



Green Matters – GREEN APPLE AWARD



Is your business a Green Hero?

Application Deadline – June 30 2008

The Green Apple Awards were established in 1994 by The Green Organisation and is supported in the UK by The Environment Agency, the Chartered Institute of Environmental Health, the Chartered Institution of Wastes Management and various other prominent organisations.

For Australian companies with a physical presence in the UK, the British Green Apple Award winners in various categories are also automatically put forward for the prestigious European Business Awards for the Environment.

For Australian companies without a UK presence the International Green Apple Awards categories may be of interest.

The award ceremony will be held at the Houses of Parliament here in London in November 2008 but nominations are being called for now with a cut-off date of June 30 2008.

Potential nominees can self-nominate and entry applications are free but companies are urged to familiarise themselves with the Judging Criteria and process. In short however, judges are looking for: environmental, social and economic benefit; quantifiable evidence of impact, innovation, future plans, and potential for the approach to be adopted by others; legislative and regulatory compliance; and management commitment to the organisation's "green" strategies.

Are Green Awards important?

There are hundreds of potential business awards, in all areas of endeavour. "Green" or "Sustainable" awards are simply another category of business award that is gaining rapid profile and importance.

However, there is no doubt that the "right" Awards can add business credibility and PR profile to your company, which in turn can help you win future business, customer loyalty and can even boost staff morale and retention.

In addition, in markets like the UK, where the Green Agenda is prevalent in the consumer psyche, the regulatory environment and the corporate sector, Green Awards can provide companies with easily recognisable evidence of their commitment to environmental and sustainability issues – a snapshot presentation of your 'green credentials'.



Is this the right Award for me?

In determining if a particular Award may be of benefit to your company, some things to consider include:-

- Prestige of the Award – how well known is it in your target markets? How much media or internet coverage does the Award itself or past winners get?
- Past Winners – are the past winners the sorts of companies you would want your brand to be associated with?
- Media support – what sort of additional support does the Awarding organisation provide in terms of publicising the winners and in what mediums and markets?
- Corporate PR – what plans do you have to market a runner-up position or winner position in your own marketing efforts. For example, will you be able to add it to your website and corporate literature, would you consider a media release or email bulletin to your current suppliers/buyers on the award?
- Judging Quality – are the criteria and submission process credible, are the judges themselves credible individuals or organisations?
- Fine print – are there any restrictions placed on you that you won't be able to meet, such as being present at the Award ceremony, limiting your media activities or expecting membership to the awarding agency?

What next?

If after reviewing the Award materials and some of the issues outlined above, your company is interested in submitting for the Awards, you will need to complete the Entry Form and submit it along with any evidence required to support your claims.

Copies of the entry form and further information can be obtained from the following website:-

www.thegreenorganisation.info

DISCLAIMER

This Award notice is intended to provide a brief “teaser” insight into some of the challenges and opportunities posed by ‘Green’ policies and trends in the UK. We will be issuing further “green” updates on specific topics in the coming weeks and months.

This advice is provided without warranty as to its use; accordingly, any party relying on this advice does so at their own risk and Austrade specifically denies liability for any loss arising from such reliance.

If you would like to receive these notices in the future or would like to contact the UK office please do not hesitate to contact Kylie Hargreaves or Amit Aggarwal in the Austrade London office via firstname.lastname@austrade.gov.au.