



Promoting uses of Information and Communication
Technologies that deliver social, economic and environmental benefits

The National eWell-Being Awards

Background information, rules and entry guidelines

SustainIT

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1. BACKGROUND INFORMATION

1.1. SUSTAINIT

SustainIT is an area of work of the UK Centre for Economic and Environmental Development (UK CEED), an independent not-for-profit foundation established in 1984. It was established in 1999 to develop a deeper understanding of the relationship between ICT and sustainable development and to inform government and corporate policy development. Through its varied work programme SustainIT aims to promote uses of ICT that deliver tangible social, economic and environmental benefits.

1.2. THE NATIONAL EWELL-BEING AWARDS

The National eWell-Being Awards programme, launched by SustainIT in 2002, is the UK's only national awards programme that identifies and promotes the environmental and social benefits of ICT use. The Awards are now entering their eighth year, following completion of seven successful programmes, during which time they have received considerable media coverage and established goodwill and support from a range of public, private and voluntary sector organisations.

The 2010 Awards programme will culminate in a high profile event on June 16th 2010, complemented by a digital magazine and press releases in the local and national press.

Specifically the Awards aim to:

- Promote ICT projects, applications and developments that deliver social and environmental benefits
- Impact on opinion-formers and decision-makers within the UK
- Raise public awareness of the beneficial uses of ICT
- Encourage uptake of the technologies and future initiatives by providing good practice case studies and guidance material
- Promote emerging technologies where they have potential to address social and environmental issues.

1.2.1. WHY SHOULD YOU ENTER?

SustainIT is committed to promoting uses of ICT that deliver tangible social and environmental benefits. By telling us about your project, we can help provide you with high profile national recognition and showcase your work to an international audience, through our networks and those of our sponsors and partners.

Get the publicity you deserve

For the 2010 programme we will circulate press releases in the local and national press in the weeks running up to the Awards ceremony in June 2010. Following the ceremony a special digital magazine will be produced in collaboration with our media partner that will include coverage of all the winners and commended enteries.

The kudos attached to winning an Award and the publicity that it generates can really benefit you, your organisation and your partners. But don't just take our word for it. Here is a small selection of quotes from previous entrants:

“As an organisation absolutely committed to reducing carbon emissions in the transport industry through the use of ICT, we were absolutely delighted to have been recognised by UK CEED at this prestigious event. As the business was in quite an early stage, it was really encouraging to receive such recognition and a pat on the back for the good we had done so far. We'd like to thank everyone at UK CEED for the award and kind words along with it.”

Robert Matthams, Managing Director – Shiplly.com. Winner in the 2009 Awards' SME Innovation Category.

“As data centres are at the heart of the digital economy, managing their environmental impact is understandably a key concern across the industry.

The National eWell-Being Awards play a crucial role in highlighting the importance of this to a wide audience, as well as recognising companies that are taking the necessary strides to maximise their energy efficiency.

At TelecityGroup, we are dedicated to continually improving the environmental performance of our data centres, and are building energy efficient processes into every aspect of the company. It was an honour to be recognised for such a prestigious award, and a testament to our efforts to minimise the environmental impact of our operations.”

James Tyler, Director of Communications – TelecityGroup. Commended in the 2009 Awards' Greening Data Centres Category.

“As a relatively new charity (5 years old) winning this award was a major step in being recognised for what we have achieved. The staffs were very pleased to have their hard work acknowledged, definitely a morale booster. We were also able to use the fact of our success in our PR, helping to build confidence in our brand and our offer.”

Valerie Thompson, Chief Executive, e-Learning Foundation. Winner in the 2007 Awards' Digital Inclusion Category.

“The eWell-Being Award really gave a boost to the Digital Fife project - messages from the community groups - over 100 of them -flooded in after we won our category. It made a real difference being judged as achieving in partnership and innovation. We have had great publicity and interest from many different areas - a breadth of interest that we would not have achieved without the Award.”

Sheena Watson, Project Manager- Digital Fife. Winner in the 2007 Awards' Inclusion through Partnership and Innovation category.

"Winning the award has proved to be a real boost for ENWORKS, enabling us to develop further and faster than we would otherwise have been able. The award means we now have more companies using the Online Toolkit saving more money, using less energy and materials and that has to be a good thing for the planet and the bottom line.”

Todd Holden, Programme Director - ENWORKS. Winner in the 2005 Awards' Climate Change and Environmental Efficiency category.

“The additional publicity that the Awards generated for us has been fantastic and we received a sharp increase in new customer enquires. According to our sales team, the week after the Awards' ceremony was a record week for us.”

Richard Swinscoe of Klicka-Courier, Short-listed entry in the 2004 Awards' Mobility category.

“Winning the eWell-Being Awards was wonderful because it highlighted Bullying Online's work in helping parents and children deal with school bullying. Since then the charity has gone from strength to strength and we have great confidence in the future.”

Liz Carnell, Director - Bullying Online – winner in the 2003 Awards' Digital Inclusion category.

"Interest came from as far a field as Stockholm and Miami as a result of the publicity we received."

Sally Russell of Netmums – winner in the 2002 Awards' Most Promising

2. RULES OF PARTICIPATION

All entering projects must:

- Use ICT to address a social and/or environmental issue
- Be based in the United Kingdom
- Have been running for at least 3 months
- The National eWell-Being Awards recognises uses of ICT that are delivering societal benefits and therefore does not accept drafted concepts and ideas. The jury will only evaluate and compare projects that can show tangible results and impacts
- Be free from religious or political bias
- Entries must be submitted using an official Awards entry form
- The Judges reserve the right to move an entry from one category to another if they feel another is more appropriate
- UK CEED may publish the entry or an edited version, at all times honouring confidentiality of specific information, and assign their publication rights to a third party
- The judges' decision is final and no correspondence will be entered into.

Please note:

- Winning projects from previous National eWell-Being Award programmes are not eligible to enter again. However, projects that have previously been submitted, but were not chosen as category winners, are encouraged to submit an entry this year.
- Organisations that have entered winning projects in previous years are invited to enter one or more different projects for consideration this time around.

3. EVALUATION CRITERIA

The judging panel, comprising experts in the fields of ICT, sustainable development, social inclusion and community regeneration, base their evaluation of projects on the following criteria:

- **Innovation and effective use of technology**

Although the aim of the National eWell-Being Awards is to promote good practice and demonstrate the social and environmental benefits of ICT, the emphasis is on the results of the project, not just use of technology. The judging panel will look for projects that use ICT in innovative ways to deliver a tangible improvement in social or environmental well-being. Projects that have implemented new technology without a clear, underlying need will not be considered for an award.

*An example of an effective use of ICT with a clearly identified need is **Flexability.co.uk**, category winner in 2009. Through the establishment of a 'Smart Work Network', Flexability.co.uk provides an online network to bring together practitioners of smarter working in large organisations to share experience, problems and solutions.*

- **Demonstrable Results**

This is a key criterion for a successful application. Projects must be able to demonstrate how effective they have been in addressing a social and/or environmental issue. Your entry should, wherever possible, include facts and figures on how the project has been successful in delivering the benefits it set out to achieve.

*An example is the **UK Phenology Network** – category winner in 2004. The on-line network engages an army of volunteers that record data in order to monitor climate change. Over 13,000 volunteers (covering 70% of the UK) record over 300,000 observations of natural phenomenon each year.*

- **Accessibility**

The project must have a clear strategy to ensure that the services or information provided are made available to all those that need them.

*An example from the 2004 Awards is **Plymouth City Council** where, in a city of low PC ownership, the rationale was to be socially inclusive by giving everyone access to the internet via a system that is accessible and easy to use. 15 iPlus computer terminals were installed around Plymouth, and are accessed by around 400 people a day.*

- **Sustainability**

The judging panel is interested in the economic sustainability of your project as well as environmental and social sustainability. Please consider: What plans are in place to help sustain the project beyond the initial funding term (if applicable) and what is the plan to ensure the project can continue to deliver social/environmental benefits?

- **Inspirational and replicable**

By showcasing successful examples of ICT projects and initiatives we hope to encourage others to follow in your footsteps. Your project should therefore be inspirational, replicable, transferable and not so complex as to discourage reproduction elsewhere.

For more information on previous winning and commended projects please read the 2004, 2005, 2006 2007 and 2008 Awards' brochure produced in partnership with a leading national newspapers, all available at: www.sustainit.org. For the 2009 Awards' digital magazine please visit www.sustainiawards.co.uk.

4. GUIDANCE NOTES

Each question in the entry form appears in section 5 below, along with guidelines to help you focus your responses to better meet the requirements of the judging panel.

IMPORTANT: Please read the following notes before submitting your entry:

- All submissions must be made in English using the official entry form and submitted by email to info@sustainitawards.co.uk
- All projects must: be based in the UK; have been running for at least 3 months at the date of submission; and have demonstrable results
- All applicable questions must be answered
- Each project may enter up to two relevant categories, and may also be considered for one special award. SustainIT retains the right to move an entry into a different category should it see fit
- Winners in previous National eWell-Being Awards may not enter again. However, previous winning organisations may enter a different project.

While filling out the entry form it is important to use simple, clear language, avoiding the use of jargon wherever possible. In our experience the best projects can usually be explained in a clear, succinct way. Please also ensure that your entry form is correctly formatted and that the fonts and styles used are consistent throughout.

NOTE: The National eWell-Being Awards encourages entries from a variety of sources, from individuals and small groups to SMEs and larger organisations, including local authorities and multi-national organisations.

5. ENTRY FORM QUESTIONS AND CATEGORY DEFINITIONS

Please note: The numbering in section 5 is intentionally non sequential. The question numbers refer to the questions as they appear on the entry form.

1. Your Details

We need to know about you, your organisation and the project you are entering. Please provide a telephone number, email address and project website URL wherever possible. We may need to contact you to confirm certain information contained within your entry.

Award Category

After carefully reading the category and special award definitions below, please specify up to two categories and one special award that most closely reflects the part of your project where the use of ICT has the greatest impact.

Please note: SustainIT maintains the right to move your entry into a more relevant category/categories should it deem it appropriate or add special recognition awards for deserving entries which may not clearly fit into one of the existing categories.

2010 Category Definitions:

Better Ways of Working

Organisational initiatives and/or specific ICT applications which enable work to be done in a more sustainable manner, e.g. travel reductions through remote working.

Building Community Networks

Web and other ICT applications which create environmental and social benefits by linking individuals together, and creating 'social capital'.

Energy Efficiency

Recognises both the key role of ICT in energy saving and efforts to improve the energy efficiency of ICT itself with initiatives such as 'greening data centres'.

Improving Public Services

ICT based initiatives by local authorities, and voluntary bodies providing public services, which create environmental and social benefits.

Independent Living

The Independent Living category recognises ICT-based projects and applications which enable elderly people, or people with disabilities, to have a better quality of life in their homes, and/or avoid hospitalisation or involuntary changes of residence.

Race Online 2012 - Reaching the Digitally Excluded

Projects that are using ICT to reduce social exclusion, and improve access to economic and social opportunities, for disadvantaged groups.

SME Innovation Award

Mainstream business ICT applications e.g. for collaborative working or resource management, which are creating significant environmental and social benefit, even if this was not the main purpose of the activity.

Sustainable use of ICT in Schools

Innovative ICT-based initiatives in schools that raise awareness or help understanding and support changes in practice that improve efficiency

whilst reducing environmental impact.

2. The Organisation

2.1. How many people work for the organisation on a full time basis?

Please select from the options available.

2.2. What type of organisation is entering the awards?

Please select from the options available.

2.3. Please enter Registered Charity Number in the box below (if applicable)

2.4. Has this project received external funding?

Please delete as appropriate whether your project has received external funding

2.4.1. If Yes, please state:

Please state the funding body, the amount the funding was for and when the funding was granted.

3. The Project

3.1. Give a brief description of your project.

In no more than 200-300 words please describe the initiative, covering topics such as activities undertaken, reasons for doing it, time-scale; costs (in cash and staff time); current status (on-going, completed etc); departments/organisations involved.

3.2. Objectives of the Project

Please list the underlying aims of the project using bullet points where possible.

3.3. Outline the environmental and/or social benefits resulting from the project (100-200 words max). Covering what it is, organisations involved, reasons for doing it, time-scale and current status.

This section is undoubtedly one of the most important, so please take your time. Think carefully about all of the social and environmental impacts of your project before completing this section.

Using a numbered outline (i.e. 1. Environmental – using wireless technology we have ...) tell us how you are using ICT to address one or more social and/or environmental issue relevant to the category you are entering.

3.4. Distinctive features of the project (50-100 words)

Please provide 2-4 bullet points to describe the distinctive features of the initiatives you feel would be of interest to a national audience

3.5. Do you have any further information, not covered elsewhere, that you would like to include in support of your entry? (200 words max.)

This is your opportunity to provide the judges with any further information which the previous questions have not covered.