

The Ashden Awards for Sustainable Energy 2012

Ashden UK Awards 2012 Information for applicants

The Ashden Awards reward organisations that deliver renewable energy and energy efficiency at the local level, and through this bring social, economic and environmental benefits. In 2012 we will make a total of up to **five UK Awards**. One **Gold Award** will have a prize fund of **£20,000** and the others will win prize funds of **£10,000** each. We will also be making a Sustainable Travel award in addition to the UK Awards, details of which will be made available on our website www.ashdenawards.org

An Ashden UK Award also brings:

- Kudos of winning a prestigious Ashden Award.
- A short, broadcast quality documentary film of your Award-winning work;
- Opportunities to present your work to large and influential audiences at the Ashden Awards ceremony and conference.
- Local and national publicity, through the work of our specialist media team.
- Introductions to influential policy makers and an opportunity to make your voice heard.
- Tailored help from our support team to take your work further: this can include professional mentoring, training and introductions to investment and other finance where appropriate.
- Membership of the network of Ashden Award-winners, who are all leading practitioners in local, sustainable energy.
- Policy engagement, through events where our winners can meet with policymakers and discuss policy issues.

Who can apply for an Ashden UK Award?

- Businesses, NGOs, social enterprises and public sector organisations are all eligible.
- The organisation must be UK-based.
- The application can be for a specific programme, or for a product or service that has been proven on the market. This may be the whole work of an organisation, or part of it.

What are we looking for?

The Ashden Awards are a showcase. Award-winning work **must add something** to what past winners have shown. It could have reached greater numbers of people, provided a cheaper solution, improved quality or used new technology.

In 2012 we are particularly interested in:

- **Businesses** that have made local renewable energy and energy efficiency products and services more accessible.
- **Construction sector** – the built environment, designing and constructing buildings that minimise carbon emissions both in construction and in use. Architects, developers, construction businesses and engineering services companies are all eligible.
- **Not-for-profit groups** such as Energy Agencies and charities that have carried out an effective programme to improve energy efficiency, reduce energy demand or increase the supply of renewable energy (electricity and/or heat), at a local level through technical and/or behavioural means.
- **Public sector organisations** that have carried out an effective programme to improve energy efficiency, reduce demand or increase the supply of renewable energy (electricity and/or heat) at a local level. Any public sector organisation may apply, including local authorities, higher education establishments such as universities, fire services, police forces, hospitals, etc.
- **Schools** or colleges which have developed both an ethos and practice of sustainability, in which the responsible use of energy is a key component. The sustainable use of energy should be integrated into the curriculum, pupil behaviour and the school building and grounds.

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- **Organisations promoting behavioural change.** We are looking for behaviour change programmes run by not-for-profit, business or public sector organisations that are effectively changing hearts, minds and behaviour to reduce CO₂ emissions. The work should be creating behaviour change in both day-to-day routines and one-off purchasing decisions.
- **Organisations building capacity and skills.** We are looking for organisations that are helping build capacity in the sustainable energy sector in the UK. This could include vocational courses, training or skills development that equips people to deliver sustainable energy technology in the UK.

General criteria for the UK Ashden Awards

To be shortlisted and win an Award, the work submitted must:

1. **Have been delivering sustainable energy or energy efficiency at a local level for at least one year.** 'Sustainable energy' covers renewable energy supply (electricity or heat), energy efficiency and reduction of energy demand through technical and behavioural measures. We do not reward start-up, pilot or demonstration projects.
2. **Be delivering social and economic benefits to individuals and communities.** These could include urban or rural regeneration; improving working and living conditions; reducing fuel poverty; creating jobs and improving business practice; or improving energy security.
3. **Be delivering demonstrable benefits to the environment.** We need to see evidence of the energy generated or saved, greenhouse gas emissions reduced and benefits to the local environment.
4. **Have the capacity to expand and is replicable.** We are looking for work that has significant potential to grow, and that will encourage the widespread uptake of local, sustainable energy.
5. **Be financially sustainable.** We are looking for efficient use of funds and evidence that future funding is secure, whether from sales, grants or any other source. Organisations can be for profit or not for profit, but must have a clear path to being financially sustainable.
6. **It shows an innovative approach to sustainable energy or energy saving.** Although many Award-winners use established technologies (such as wood-fuelled boilers or cavity wall insulation), there must be innovative aspects to the work as a whole. These could include using novel approaches to marketing; new ways of engaging with communities; technical developments; training and skills development.
7. **It must be run by an organisation with the capacity and commitment to make sustainable energy more widespread.** Award-winning organisations must demonstrate good governance and management, an established and continuing commitment to sustainable energy, and a willingness to work with others such as finance organisations or training providers.

Apply online for a 2012 UK Ashden Award

If your sustainable energy work fits the Awards criteria, and our particular interests for 2012, then apply for an Ashden Award, by filling in the **online** application form.

www.ashdenawards.org/uk_awards

If you want to discuss whether your work is relevant to the Ashden Awards, or have questions about how to fill in the online form, then you are very welcome to contact the Awards coordinator on (020) 7410 7023 or ukapps@ashdenawards.org, and one of our team will get in touch with you.

It is important to read the detailed information about the Ashden Awards and case studies of previous winners on the website www.ashdenawards.org before applying. Applications must be received by **Tuesday 25 October 2011**.

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Awards process and timetable for the 2012 Ashden UK Awards

Tuesday 25 October 2011	Deadline for receipt of online applications
Monday 14 November 2011	Up to 16 applicants will be shortlisted and sent a form to submit further detailed information. All other applicants will be notified.
Friday 9 December 2011	Deadline for receipt of full applications from shortlist.
Friday 16 December 2011	Deadline for receipt of references for shortlist.
Late January 2012	UK judging panel meeting to select about eight finalists from the shortlist. All shortlisted applicants will be notified of the outcome.
February 2012	Judges and assessors visit all finalists.
March 2012	Second meeting of UK judging panel to select up to five UK Award winners. All finalists will be notified of the outcome.
March and April 2012	Preparation of case studies and publicity information about finalists, including filming. Finalists prepare presentations for conference and other events.
May 2012	Five finalists interviewed by UK judging panel in London.
May 2012	Five winners to London for Awards ceremony, conference and other activities.

The Ashden Awards for Sustainable Energy
Allington House
150 Victoria Street
London
SW1E 5AE

telephone: +44 (0)20 7410 7023
fax: +44 (0)20 7410 0332
email: ukapps@ashdenawards.org
website: www.ashdenawards.org