

## 2017 Ashden UK Awards

### Information for applicants

**Please note this is a copy of the information available online at <https://apply.ashden.org> which is where you must fill in the application form.**

### Introduction

Before completing this application form, make sure you have read the information below (this is also available as a pdf: [Information for applicants](#)) and that your work is eligible for the 2017 Ashden UK Awards.

If you would like a preview of ALL the questions in this form, there is a [copy of the form](#) here. Note that not all of these questions will appear when you complete the actual form online, as some are shown or hidden based on your answers to earlier questions. The copy of the form is for reference only - the form must be completed online for your application to be considered.

The person who applies should be the leader of the work submitted for an award, as there are technical and business-related questions to answer.

If you want to discuss whether your work is relevant to Ashden, or have questions about how to complete the form, please contact the Awards Coordinator on 020 7410 7023 or [ukapps@ashden.org](mailto:ukapps@ashden.org).

The application forms submitted will be reviewed, and those selected to proceed to the next stage of the application process will be invited to answer some additional questions and submit financial accounts. Their referees will also be contacted. There will be no further forms to complete.

All information submitted may be seen by the Ashden team (judges, assessors and administration). It could also be used in publicity material if you are named as a runner up or winner. Please make it clear in your answers if any information should be restricted to the Awards team only and not used in publicity materials.

If you decide not to complete your application for any reason then we ask that you withdraw using the 'Withdraw Application' button in the right hand column of the dashboard.

### Information for applicants

The Ashden Awards reward organisations that deliver sustainable energy at the local level, and through this bring social, economic and environmental benefits. In 2017 we will make up to **four UK Awards**, each of which comes with a prize of **£10,000** and the other benefits listed below. We will be giving separate awards to international organisations, details of which are available on our website [www.ashden.org/apply](http://www.ashden.org/apply).

#### **The benefits of winning an Ashden UK Award include:**

- Extensive local and national publicity, through the work of our specialist media team.
- 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.
- A broadcast quality video about your Award-winning work.
- Opportunities to present your work to large and influential audiences at the Ashden Awards Ceremony and other high-profile Ashden events.

- Introductions to influential policy makers and an opportunity to make your voice heard.
- Membership of the Ashden Alumni network of Ashden Award-winners, who are all leading practitioners in local, sustainable energy.
- Kudos of winning a prestigious Ashden Award.

### Who can apply for an Ashden UK Award?

- **Businesses**, which must have employees in the UK, and be providing their products or services in the UK, although the headquarters may be in another country.
- **Social enterprises**, both for-profit and not-for-profit, including community groups.
- **Not-for-profit groups**, such as charities, energy agencies or housing associations.
- **Public sector organisations**, including local authorities, higher education establishments, hospitals, fire services, police forces, etc.

### 2017 themes for Ashden UK Awards

The themes for 2017 are focused on the developments required to move the UK rapidly towards a low-carbon economy:

**Sustainable buildings.** Applicants will have worked on either new buildings with energy use significantly lower than that legally required, or on reducing energy use in existing buildings. Applications are welcome from architects, building engineers, developers and also businesses supplying products or services to reduce energy use in buildings. Examples from past winners include:

- GLA RE:FIT [www.ashden.org/winners/GLA16](http://www.ashden.org/winners/GLA16)
- Max Fordham [www.ashden.org/winners/MaxFordham15](http://www.ashden.org/winners/MaxFordham15)
- Demand Logic [www.ashden.org/winners/DemandLogic15](http://www.ashden.org/winners/DemandLogic15)
- SEA and United House [www.ashden.org/winners/seauh13](http://www.ashden.org/winners/seauh13)
- Parity Projects [www.ashden.org/winners/parityprojects12](http://www.ashden.org/winners/parityprojects12)
- Architype [www.ashden.org/winners/architype09](http://www.ashden.org/winners/architype09)

**Energy innovation.** We would like to receive applications from businesses that have developed innovative technologies, products or services for sustainable energy. These must be on the market, have the potential to scale up and result in significant CO<sub>2</sub> savings, for example by reducing energy consumption or increasing renewable energy generation. Examples from past winners include:

- Open Energi [www.ashden.org/winners/OpenEnergi16](http://www.ashden.org/winners/OpenEnergi16)
- Demand Logic [www.ashden.org/winners/DemandLogic15](http://www.ashden.org/winners/DemandLogic15)
- Abundance Investment [www.ashden.org/winners/Abundance14](http://www.ashden.org/winners/Abundance14)
- Monodraught [www.ashden.org/winners/monodraught13](http://www.ashden.org/winners/monodraught13)

**Sustainable transport in towns and cities.** We would like to receive applications from UK-based organisations, projects or programmes that have found innovative ways to reduce pollution in urban areas by making transport more sustainable, while providing social and economic benefits to local

residents and businesses. The winner will have the potential to scale up to work across wide areas, and/or to be replicated in other towns and cities. Examples of the type of work that might win include:

- Town- and city-wide programmes to increase the use of public transport, cycling or walking.
- Improving access to information, travel planning, route planning and training.
- Cycle rental/sharing.
- Improving infrastructure for cycling, walking or public transport at a town or city level, such as creating safe cycling and walking routes and providing cycle storage.
- Increasing the use of electric vehicles (including e-bikes), for public, private or goods transport. This could include technical innovation, car clubs or providing charging infrastructure.
- Reducing car use, for example through car-sharing or reducing the need to travel.
- Making the transport of goods more sustainable, for example by transferring freight from road to other transport modes, and reducing the dependence of last-mile logistics on fossil-fuelled vehicles.
- Integrating public transport systems to improve usability, particularly last-mile passenger transport to the home or workplace.
- Policy changes that have had a demonstrable impact on sustainable transport in a town or city and could be replicated in other locations.

**Smart Energy.** Applicants will be offering products or services such as energy storage, demand response or making the grid 'smarter'. It is important for applicants to highlight how their products or services reduce overall grid CO<sub>2</sub> emissions or enable increased integration of renewable energy into the grid. Examples from past winners include:

- Open Energi [www.ashden.org/winners/OpenEnergi16](http://www.ashden.org/winners/OpenEnergi16)
- Tempus Energy [www.ashden.org/winners/Tempus16](http://www.ashden.org/winners/Tempus16)

### **Eligibility criteria for the Ashden UK Awards**

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

1. **Have products or services currently available for customers or clients.** We do not reward start-up, pilot or demonstration projects. For most applicants, we are looking for products and services that have been offered for at least 12 months, but for highly innovative work we will relax this criterion, providing the product or service is available at the time of application.
2. **Be delivering demonstrable benefits to the environment.** We need to see evidence of the energy generated or saved, greenhouse gas emissions reduced and any other local benefits.
3. **Have the capacity to expand or be replicable.** We are looking for work that has significant potential to grow or to be replicated, and that will encourage the widespread use of local, sustainable energy.
4. **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.

5. **Show an innovative approach to sustainable energy or energy saving.** Although many Award-winners use established technologies, 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; or skills development. Award-winning work must add something to what past winners have shown.
6. **Be delivering social or economic benefits to individuals, communities or businesses.** For example, urban or rural regeneration; improving working and living conditions; reducing fuel poverty; creating jobs and improving business practice; or improving energy security.
7. **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.

### What will happen if you are longlisted

If your organisation is longlisted, we will get in touch in late November for the following, to better understand your work and to assure ourselves of your financial viability:

1. Answers to some additional questions about your work.
2. A copy of your published accounts for the past two years.
3. A copy of your management accounts.

We will also follow up the referees you have given us, and the name of your organisation will be publicised as being on our longlist.

### What will happen if you are shortlisted

If you are shortlisted we will get in touch to arrange a visit to assess your work. The visit usually lasts most of a day, and involves two or three people from Ashden and sometimes a representative from the funder of the award. Applicants that are shortlisted will be credited as runners-up if they do not become winners.

### What will happen if you win an Award

As an Ashden Award winner, you will:

1. Be invited to London at Ashden's expense to take part in the Awards Week events on 14 and 15 June. Winning an Ashden Award is contingent on taking part in the Awards Week activities.
2. Be expected to participate in media interviews that we may be able to arrange.
3. Agree with Ashden what you will spend the prize fund on and any business support you may require.
4. Provide monitoring data about the progress of your work after one year, two years and three years.

### Apply online for a 2017 Ashden UK Award

If your sustainable energy work fits the Awards criteria and our particular interests for 2017, you can apply for an Ashden Award by filling in the **online** registration form at <http://apply.ashden.org/>.

If you want to discuss whether your work is relevant to the Awards or have questions the application process, please contact the Awards coordinator on (020) 7410 7023 or [ukapps@ashden.org](mailto:ukapps@ashden.org).

It is important to read the detailed information about Ashden and case studies of previous winners on our website [www.ashden.org](http://www.ashden.org) before applying.

It is a condition of your entry to the 2017 Ashden Awards that Ashden has the right to publicise your involvement through its communications channels (including but not limited to its website, social media platforms and ceremony programme). All shortlisted applicants and particularly winners may be required by Ashden to participate in publicity opportunities such as media interviews.

**Applications must be received by Tuesday 08 November 2016, 23:59 GMT.**

### Who should be applying for a different Ashden Award?

- Any organisation not offering products or services in the UK should check if they are eligible for an International Ashden Award instead.
- See [www.ashden.org](http://www.ashden.org) for details of all other awards programmes.

### Awards process and timetable for the 2017 Ashden UK Awards

23:59 GMT, 8 November 2016	Deadline for receipt of online applications.
Late November 2016	Approximately 16 applicants will be selected to provide additional information, financial accounts and references. All other applicants will be notified that they have not been successful.
8 December 2016	Deadline for receipt of additional information, audited accounts and references.
January 2017	UK judging panel meets to shortlist approximately eight applicants. All other applicants will be notified that they have not been successful.
February and March 2017	Assessors visit the shortlisted applicants.
Late March 2017	UK judging panel meets to select up to four Award winners. All other shortlisted applicants will be notified of the outcome.
April to June 2017	Production of publicity materials, videos and case studies about winners' work.
14-15 June 2017	Awards week: winners to London for Awards Ceremony and related events.

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