outlined below. Judges will weigh each criteria area as indicated.

<u>Criteria</u>	<u>Weighting (%)</u>
<b>1. Leadership</b> <i>Demonstrating leadership among environmental programs.</i> <ul style="list-style-type: none"><li>Describe the ways your program has reached beyond compliance with a systemic approach that includes environmental concerns as legitimate business factors in all decisions.</li><li>Illustrate how your program represents leadership in environmental progress.</li></ul>	25-30%
<b>2. Significant Environmental Benefits</b> <i>Establishing a record of direct environmental benefits as measured quantifiably or by program participation</i> <ul style="list-style-type: none"><li>Identify the environmental issue(s) that your program addresses, your methods for measuring success, and the results you have obtained or observed.</li><li>Describe your program's history of environmental performance, summarizing efforts and improvements over time.</li><li>Describe and quantify any other environmental benefits, intentional or otherwise, that have occurred as a result of your program.</li></ul>	25-30%
<b>3. Potential Model for Businesses Community</b> <i>Providing a model other businesses can follow by openly sharing program information that addresses common environmental concerns.</i> <ul style="list-style-type: none"><li>Describe the appeal and realistic transferability of your program to other organizations from a technical, economic and administrative point of view.</li><li>Explain how the program benefits employees and customer/community relations.</li><li>Discuss the common environmental concerns that your program addresses.</li><li>Verify your willingness to share program information with others, including competitors.</li></ul>	15-20%
<b>4. Demonstrating Program Commitment</b> <i>Demonstrated commitment throughout the organization to the program's permanence.</i> <ul style="list-style-type: none"><li>Explain the level of upper management and organizational support for the program.</li><li>Describe the policies, programs, management systems, procedures and/or goals designed to ensure the continued success of the program.</li><li>Discuss what you foresee the program's future to be.</li></ul>	15-20%
<b>5. Collaborative Effort</b> <i>Collaborating with other departments and/or organizations to broaden program's scope, strength and reach</i> <ul style="list-style-type: none"><li>Describe the other internal or external groups your program has worked with and how this collaboration has improved the program.</li></ul>	10%

## CATEGORY DESCRIPTIONS

*The following descriptions are intended to be illustrative and not exclusive. Applicants are not expected to meet all of the bulleted guidelines. Please note that each eligible program may only be submitted in one category.*

### **Acterra Award for Sustainability**

This special award rewards sustainable businesses which implement aspects of all the other award categories and integrate environmental, economic and social equity factors.

*Model Programs Strive To:*

- Create holistic programs and processes that respect and protect all stakeholders, including employees, suppliers, investors, local and global communities, customers, and the natural environment
- Create products and services that contribute to a sustainable community
- Implement processes that use natural resources efficiently and do not create hazardous or toxic wastes
- Educate employees, suppliers and customers about actions they can take to reduce their own environmental impact
- Conduct outreach to the local community through philanthropic, educational and other efforts
- Protect and preserve natural habitats

### **Commute and Transportation**

Rewards efforts to reduce the environmental and social impacts associated with the transportation of people, products and resources.

*Model Programs Strive To:*

- Promote alternative commute programs such as ride sharing, telecommuting & use of public transportation
- Encourage the expansion of public transportation resources
- Use optimal facility design and location to enhance proximity to markets, employees' residences and public transportation routes
- Use communication technologies, telecommuting and teleconferencing
- Use fleet vehicles which run on alternative fuels

### **Environmental Enterprise**

Rewards a company, project or group for developing a new and innovative environmental solution, technology or product.

*Model Programs Strive To Achieve:*

- Unique and innovative products or solutions that provide significant environmental and social benefit
- Technical feasibility
- Commercial viability

## Environmental and Sustainability Education

Rewards educational programs designed to heighten awareness about environmental issues and promote actions that lead toward sustainability.

*Model Programs Strive To Implement:*

- Educational programs focused on building understanding and responsibility about living and working sustainably
- Educational initiatives which primarily serve the local environment
- Educational programs beyond those associated with internal environmental, health and safety compliance programs

## Susanne Wilson Award for Pollution Prevention/Resource Conservation

Rewards programs which reduce the consumption of resources (water, materials and/or energy) and minimize the generation of toxic and/or persistent pollutants.

*Model Programs Strive To:*

- Implement comprehensive and formalized policies, programs, systems and procedures beyond compliance
- Use resources efficiently
- Use environmental principles in the design of products, services, and processes
- Implement reuse, remanufacturing, product stewardship and closed-loop recycling
- Achieve measurable results & improvement in environmental performance
- Thoroughly train all employees

### Special Project Category

Rewards projects that meet the above Susanne Wilson Award criteria but are more limited in scope; addressing a specific area.

## Sustainable Built Environment

Rewards designs that conserve natural resources and promote health and well-being for the occupants of buildings and other built environments.

*Model Programs Strive To:*

- Incorporate green building design elements (energy efficiency, recycled and least toxic materials use, etc.)
- Maximize use of existing structures/materials (incorporate deconstruction)
- Use design features such as indoor and outdoor plants, natural lighting and pleasant aesthetics, which have shown to improve health and performance
- Utilize materials and techniques that reflect sound environmental practices
- Go beyond compliance with Environmental, Health & Safety (EH&S) standards
- Reduce sprawl and create livable cities
- Incorporate sustainable interior furnishings and equipment

## SAMPLE PROJECT DESCRIPTIONS

*Please note that these are fictional examples. Applicants are not expected to incorporate all the actions described in the examples. To view a sampling of previous winners' applications, please see our website at [www.acterra.org/bea](http://www.acterra.org/bea).*

### Acterra Award for Sustainability

Green Threads, Inc. makes fashionable organic cotton clothing using only natural dyes. The company ensures that their cotton suppliers and seamstresses are paid a living wage. Deliveries to their outlet stores are made in reusable packaging and the stores produce one quarter of the waste of a typical clothing store. Store employees are all shareholders in the company and enjoy a commute and transportation program which provides free transit passes, bike lockers and showers. All of the landscaping at Tiny Computer's corporate campus is comprised of native plant species. From shrubs in the median strips to oak trees in the courtyards, the native plantings not only reduce water consumption (no sprinklers required), they provide habitat for birds and other small animals.

### Commute and Transportation

Cycle Company's Carfree Program encourages employees to take public transportation by providing discounted transit passes, a free shuttle to the local train station and a parking spot cash rebate program. The company also operates two satellite offices based close to employees' homes and encourages telecommuting. Teleconferencing and videoconferencing are also heavily utilized to cut down on travel between corporate campuses and to national and international customer sites. The company's maintenance fleet is comprised solely of electric and hybrid vehicles and electric vehicle charging stations are provided in the parking lot. Human-powered transport, such as bicycling and walking, are facilitated by the company's central downtown location and through the ample supply of bike racks and storage lockers as well as showers and changing rooms.

### Environmental Enterprise

Hydrogen Systems, Inc. has developed a fuel cell system that can meet all the energy needs of a home. An average home will save 50% on their energy costs, making the payback period for the system only 2 years! The only emission produced by the system is water vapor, saving 160 thousand pounds of greenhouse gases per household per year. This is the first company to develop a fuel cell that can meet all the energy needs of a house and make it economical. The company has already sold over 1 million units and is one of the fastest growing energy companies.

### Environmental and Sustainability Education

Wholesome Foods grocery store is committed to teaching its employees and customers about the importance of sustainable food production. Each customer that visits their store receives a pamphlet describing the environmental impacts of conventional agriculture and farming and the benefits of organic foods. Each customer is also invited to attend their free Saturday workshops to learn more about sustainable food production. Their on-site organic garden not only provides produce to the store, it serves as a hands-on teaching site for local schools.

### Sustainable Built Environment

The Whistlestop complex is a development including 30 townhomes and 10 shops all located across the street from the train station. The building materials utilized include solar roof panels that generate much of the occupants' energy needs, sustainably harvested lumber and numerous recycled materials. Large triple-pane windows shine daylight into every house and shop and the complex is designed around a courtyard that features drought tolerant landscaping.

## Susanne Wilson Award for Pollution Prevention/Resource Conservation

### *Small Company*

The Coffee Company serves its coffee in ceramic mugs, even when you order it to go (customers pay a \$1 deposit fee which is refunded upon return). They brew sustainably harvested coffee using reusable gold filters and steam organic milk for their lattes. Coffee grounds are donated to a local farm for composting. The store has reduced its energy consumption 50% by installing energy efficient lighting, insulating the attic, weatherproofing windows and doors and installing automatic shut-off sensors on bathroom lights. Their dishwashers are energy and water efficient and, toilets are low-flush and everything is cleaned with non-toxic cleaners.

### *Large Company*

Excellent Electronic's commitment to environmental protection starts with a strong mission statement and training program that promote continuous environmental improvement as a key company goal. This commitment is backed by an employee reward program that lets employees keep a portion of any cost savings resulting from their recommended changes for environmental improvements, as well as by including environmental performance in job descriptions and evaluations. The company is ISO 14001 certified and has implemented a well-organized environmental management system. The company has performed numerous self-audits to identify where to reduce resource use and waste generation. General improvements like installing efficient lighting and occupancy sensors and water efficient toilets and faucets have been completed. They have also instituted an "environmentally preferable purchasing" policy that favors use of recycled content and low-toxicity products and services. Currently they use recycled content office paper, letterhead, toilet paper, and carpeting. Janitorial and pest management services include contract specifications that eliminate and/or minimize the use of toxic products and require non-chemical methods where applicable. The company has instituted a "reusable container" system with vendors for parts delivery and uses recycled content packaging printed with water-based inks on outgoing product. Internal operations include a closed-loop production process that does not discharge wastewater. A state-of-the-art production line minimizes chemical use through various automated controls, and an on-site lab allows for continuous monitoring of chemical processes, resulting in improved product quality and low overall scrap rate.

### *Special Project*

AB Industries reduced its energy consumption by nearly 50% through its comprehensive program to maximize the energy efficiency of its operations. An energy assessment was first completed on all facilities revealing that the old HVAC system was oversized, so a smaller and more efficient model was installed. Variable drive motors replaced older inefficient models on industrial equipment, and centrally run software that controls computer monitor power down was installed to ensure consistent application of energy saving modes. Lighting retrofits included upgrading to the most efficient lighting, replacing magnetic with electronic ballasts and installing occupancy sensors and LED exit signs. Windows were either replaced with double-paned low-e models or had reflective surfaces applied. Shading devices were installed on south and west facing facades, and skylights now provide a significant portion of the daytime lighting in the warehouse. Once these energy conservation measures were complete, AB Industries' power requirements were minimized enough that they could install a smaller, economical photovoltaic system which was purchased using money saved on energy bills.

## FAQ

### About applying for the Business Environmental Awards

***Q: My project is in the planning or early implementation stage, can I still apply?***

A: Judges will be looking for measurable benefits, so programs that are fully developed and have a track record of results will be the strongest applications. If your program is in the planning or early stages, you may want to wait a year to apply.

***Q: My project was implemented by a consultant (e.g. a facilities management company or PR firm); can my company still apply for the award?***

A: Yes, your company can apply for a program even if you hired outside experts to help implement it. If the program was instigated as a joint effort you may consider applying jointly for the program. If the program was spearheaded by the consultant, and commitment to the program is stronger within that company, it may be more appropriate for the consultant to apply for the award.

***Q: What are the qualifications of the judges who will be evaluating my application?***

A: Each category is adjudicated by a team of 3-4 environmental professionals from the business, government and nonprofit sectors and includes at least one individual who has developed expertise or judging experience in that specific category. Additionally, each category is headed by a Team Captain who has served as a Business Environmental Awards judge in previous years and is familiar with the best practices in that category.

***Q: What other aspects of my company aside from the program I've applied for will the judges evaluate?***

A: For all categories the judges will evaluate and award only the program for which you are applying, not the company as a whole or the individual in charge of the program (although one individual is asked to receive the award on behalf of the program). Evaluating and awarding a company in its entirety is beyond the scope of the BEA (and, therefore, it is important for award winners to identify the actual program for which they have won an award.) Of course, both the Acterra Award for Sustainability and Pollution Prevention/Resource Conservation awards are quite comprehensive and judges for those categories do evaluate all the areas outlined in the category description.

***Q: What else will the judges be looking for?***

A: In addition to the specific criteria laid out in the application, the judges will be looking for evidence that your program goes beyond compliance and, in the case of nonprofit organizations, goes beyond fulfilling your mission.

***Q: The environmental benefits of my program reach beyond the Bay Area, will these be considered by the judges?***

A: Environmental benefits that occur outside the Bay Area can be included in your application to indicate corporate commitment (criteria #4) but will not be included in the judging of the environmental benefits criteria.

***Q: If my program is selected as a finalist what should I expect on the site visit?***

A: If you are selected, the team captain of the judging team will contact you to schedule a site visit. If you don't have anything to show judges at your site and would prefer to schedule a program presentation at the Acterra offices in Palo Alto, you may request this of the team captain. Your visit will last approximately 2-3 hours. This is your opportunity to provide more detailed information about the program components outlined in your application and to show any visual program aspects, as well as the judges' opportunity to ask for additional information or clarification on information provided in your application.

***Q: My company is a consulting/architectural firm that has completed numerous green projects. Can I submit multiple projects, or just one?***

A: It is helpful for the judging process if consultants submit applications for a particular project as it is difficult for them to compare applications that include multiple projects with those focusing on a single project. Again, other projects can be referenced to demonstrate corporate commitment.

***Q: How many companies are awarded in each category?***

A: Only one applicant will receive the award (except in rare circumstances where two applicants are equally outstanding). However, the judging committee may elect to give multiple awards differentiated by company size.

***Q: It appears as though my program is relevant to more than one category – what is the best one to submit to? Can I submit my program to more than one category?***

A: You may submit your program to only one category. The following examples may help you decide which category is most relevant to your program. (Please feel free to contact the Awards Program Manager if you need additional assistance in selecting the category)

#### *Environmental Enterprise vs Pollution Prevention*

A company sells solar panels and runs their operations in a sustainable manner; for example their installation trucks are run on natural gas, they recycle extensively at their office, and offer their employees numerous commute options. This company *should* apply in the Pollution Prevention/Resource Conservation category because the noteworthy aspect of their program is the way in which they conduct their business. Environmental Enterprise is intended for businesses that have developed a *unique and innovative product or solution* (solar cells are a noteworthy but not innovative environmental product).

#### *Pollution Prevention vs Sustainability*

Sustainability is the next step up from a comprehensive pollution prevention program and is largely distinguished by the additional commitment to social equity in all business operations. Companies who have adopted – and succeeded – in achieving **triple** bottom line success – economic, environmental and social – should consider applying to the Sustainability category. Please see the Sample Project Descriptions for further insight into the distinction between pollution prevention and sustainability programs.