



2013 Sustainable Business Awards

Nominations Form Criteria

Please read this document in its entirety, and then complete the online application to submit an award.

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I. AWARD CATEGORIES:

1. Sustainable Business of the Year Award (1-50 employees)

- I. Nominee must be an active business located or operating in Forsyth County.
- II. Nominee must be able to demonstrate **at least one** sustainable business practice in **six** of the following eight categories (please refer to *qualifying sustainable practices*):
 - i. Waste Prevention
 - ii. Recycling
 - iii. Purchasing
 - iv. Energy and Water Conservation
 - v. Involving Stakeholders (employees, customers, and/or suppliers, etc.)
 - vi. Transportation
 - vii. Operations
 - viii. Other
- III. Nominee must present a measurable outcome in **at least three sustainable practices** (of the minimum of 6 total) as highlighted in the *qualifying sustainable practices* (examples may include: cost savings to energy or waste bills, energy consumption reduction measured in kilowatts, waste reduction measured in lbs. or tons, stakeholder participation or satisfaction measured through surveys or participation increases, etc.)
- IV. Relevant contributions stipulated in the nominating application shall have occurred within the twelve month period prior to the date of the application.
- V. The WSSRC reserves the right to request two references from a third party. The nominee may furnish one of these references if they did not submit the original nomination form.
- VI. The nominee should submit a business logo, and is encouraged to include relevant pictures and visual aids. Logo and picture submissions may be used by the WSSRC and affiliates in media and communications to the public.

2. Sustainable Business of the Year Award (51+ employees)

- I. Nominee must be an active business located or operating in Forsyth County.
- II. Nominee must be able to demonstrate **at least one** sustainable business practices in six of the following eight categories (please refer to *qualifying sustainable practices*):
 - i. Waste Prevention
 - ii. Recycling
 - iii. Purchasing
 - iv. Energy and Water Conservation
 - v. Involving Stakeholders (employees, customers, and/or suppliers, etc.)
 - vi. Transportation
 - vii. Operations
 - viii. Other
- III. Nominee must present a measurable outcome in **at least three sustainable practices** (of the minimum of 6 total) as highlighted in the *qualifying sustainable practices* (examples may include: cost savings to energy or waste bills, energy consumption reduction measured in kilowatts, waste reduction measured in lbs. or tons, stakeholder participation or satisfaction measured through surveys or participation increases, etc.)

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- IV. Relevant contributions stipulated in the nominating application shall have occurred within the twelve month period prior to the date of the letter.
- V. The WSSRC reserves the right to request two references from a third party. The nominee may furnish one of these references if they did not submit the original nomination form.
- VI. The nominee should submit a business logo, and is encouraged to include relevant pictures and visual aids. Logo and picture submissions may be used by the WSSRC and affiliates in media and communications to the public.

3. Sustainable Non-Profit of the Year Award

- I. Nominee must be an active 501-C-3 organization located or operating in Forsyth County.
- II. Nominee must have been in operation for at least 3 years.
- III. Nominee must have shown exemplary support to Forsyth County through contributions and support of the community through sustainable practices while adhering to the non-profit's mission statement (See *qualifying sustainable practices*, and/or include other relevant projects). Nominee must be able to list a minimum of six sustainable practices. The six sustainable practices may come from any of the following eight categories (please refer to *qualifying sustainable practices*):
 - i. Waste Prevention
 - ii. Recycling
 - iii. Purchasing
 - iv. Energy and Water Conservation
 - v. Involving Stakeholders (employees, customers, and/or suppliers, etc.)
 - vi. Transportation
 - vii. Operations
 - viii. Other
- VII. Nominee must present a measurable outcome in **at least three sustainable practices** (of the minimum of 6 total) as highlighted in the *qualifying sustainable practices* (examples may include: cost savings to energy or waste bills, energy consumption reduction measured in kilowatts, waste reduction measured in lbs. or tons, stakeholder participation or satisfaction measured through surveys or participation increases, etc.)
- IV. Mission statement of the non-profit organization must be provided.
- V. Relevant contributions stipulated in the nominating application shall have occurred within the twelve month period prior to the date of the application.
- VI. The WSSRC reserves the right to request two references from a third party. The nominee may furnish one of these references if they did not submit the original nomination form.
- VII. The nominee should submit an organization logo, and is encouraged to include relevant pictures and visual aids. Logo and picture submissions may be used by the WSSRC and affiliates in media and communications to the public.

4. Spirit of the Community Award

- I. Nominee must be a community member or a group of community members living in or contributing directly to the Forsyth County Community.
- II. Nominee must have made exemplary contributions to sustainable development in the Forsyth community (See *qualifying sustainable practices*, and/or include other relevant projects or programs to better the community. Initiatives with youth, education, workforce development, environmental projects, and economic development relating to green projects are a few examples). Nominee must be able to list a minimum of six sustainable practices. The six sustainable practices may come from any of the following eight categories (please refer to *qualifying sustainable practices*):
 - i. Waste Prevention

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- ii. Recycling
- iii. Purchasing
- iv. Energy and Water Conservation
- v. Involving Stakeholders (employees, customers, and/or suppliers, etc.)
- vi. Transportation
- vii. Operations
- viii. Other

III. Nominee must present a measurable outcome in **at least three sustainable practices** (of the minimum of 6 total) as highlighted in the *qualifying sustainable practices* (examples may include: cost savings to energy or waste bills, energy consumption reduction measured in kilowatts, waste reduction measured in lbs. or tons, stakeholder participation or satisfaction measured through surveys or participation increases, etc.)

IV. Relevant contributions stipulated in the nominating application shall have occurred within the twelve month period prior to the date of the letter.

V. The WSSRC reserves the right to request two references from a third party. The nominee may furnish one of these references if they did not submit the original nomination form.

VI. The nominee should submit relevant logos, pictures and/or relevant visual aids. All content submitted may be used by the WSSRC and affiliates in media and communications to the public.

II. QUALIFYING SUSTAINABLE PRACTICES:

1. Explanation

There are eight categories of qualifying sustainable practices listed below. This is not an exhaustive list, but meant as a guide. All “Business of the Year” nominees must list a minimum of one sustainable practice from at least six of the eight categories, but are encouraged to list more. “Non-Profit of the Year” and “Spirit of the Community” nominees must list a minimum of six practices total, and these practices can come from any of the eight categories. All nominees are encouraged to list more than the minimum of six required; and to list other relevant sustainable practices, even if they do not appear as examples below. The eighth category also allows for “Special Projects” to be listed.

2. Measurable Outcomes

Of the six qualifying sustainable practices, ALL nominees must include measurable outcomes on **at least three** sustainable practices. Measurable outcomes are defined as showing a measurable change that can be compared from the time before the practice was initiated, to the time after the practice was initiated. Progress must be tracked using units or impact assessments (relevant to the sustainable practice) to measure and compare change over time. Measurements can be estimates, but nominees are responsible for reporting accurate information and data. Examples of units that can be measured include (but are not limited to):

- Cost savings to energy or waste bills
- Energy consumption reduction measured in kilowatts or other relevant units
- Waste reduction measured in lbs. or tons
- Alternative transportation participation measured in surveys or increased usage count
- Cost savings for supplies due to reusing office supplies, or providing reusable bags or products
- Stakeholder participation or satisfaction measured through surveys or participation increases
- Your organization’s tracking methods that include a measurable unit to report

Nominees may or may not have measurable units for all of their qualifying sustainable practices. Unit measurements are not always an appropriate measure for community enhancement or stakeholder moral. In this case, the nominee must explain in detail the positive impact the sustainable practice has made in the organization and/or the greater community (ie: impact

assessment). When nominees list practices that are measurable (in units or through impact assessments), they are expected to provide measurable outcomes.

3. Qualifying Sustainable Practice Categories:

In the eight categories of *qualifying sustainable practices* below, examples for measurable outcomes are given. These examples are meant as a guide, and nominees are encouraged to include other measurable outcomes, even if they do not appear as examples below.

Categories:

1. Waste Prevention (examples)

- Reduce copying: use electronic distribution to avoid unnecessary document printing, and set copier and printer defaults to two-sided.
- Regularly update/purge your mailing list.
- Contact catalogue senders and others to reduce the amount of bulk mail and duplicate mailings you receive.
- Use marketing materials that require no envelope.
- Reuse packaging and shipping materials.
- Offer reusable shopping bags and/or discounts for those who use them.
- Replace individual hand soap containers with larger, refillable dispensers.
- Use reusable rather than disposable products- dishes, towels, boxes, bags, containers
- Install motion towel dispensers or air dryers near sinks
- Install motion activated soap dispensers
- Prohibit littering at the workplace or while on duty, including the improper disposal of cigarette butts
- Other (please specify)
- Measurable Outcome (examples): How much paper/supplies have you saved? How much money have you saved since you implemented sustainable practice? How much have you reduced your junk mail? How much participation from stakeholders do you have by offering reusable products? Etc.

2. Recycling and Composting (examples)

- Recycle paper
- Recycle glass
- Recycle aluminum and other metals
- Recycle plastic bottles, utensils, wrappers and other materials
- Recycle boxes and other cardboard materials
- Recycle pallets, pallet wrap, and any other wood debris
- Recycle toner and inkjet cartridges
- Recycle or properly dispose of all used batteries
- Recycle used cooking oil
- Install signs and distribute instructions on recycling/compost to staff
- Compost food and landscape waste

- Other (please specify)
- Measurable Outcome (examples): Provide weights in lbs./ tons of waste reduced from recycling/composting; and/or weight of recycling that has increased; and/or decrease in amount of pickups to dumpster after recycling/composting.

3. Purchasing (examples)

- Buy office copy paper with at least 30% recycled content
- Print letterhead and business cards on 100% recycled stock
- Purchase and use safer, more eco-friendly alternative(s) to previously used products for janitorial, pest control, and/or facility maintenance
- Purchase recycled/re-manufactured toner cartridges
- Purchase biodegradable or compostable “to go” food containers
- Purchase more materials in bulk
- Use low-emission building materials when remodeling
- Purchase used furniture, equipment, or materials
- Exchange or donate unwanted furniture, equipment, scrap materials, etc.
- Purchase from other “green” vendors or service providers
- Purchase more materials and supplies locally to reduce transportation emissions
- Other (please specify)
- Measurable Outcome (examples): Provide information on the sustainable benefits of the making a switch to sustainable purchasing (emissions reductions, fair trade, less virgin resources used, etc.); provide data on waste reduced through switching to reusable or compostable products; provide information on cost savings and/or the benefit to community through local purchasing and donations.

4. Energy and Water Conservation (examples)

- Have a professional perform an on-site audit of your energy use
- Track energy usage and share data with employees
- Replace incandescent bulbs with compact fluorescents
- Replace old T12 fluorescents with energy efficient lighting
- Use motion sensors, timers, or other lighting controls in appropriate rooms
- Unplug chargers when not in use
- Follow LEED building and design criteria/ obtain a LEED certification (or equivalent)
- Use “Energy Star” equipment
- Update insulation or windows (includes tinting)
- Use programmable thermostat
- Get an HVAC tune-up or refrigeration tune-up
- Set all computer monitors to turn off after 10 minutes of inactivity
- Turn all computers off at the end of each business day
- Use renewable energy (e.g. solar) or purchase “Green Power” from local utility
- Use aerators and/or auto shut-off on faucets
- Install commercial ultra low-flow toilets
- Install waterless urinals
- Install pre-rinse spray nozzle in kitchen
- Regularly check for and repair leaks in restroom
- Install low-water or no-water landscaping
- Clean outdoor areas with a broom instead of a water hose or air blower
- Use recovered wastewater and/or rainwater

- Other (please specify)
- Measurable Outcome (examples): Provide information on cost savings and/or energy and water usage reductions after implementation; provide information on employee/customer/stakeholder engagement after educating on energy and water conservation practices.

5. Stakeholder Involvement (examples)

- Involve employees in developing your green business plan; get their input.
- Establish a “green committee” of employees to make a green business plan and to regularly identify new strategies.
- Provide training for employees on implementing green business practices.
- Institute a green business policy in the employee handbook, making participation in the practices a condition of employment.
- Inform suppliers and/or customers about your green business interests and efforts; solicit their suggestions. Provide examples of changes made, and evidence of customer/supplier participation with measurable outcomes.
- Encourage “green” practices by your customers. Include examples of these practices, and evidence of customer participation with measurable outcomes.
- Achieve sustainability recognition, award or certification for your business.
- Achieve sustainability recognition, award or certification for your employees.
- Participate in a local clean-up event (River Cleanup, Neighborhood Cleanup, Adopt-A Road, etc). Provide name, date, location, number of participants, and other relevant information.
- Attend training/information sessions on green practices (i.e. industry specific, local programs, etc.). Provide name of training, dates, and location; and how this training/information has improved your organization.
- Other (please specify)
- Measurable Outcome (examples): Demonstrate how employees’ input was used in green business plan, the outcomes, and lessons learned. Include details on strategies developed by green committees, and the measurable outcomes achieved. Provide details on sustainable training for employees, outcomes, and lessons learned. Provide details on green policies, and measured outcomes when the policy was implemented. Include details and requirements for sustainability recognitions, and examples of past winners/participation.

6. Transportation (examples)

- Implement policies/practices to encourage employee walking, biking, carpooling, transit, and/or telecommuting.
- Provide an incentive or reimburse employee travel on public transportation
- Provide an incentive to employees that use alternative transportation
- Use teleconferences or web conferences rather than traveling for face-to-face meetings
- Schedule regular tune-ups for business vehicles; check tire pressure regularly; check for “ground staining” regularly
- Recycle all vehicle fluids, oils, etc
- Use hybrid, alternative fuel vehicle(s), Zipcar, or rideshare programs
- Other (please specify)
- Measurable Outcome (examples): Provide information on cost savings; employee participation increase in sustainable transportation options; trips/money saved in teleconference/web conferences/carpooling/etc.; measurement of vehicle fluids recycled; increase in Zipcar/rideshare use; data on alternative/hybrid vehicles adopted.

7. Operations (examples)

- Offer a green or sustainable product or service
- Replace production equipment with energy or water efficient models
- Plant trees, bushes and other landscaping at local facility

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- Use recycled or previously used material in manufactured products
- Reduce and recycle waste materials from manufacturing process
- Adjust work schedules for efficient utility use and reduced traffic from employees and shipping vehicles
- Implement a protocol for employee suggestions for efficiency
- Other (please specify)
- Measurable Outcome (examples): Provide details on a sustainable product or service, and the benefit to community or environment; Cost/resources saved in water/energy/waste; waste reduction in operations measured in tons/lbs./volume/etc.; details on protocol for employee suggestions and how suggestions could be implemented.

8. Other - Special Projects (Optional)

- Local Forsyth businesses, individuals, organizations, are non-profits are eligible to be recognized under this program for a specific project, process change, or initiative that can be used as a model for other organizations.
- Please include full details on the project or initiative, including measurable outcomes.
- A “special project” may include many initiatives that fit 1 or more of the other listed categories.
- A “special project” may include initiatives that do not fit specifically into any of the other categories.

III. HOW TO APPLY and INFORMATION:

1. How to Apply

- a. Refer to the *Nominations Form Criteria* document (located on Sustainable Business homepage: <http://sba2013.wix.com/sba2013>) for helpful information and details on how to complete the application.
- b. Verify the organization or individual you are nominating meets the criteria for one of the four award categories (self-nominations are welcomed as well).
- c. Fill out the online application form (be sure to complete each section by following the *qualifying sustainable practices* guidelines in *Nominations Form Criteria* document).
- d. Submit the completed application through the website: <http://sba2013.wix.com/sba2013>. You must complete all sections, click the submit button, AND fill out a final security question to complete the application.
- e. PLEASE NOTE: Your application has NOT been submitted until you fill out a security question, and are re-directed to the final "Thank You" page.

2. About Us

The Winston-Salem Sustainability Resource Center (WSSRC) is a 501(c) 3 non-profit entity. Our Mission is to be a catalyst and resource for sustainability change in Winston Salem and the surrounding region. We strive to create a more sustainable community, economy and environment through collaborative partnerships.

As members of the Winston Salem and surrounding Forsyth County area communities, we have always put great value on the long-term health of the environment in which we live, work and play. We want sustainability to be an integrated concept in the strategic planning for our local organizations and companies. There are many individuals and organizations out there that are already doing wonderful things. We would like to recognize those individuals and organizations, and help set high goals for the future of our community as a whole. The WSSRC is sponsoring the Sustainable Business Awards to recognize those outstanding efforts.

The 2013 Sustainable Business Awards will be presented with our co-host, the Southeastern Center for Contemporary Art (SECCA) on October 30th at 5:30pm at SECCA. This event is open to the public and includes a Sustainable Design art exhibition and a keynote address from guest speaker, Holly Robbins: a professor, designer and pioneer in sustainable design. See the WSSRC website for the full schedule and details.

2. Eligibility

Any private, public or non-profit organization or individual is eligible to apply (please see *Nominations Form Criteria* for qualifying conditions). Awards will be given based on merit, but organizations may be grouped by size and/or type in order to make comparing applicants more efficient and appropriate. Winners will show a commitment to sustainability that goes beyond

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compliance with regulatory requirements. Winners will be innovators in their fields and show that becoming more sustainable is not in conflict with achieving the organization's core mission, whatever that may be.

3. Process

A review panel (of appointed WSSRC Advisory Council members) will perform an initial review of applications received and will decide if further information is required of any applicants. If more information is needed, applicants will be contacted by the WSSRC panel. If not, the review panel will make a final decision on awardees. The review process should take approximately three weeks. The winners will be announced at the Sustainable Business Awards Gala on October 30th at SECCA in Winston-Salem. See the WSSRC website for updates and more details on the event.

4. Deadline

Applications must be received by 4:00 pm on Thursday, October 10, 2013. Winners will be announced at the Awards Gala on October 30th, 2013 at SECCA. See details and updates for the Sustainable Business Awards Gala on the WSSRC website.