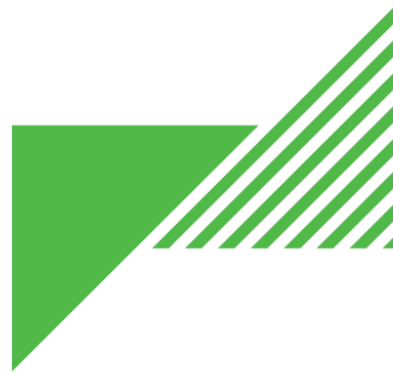


**VIBES
AWARDS**
2016



VISION IN BUSINESS FOR THE ENVIRONMENT OF SCOTLAND



TRANSPORT AWARD

GUIDANCE NOTES

2016



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1. The Competition

The VIBES (Vision in Business for the Environment of Scotland) Awards aim to raise awareness of environmental and sustainable development issues within businesses in Scotland.

The competition emphasises that best environmental practice is not only good for business, the economy and competitiveness, but that it also benefits the surroundings in which we work, live and relax. VIBES rewards those who have addressed sustainable development issues in the work place and encourages others to follow their examples.

The **Transport Award** recognises businesses that have achieved a significant, measurable reduction in their environmental impact through the introduction of sustainable transport practices.

This could include all types of businesses that use vehicles in their day to day operations. The organisation should be able to demonstrate a reduction in transport-related fuel consumption and consequent CO2 emissions. This could be through:

- Introducing a fuel efficient driving programme,
- Purchasing electric or fuel efficient vehicles,
- Fitting vehicles with telematics,
- Setting up a cycle to work scheme,
- Encouraging walking and public transport, installing technology that reduces the need to travel, such as conference call systems.
- Any other initiatives that have been implemented to reduce your transport impact on the environment.

These awards act as a participating feeder scheme for the **European Business Awards for the Environment**. All winners have the option of going forward to be assessed as potential UK entries to these awards. Please indicate your interest in doing so in the application form.

2016 is Scotland's Year of Innovation, Architecture and Design. Therefore this year the **Innovation Award** was introduced to recognise businesses that have developed, innovative products, practices or services that bring environmental and business benefits. This category highlights the ability of businesses, partnerships, collaborations or individuals to promote sustainable consumption, reduce environmental impacts and create new business opportunities. Please see Innovation Award guidance notes and fill in section 4 on your Transport Award application form if you would like to enter.

Another new award this year - the **Green Team Award** rewards teams that have recognised the importance of working as a team to deliver environmental improvements. A green team can be within an organisation or between organisations.



If you would like to be considered for this award category, please see Green Team guidance notes and fill in section 5 on your Transport Award Application form.

2. Judging Criteria

The Transport award is for businesses that have achieved significant reductions in their environmental impact through the introduction of sustainable transport practices.

The main body of the application form is divided into an executive summary and six criteria. These six criteria should expand on the information provided in the executive summary.

The criteria are presented below:



You are encouraged to complete all criteria, if possible, but it may be that some criteria are not relevant to your entry. Please be concise and limit the information provided in each criterion to a maximum of **250 words** (unless otherwise instructed by the application form).



Use the following guidance notes to help complete your application form.

For further advice and support with your application, please email vibes@sepa.org.uk.

2.1. Executive Summary

An executive summary is required. This summary represents your chance to grab the judges' attention and stand out – make sure it is a clear, strong message that conveys what you have done and engages the reader. Make it clear why you think you should win this award – what is unique to you?

This summary is looking for:

- Why you are applying for this award.
- An outline of what you have done.
- What you have achieved.
- Innovations, originality and inspiration for change.

Please provide information on any novel approaches or practices that your business has taken to promote sustainable business practices to your staff and/or customers/suppliers. For example, you may be able to demonstrate how your business goes above and beyond standard practice, e.g. sustainable procurement policies.

Your practice could be innovative within your sector or your site may have developed a practice that is innovative for the parent company and has the potential to be rolled out across all sites within the group. Judges are looking for you to demonstrate that you have thought 'outside the box.' This summary is limited to 500 words.



2.2. Commitment



Senior management must be clearly committed to the development and implementation of the sustainable transport practices. The importance in the context of the organisations overall strategy must be clear.

Please provide details of your business's commitment to sustainable transport through measures you have implemented or savings you have made.

This section will be evaluated on the following:

- Evidence of the organisation's broader commitment to sustainable development, e.g. an established company environmental policy, details of an environmental management system (EMS)
- A demonstration that the commitment exists throughout your organisation to adopting the new practices
- Details of your sustainable transport policy and how important this is within your organisation's overall operations
- Clear evidence that all staff members are aware of the company's travel policy, e.g. through the staff handbook, progress reports etc.
- A commitment to undertake regular reviews of the company travel policy by a dedicated management team.



2.3. Innovation



Innovation in the introduction of sustainable transport practices must bring improvements in environmental performance over comparable alternatives and promote more eco-efficient practices.

Please detail innovation in the development and implementation of your business's sustainable travel practices. This section will be evaluated on the following:

- A summary of the circumstances leading to the development and implementation of the sustainable travel practices, e.g. what research was undertaken and why was this chosen?
- Details of the specific innovative elements that distinguish your current policies from what was being undertaken previously
- If the entry involves the introduction of an alternative fuel source, please explain why this particular fuel source was chosen.

The innovation does not have to be a large investment in an expensive technology. It could just be a novel way of, for example, introducing a fuel efficient programme, introducing alternatives to standard petrol/diesel use, or using technology that reduces fuel use.



2.4. Environmental Benefit



Clear and quantifiable analysis must demonstrate the reduced environmental impacts of the sustainable transport practices and how environmental monitoring is used to inform development of the policy.

This section will be evaluated on the following:

- Evidence of targets and/or Key Performance Indicators in relation to monitoring/improving your sustainable transport policy, e.g. fuel usage, mileage travelled, CO2 emissions
- Details of how you measure progress towards meeting targets, e.g. through routine monitoring and reporting of sustainable transport measures
- Details of progress made, e.g. measurable reductions in level of travel, reductions in carbon emissions from fuel reductions or through the use of alternative fuel sources
- Information on who has overall responsibility for the targets
- Evidence of any wider benefits of introducing the sustainable transport policy, e.g. improved compliance, waste reduction etc.

Applicants will receive a higher score if they can provide quantified evidence of their reduced impact(s). Where possible, associated carbon savings should be included to indicate your contribution towards Scotland's Climate Change targets (see below).

<http://www.gov.scot/Topics/Environment/climatechange/meetingemissionstargets>

Please provide environmental data for 3 years if possible, and be sure to include the correct units where applicable.



2.5. Social Benefit



The sustainable transport practices should meet the needs of consumers, staff, and communities and bring wider social benefits.

This section will be evaluated on the following;

- Evidence of what consumer needs are met by the sustainable transport practices
- An indication of any wider social benefits that can be expected to arise from the sustainable travel practices
- Information on how improvements are communicated within the company and externally should also be included

Examples of social benefits may include: creation of local employment opportunities; securing staff's long-term employment; improvements in working conditions or quality of life; improved working, leisure or health related benefits or conditions; positive impacts on the local community or on a global level; financial benefits of any cost savings that have been redirected to benefit staff or end users.



2.6. Economic Benefit



Proof must be provided to demonstrate that the introduction of sustainable transport practices is economically viable.

This section will be evaluated on the following:

- If you have made economic savings as a result of reducing staff travel, then please state these. For example, benefits to your capital or operating costs as a result of the activity could be stated.
- You should also describe and quantify any wider economic benefits that have resulted from the sustainable travel practices, e.g. has your environmental commitment opened up new markets; helped to win contracts; helped to keep customers/develop customer relations; allowed you to avoid any financial implications (legislative issues, avoiding unnecessary investment in vehicles by reducing travel etc.)

Please ensure that economic benefit data provided relates specifically to the environmental benefit data provided in the previous section.

Please provide data for three years if possible.



2.7. Best Practice



There must be clear potential for good practice and innovation to be replicated elsewhere.

Please provide details of your efforts to share best practice and how these link into your future plans.

This section will be evaluated on the following:

- Evidence that the organisation has actively sought to replicate or promote its achievements elsewhere, for example through seminars, business network groups and case studies, or as a minimum has considered the potential for replication.

There must be clear potential for wider adoption of your sustainable transport policy and a willingness to promote this knowledge and expertise with other organisations within and outwith Scotland, as appropriate.

3. Next Steps

All the forms we receive will be assessed, and those which show a high level of commitment and have reached the appropriate standard will be added to the list of finalists.

If you are placed on the list of finalists you will then receive a judge's site visit. This gives you the opportunity to provide more details of your achievements and allows the judges to more accurately assess your application

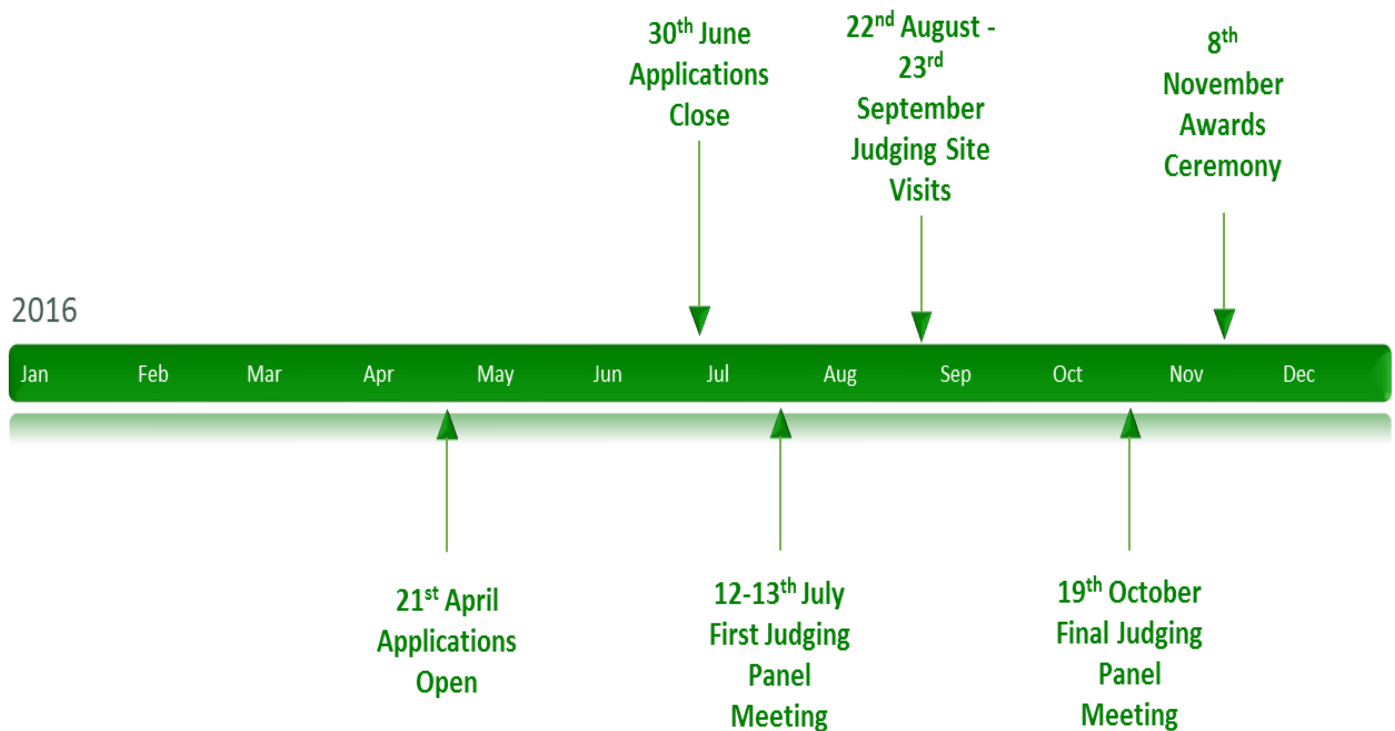
The VIBES Awards is all about recognising and promoting good practice and it is therefore incumbent on the organisers to ensure all finalists are compliant with any relevant environmental regulations. This will be done by making contact with local SEPA offices to assess the status of applicants.

The judges' site visits will take place during August or September. The visit allows the judges to meet the employees at the site/premises responsible for improving environmental performance and sustainable development. The visit should be used to support and expand on your application and should ordinarily take no longer than 3 hours.



Finalists will be chosen from each size category and a final judging panel comprising Bob Downes (SEPA Chairman), Lady Susan Rice (Chair of Scottish Water) and Lorne Crerar (Chair of Highlands and Islands Enterprise) will then select the winner for each of the size categories. These will be announced at the awards ceremony in November 2016.

4. Key Dates



5. Further Information

We hope that these guidance notes are of some help in the completion of your application form.

Please note that by entering VIBES you agree to share the information you provide with the partner organisations. The partner organisations are:

- Energy Saving Trust
- Highlands and Islands Enterprise
- Scottish Environment Protection Agency
- Scottish Enterprise
- Scottish Water
- Scottish Government
- Zero Waste Scotland



- 2020 Climate Group

The Awards are supported by:

- CBI Scotland
- Institute of Directors
- Bright Green Business
- FSB
- Quality Scotland

We may ask the partner organisations for additional information. This information will only be used to help assess your suitability as a VIBES winner.

If you're successful with your entry we will prepare a case study to highlight the areas of your business that particularly impressed the judges. Once you have approved the content of the case study it will be used to promote good practice more widely.

Further advice, support and assistance with the application form are available from the VIBES Awards Co-ordinator vibes@sepa.org.uk

You can get support and assistance from a number of the partner organisations to further improve the environmental performance and sustainable development of your business.

Sources of help will be highlighted in the feedback on your entry. You can also find out how each of the partners might be able to help you now by contacting the VIBES Co-ordinator or looking at the competition website (www.vibes.org.uk).

To submit your completed application save this word document using your company as the file name (if saving as PDF please also provide a word version of the application form). Then electronically submit this to us at the email address below.

Completed forms must be submitted no later than **1700 hours on Thursday 30th June 2016.**

Contact us:

Help Desk: 0300 0996699

Address :- Scottish Environment Protection Agency

VIBES Awards

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Website: www.vibes.org.uk

Good luck from the whole team!