



2012 BUSINESS ENVIRONMENTAL AWARDS
PRESENTED BY ACTERRA: ACTION FOR A HEALTHY PLANET

INSTRUCTIONS AND APPLICATION

GENERAL INFORMATION

Eligibility

Any private or public business entity, division or facility located in Alameda, Contra Costa, 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. Each program may only be submitted to one category. Organizations may submit more than one program but must complete a separate Online Registration, Application, and Application Fee for each program. Previously awarded programs are eligible to reapply if the initial award was received prior to 2007 and substantial enhancements have been made. Prior awardees in the Sustainability category may only submit programs that were implemented *after* receiving the Sustainability award.

Award Categories (see pages 5 and 6 for detailed descriptions)

Acterra Award for Sustainability
Environmental Project
Environmental Innovation
Sustainable Built Environment

Awardee Responsibilities

All winners are asked to send a representative to the Awards Reception to receive formal recognition of their award. Additionally, all award recipients must be willing to have elements of their program videotaped for the creation of a short (3 minute) video to be shown at the Awards Reception and thereafter made available to the general public.

Timeline

November 15, 2011	Early bird deadline to complete the Online Registration Form (to pay a discounted application fee)
December 9, 2011	Applications due by 11:59 pm
January 2012	Application review. The Business Environmental Awards Judges will review and evaluate written applications. 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>
February 1, 2012	Finalists announced
February 2012	Finalist site visits. Judges schedule and conduct site visits (or program presentations) to enable finalists to further demonstrate the merits of their programs.
March 19, 2012	Award recipients announced
April/May 2012	Video production of award recipients' programs
May 31, 2012	Awards Reception

INSTRUCTIONS

Each of the following steps must be completed by the application deadline of **Friday, December 9, 2011**:

- STEP 1: Complete the **Online Registration Form** located at www.acterra.org/bea. Application fees will be collected upon submission of the Online Registration Form. Payments may be made via credit card or check. An email receipt will be generated when you submit your payment. Note: if paying by check, it must be received no later than Friday, December 16, 2011.
- STEP 2: Complete the **Application** (pages 3 and 4) and email to awards@acterra.org. If possible, please convert your application into a .pdf document prior to submitting. You will receive an email confirmation of receipt within one week of your submission (please contact the Awards Program Director if you do not receive a receipt within this time).
- STEP 3: Optional: Send or deliver **Supporting Materials** relevant to your program (such as graphs, photographs, articles, or reports) via email to awards@acterra.org or US mail to: Business Environmental Awards, c/o Acterra, 3921 East Bayshore Rd., Palo Alto, CA 94303-4303.

For questions regarding the application process, please refer to the **Frequently Asked Questions (FAQ)** located at www.acterra.org/programs/bea/faq.html or contact **Awards Program Director**, Ariane Erickson, at 650-561-4711.

STEP 1: ONLINE REGISTRATION FORM

The following information will be required when you complete the **Online Registration Form** located at www.acterra.org/bea:

- Organization's name, main phone number, and web site address
- County in which organization is based
- Type of organization (e.g. business, non-profit, government entity)
- One-paragraph summary of the organization's main product/service
- Award Category
- Program Name
- 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 when you will submit the Application
- Indicate if you will be sending optional Supporting Materials (via email or mail)
- Indicate where you heard about the program
- Business Size and Application Fee
 - Small (100 employees or less): \$75 or \$50 for early bird deadline
 - Medium (101-1,000 employees): \$200 or \$150 for early bird deadline
 - Large (1,001 or more employees): \$350 or \$300 for early bird deadline

Early bird deadline: Complete the Online Registration form by **Tuesday, November 15, 2011** to qualify for the discounted rate. If the fee represents a financial hardship, please contact the Awards Program Director to request a reduced or waived fee.

STEP 2: APPLICATION

Using the following guidelines, please create a separate document to answer questions 1 – 5 below:

- The weighting of each question is noted in parentheses.
- Make your answers as thorough as possible while including only relevant information. Completed applications are typically between 3-5 pages in length and should not exceed 10 pages total.
- Please note, where possible, how your program incorporates the **model features** of your Award Category (as noted by the category's bullet points - see pages 5 and 6).
- 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.
- Judges will select finalists for site visits based only on the answers to these questions and the optional supporting materials that you provide.
- Examples of past winners' applications are available for reference at <http://www.acterra.org/programs/bea/examples.html>

1) Program Overview: Please provide a 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.

2) Leadership (30%): How has your program demonstrated leadership among environmental programs?

- Describe ways your program has reached beyond compliance with a systemic approach that includes environmental concerns as legitimate business factors in all decisions.
- Illustrate how your program represents leadership in environmental progress.

3) Significant Environmental Benefits (30%): How has your program established a record of direct environmental benefits as measured quantifiably or by program participation?

- Identify the environmental issue(s) that your program addresses, your methods for measuring success, and the results you have obtained or observed.
- Describe your program's history of environmental performance, summarizing efforts and improvements over time. Please provide metrics whenever possible.
- Describe and quantify any other environmental benefits, intentional or otherwise, that have occurred as a result of your program.

STEP 2: APPLICATION, CONT'D.

4) **Potential Model for Businesses Community (20%): How has your program openly shared information that addresses common environmental concerns?**

- Describe the appeal and realistic transferability of your program to other organizations from a technical, economic and administrative point of view.
- Describe collaborative efforts with other organizations to broaden the program's scope, strength and reach.
- Verify your willingness to share program information with others, including competitors.

5) **Demonstrated Program Commitment (20%): Describe the demonstrated commitment to the program's permanence throughout the organization.**

- Explain the level of upper management and organizational support for the program.
- Describe the other internal groups your program has worked with and how this collaboration has improved the program.
- Describe the policies, programs, management systems, procedures and/or goals designed to ensure the continued success of the program.
- Discuss what you foresee the program's future to be.

STEP 3 (OPTIONAL): SUPPORTING MATERIALS

Send or deliver optional **Supporting Materials** relevant to your program (such as graphs, photographs, articles, or reports).

Send via email to: awards@acterra.org

Or via US mail to: Business Environmental Awards
c/o Acterra
3921 East Bayshore Rd.
Palo Alto, CA 94303-4303

CATEGORY DESCRIPTIONS

Please note that each eligible program may only be submitted to one category. For assistance in selecting the most appropriate category for your program, Fictional Program Examples are available for review at www.acterra.org/programs/bea/examples.html.

The following descriptions are intended to be illustrative and not exclusive. *Applicants are not expected to meet all of the bulleted guidelines.*

Acterra Award for Sustainability

Acterra's highest award recognizes businesses whose programs demonstrate leadership in many or all of the other award categories *and* achieve all three pillars of sustainability (people, planet, profit).

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
- Implement processes that use natural resources efficiently and eliminate hazardous or toxic pollutants
- Use environmental design principles, including reuse, remanufacturing, product stewardship and closed-loop recycling
- Implement a comprehensive carbon reduction strategy, including commute and transportation and travel avoidance programs, that serves to minimize carbon emissions to the greatest extent possible
- 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

Environmental Project

Rewards a specific environmental project that has demonstrated significant leadership in a focused area, such as resource conservation (water, materials and/or energy), educational outreach, pollution prevention or minimizing carbon footprint.

The following is a list of Sample Projects and is not intended to be all inclusive of the type of projects that may apply, nor a list of requirements for an applicant.

Sample Projects Include:

- A comprehensive commute and transportation program that prioritizes travel avoidance
- An innovative environmental education program
- A landscape project that protects and restores habitat and open space
- An outreach program committed to improving the quality of life of its employees and the community
- An exemplary energy or water conservation program
- An employee Green Team that affects substantial changes within the organization or among its employees

CATEGORY DESCRIPTIONS, CONT'D.

Environmental Innovation

Rewards the successful implementation of a new or significantly improved environmental product, solution or technology, such as a new business service, a new invention or a new way of solving an environmental problem.

Model Programs Strive To:

- Create unique and innovative products or solutions that provide significant environmental and social benefit
- Demonstrate technical feasibility
- Achieve commercial viability
- Minimize environmental impact of the product or service by utilizing non-toxic and recycled materials, clean production strategies, leasing options where possible, and product take-back programs

Sustainable Built Environment

Rewards a building project that conserves natural resources and promotes the health and well-being of its occupants.

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 where applicable
- Use interior design features such as plants, natural lighting and pleasant aesthetics
- Incorporate sustainable interior furnishings and equipment
- Utilize materials and techniques that reflect sound environmental practices
- Go beyond compliance with Environmental, Health & Safety (EH&S) standards
- Reduce sprawl, facilitate public transportation, and create livable cities
- Design sustainable outdoor areas that include low-water, non-invasive and native plant landscaping, pedestrian and bicycle-friendly features, and that preserve open space and natural habitats where possible.