VIBES AWARDS 2015



VISION IN BUSINESS FOR THE ENVIRONMENT OF SCOTLAND

TRANSPORT AWARD GUIDANCE NOTES



CONTENT 0

- 01 The Competition
- 02 Who Can Apply
- 03 How to Apply
- 04 The Application Form
- 05 Part 1 Company Details
- 06 Part 2 Judging Criteria
- 07 Next Steps
- 08 Key Dates
- 09 Further Information
- 10 Good Practice Summary



1. "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Bruntland Report definition) i.e. takes consideration of social, economic and environmental issues

The VIBES (Vision in Business for the Environment of Scotland) Awards aim to raise awareness of environmental and sustainable development¹ 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.

VIBES is also delighted to be partnering again with WaterAid for **The Ripple Effect Challenge**. This is a fundraising effort designed specifically for businesses – of all sizes and sectors – that have the drive to help tackle issues facing the wider world. This is the perfect opportunity to show off entrepreneurial flair while supporting a worthwhile cause.

The challenge is to get together as a team and fundraise in the most innovative way possible. Teams can comprise of departments or groups within companies or businesses as a whole. The winner will be selected by a panel consisting of members from VIBES and WaterAid and announced at the prestigious VIBES Awards Ceremony in November.



Current partners and sponsors of the VIBES

Awards are not eligible to

enter.

VIBES Awards are open to any² Scottish based business that contributes to the sustainable development of Scotland in some way.

All businesses have some impact on the environment, either directly or indirectly, that can be reduced whilst also improving their performance

If you have taken an effective approach to environmental improvement and sustainable development, either across the whole of your business or by focussing on only one of your activities, you could be eligible for a VIBES Award.

If your company has previously applied for or won a VIBES award, it is important that you can demonstrate continuous or additional improvement from the time of previous application.



Forms can be downloaded as a Word document from www.vibes.org.uk, completed electronically and submitted via e-mail to vibes@sepa.org.uk.

We encourage email entries, though you may prefer to complete forms manually. Please endeavour to write as clearly as possible and send paper copies to the address at the back of the form.

Should you reach the list of finalists, our judges will visit your site. This must be based in Scotland. If you are a business with multiple sites, note that each application form must be site specific. Businesses with more than one site are welcome to make more than one site based application.

Each application should focus on actions and achievements over the past three years if possible.

- 04 APPLICATION FORM

The application form is designed to draw out information particular to this award category and to enable the judging panel to assess your application.

Those applications scoring highest in the assessment will be recognised as a finalist

Please note we are limiting the finalists to a **maximum of 5** per category.

Limit the information in each criteria to **250** words (or as detailed in the application form):

- Be concise
- Use bullet points where possible
- Provide any relevant quantitative data to enable an objective assessment to be made, e.g. the amount of a raw material, energy or packaging saved
- Where possible you should demonstrate the related economic benefit of your actions, e.g. the monetary value of the raw material, energy or packaging saved.
- Sometimes a graph is better than text.

Please ensure that you answer all sections marked '*' on the application form.

Make sure that the answers for each criterion are discrete and complete in themselves. The use of annexes (maximum 3 allowed, with a total size below 1MB) is intended for supporting information that cannot be put into the textual answer. This may apply particularly to photographs but not to details of performance. Summary data should be provided in the text, with more detailed information provided in the annex if you think this is necessary. Please note that judges may not have time to review your annexes during the initial assessment stage.

- 05 PART 1(a) COMPANY DETAILS

This section asks information about the site or premises you are putting forward for the awards.

N.B. The address you provide should be for the site or premises you would like the judges to visit. If the site contact is not based at this location, please provide an alternative correspondence address.

Any business with 10 employees or less entering this award (and the other award categories) will also be considered for the best micro business award. No separate application is required.

The application form requires a description of the **main business activities** taking place at the site. This should state the focus of your business activity, the services or products you provide and your principal markets. Be clear and concise. This summary is limited to **100** words.

- 05 PART 1(b) COMPANY DETAILS

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.

Please note where you heard about the VIBES Awards.



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.

You are encouraged to complete all criteria, if possible, though 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 (or as detailed on the application form).

The criteria are listed below;

- Commitment
- Innovation
- Environmental Benefit
- Social Benefit
- Economic Benefit
- Best Practice

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

If you would like further advice and support with your application, please email vibes@sepa.org.uk.

EXECUTIVE SUMMARY

An **executive summary** is required. This summary represents your chance to grab the judge's 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 and an outline of what you have achieved, your innovations, originality and inspiration for change. You should seek to cover the following:

- Why your particular sustainable travel practices were chosen
- What the circumstances leading to the implementation of the practices were
- How your transport policy is integrated with your environmental policy
- How your policies have been implemented
- How your transport initiatives have been communicated to staff
- How your staff have embraced this new way of working

Identify your targets and Key Performance Indicators in relation to your environmental performance, and how these have impacted on your financial performance.

This summary is limited to **500** words.

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.

INNOVATION

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

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.

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

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.

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.



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 are 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 take place during September or October. The visit allows the judges to meet the employees at the site/premises responsible form 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.

A final judging panel comprising David Sigsworth (SEPA Chairman), TBC(Chair of Scottish Water) and Lorne Crerar (Chair of Highlands and Islands Enterprise) will select the winner of the Transport Award. This will be announced at the awards ceremony in November 2015.

- 08 KEY DATES

7th **May 2015** Entries open

13th July 2015 Closing date for applications

28-29th July 2015 Judging Finalist panel meet

September-October 2015
Judging site visits

4th November 2015
Judging award panel meet

26th November 2015 Winners awarded at annual ceremony

- 09 FURTHER INFORMATION

We hope that these guidance notes are helpful 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

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 Monday 13th July 2015.

Good luck from the whole team!

Contact us:

Telephone :- 01896 754797

Address: - Scottish Environment Protection Agency

VIBES Awards Burnbrae Mossilee Road Galashiels TD1 1NF

e-mail: <u>Vibes@sepa.org.uk</u> Website: <u>www.vibes.org.uk</u>

10. GOOD PRACTICE SUMMARY

- The Executive Summary of your entry is of vital importance make this clear, concise and engaging.
- Check all spelling and punctuation
- Tailor the information you have to the questions
- For products and services ensure your innovation is really new and be able to identify that this is the case.
- For environmental benefit ensure you are identifying your impact over the life cycle of the product/ service/ process.
- Do not use annexes as an alternative to writing an answer in the space provided. Ensure all relevant information is contained within the text of your answer
- If using technical jargon please explain this clearly for the judges, particularly when using acronyms,
- Make sure your entry addresses each of the criteria directly, avoid repetition.
- Quantification in tables, graphs and other pictorial diagrams can often be more powerful than an extensive written description.
- The commercial value of the entry must be clearly shown