



The Green Gown Awards 2010

Guidance notes for participants for stage one applications

The Green Gown Awards recognise positive actions to achieve sustainability in further and higher education, with particular emphasis on environmental improvement. The Awards were founded by the Higher Education Environmental Performance Improvement (HEEPI) project, which was funded by the Higher Education Funding Council for England (HEFCE), and are now administered by the Environmental Association for Universities and Colleges (EAUC).

The Awards are run in collaboration and governed by a cross sector steering group of key sector bodies. These include: Association of Colleges (AoC), Association of University Directors of Estates (AUDE), British Universities Finance Directors Group (BUFDG), Guild HE, Higher Education Academy (HEA), Higher Education Environmental Performance Improvement Project (HEEPI), Higher Education Funding Council for England (HEFCE), Higher Education Funding Council for Wales (HEFCW), Learning and Skills Council (LSC), National Union of Students (NUS), Scottish Funding Council (SFC), Universities UK (UUK) and Environmental Association for Universities and Colleges (EAUC).

This years Awards have been sponsored by a number of organisations: The Carbon Trust, College and University Business Officers (CUBO), The Higher Education Academy (HEA), Higher Education Funding Council for England (HEFCE), Joint Information Systems Committee (JISC), Learning and Skills Council (LSC), Salix Finance, Sodexo Ltd, Universities and Colleges Information Systems Association (UCISA).

The achievements of the universities, colleges and other LSC-funded providers of learning, winning the Awards will be publicised through:

- The Awards Ceremony – An announcement of the winners and presentation of the Awards at the Green Gown Awards gala banquet being held in June 2010, venue to be confirmed shortly.
- A brochure summarising winning entries, as well as possibly other types of marketing materials
- Coverage of the Awards in sector publications.
- Publicity on the Green Gown Awards website and other partner websites.
- Winners may be asked to host a Master Class in 2010/11 (at various relevant events) to disseminate their initiatives and projects to the wider education sector. All winners must be prepared to host and/or attend an event.

Previous experience of the Awards scheme shows that the resulting benefits to institutional and personal reputations vastly outweighs the time involved in preparing applications.



All institutions within the further and higher education sector residing within and outside of the UK will be eligible to apply. This includes institutes of further and higher education, work based or adult and community learning providers.

Award Categories 2010

Two new categories have been included in the 2010 Awards schedule making a total of twelve. Some of the categories have been revised since the 2009 Awards.

1. Carbon Reduction – Sponsored by



2. Colleges & Smaller Institutions – Sponsored by



Leading learning and skills

3. Continuous Improvement – Institutional Change – Sponsored by



4. Continuous Improvement – Specific Area - Sponsored by



5. Courses - Sponsored by



6. Green ICT – Sponsored by





7. Research and Development – Sponsored by



8. Skills – Sponsored by



Leading learning and skills

9. Social Responsibility – Sponsored by



10. Student Initiatives and Campaigns – Sponsored by



11. Sustainable Procurement – Sponsored by



12. Sustainable Construction & Refurbishment – Sponsored by



Category Criteria

Carbon Reduction – This category recognises initiatives which have achieved significant reductions in the carbon footprint of a university, college or other LSC-funded provider. Although carbon reductions in all areas will be taken into account, the category's 'centre of gravity' is with energy efficiency, and applications will be expected to show good progress in this area. (NB a stand alone energy efficiency innovation producing significant carbon benefits could therefore be eligible for this category). There is no presumption that institutions will have participated in the Carbon Trust's Carbon Management programme, or other such activities, although activities connected with this are certainly eligible. Applications are only likely to be successful if they provide considerable quantitative evidence on the nature of the improvements made, and demonstrate a causal relationship



between activities undertaken and improvements achieved. Applications must also demonstrate real improvement, rather than precursor activities such as foot printing or setting of targets. Please note, if your project is a long standing initiative, for longer than 5 years, it may be more appropriate under the continuous improvement category.

Colleges & Smaller Institutions – This category recognises the difficulties which FE and smaller HE institutions have, relative to larger universities, in taking action in many areas. It encompasses any environment-related initiatives which contribute to sustainable development. It is open to all institutions funded by the Learning and Skills Council and/or affiliated with Guild HE. (Note – other categories are also open to FE and HE Colleges and may be a better choice for specific initiatives, such as a green building).

Continuous Improvement - Institutional Change - This category recognises sustained and successful activities to improve the performance of whole further and higher education institutions, campuses, faculties and buildings over a number of years. Projects are only likely to be successful if they provide considerable quantitative evidence on the nature of the improvements made, and also demonstrate a causal relationship between activities undertaken and improvements achieved. Initiatives must have been running for at least five years.

Continuous Improvement - Specific Area - This encompasses initiatives which have been sustained over a period of years, supported by long-term investment and/or which span a number of areas. One intention is to provide recognition for 'coalface' initiatives which may not be high profile, nor deliver great benefits in a single year, but which keep on creating benefits. Projects are only likely to be successful if they provide considerable quantitative evidence on the nature of the improvements made, and also demonstrate a causal relationship between activities undertaken and improvements achieved. Initiatives must have been running for at least five years.

Courses – This category recognises innovative actions with regard to sustainability in academic (e.g. undergraduate or postgraduate) and higher level vocational courses in FE and HE institutions. Examples of possible application topics include the development of new courses focused on some or all sustainable development issues; adaptation of existing courses; use of practical sustainability-related projects or other practical activities within courses; and work-based learning initiatives.

Green ICT – This category recognises the growing environmental importance of ICT within the sector, and more generally. It encompasses actions within universities, colleges and other LSC-funded providers of learning to minimise the energy consumption, carbon emissions, waste generation and other environmental impacts associated with ICT use. The development of hardware and/or software which creates environmental benefits is also included where universities and colleges have played a key role in its development.

Research and Development – This category recognises a variety of research based and knowledge transfer activities within universities and colleges which have had tangible effects on practice with regard to sustainability. Possible activities include; research leading to better understanding and/or mitigation of environment impacts, research and development leading to the introduction of new products and research and development with regard to social sustainability issues (e.g. community development; achieving social inclusion; assisting very disadvantaged people). Eligible entries can include both large scale projects with major impacts as well as small scale projects that provide tangible impacts in focused areas, or amongst specific target audiences. The effects of the research can be in any



country. As this category is only in its second year, covering a wide range of activities, it will not be easy to judge. Hence, the judges will be looking for applications which can demonstrate a clear cause and effect relationship between the research and positive outcomes.

Skills – This category recognises achievement in the development of skills relevant to sustainability. To provide a clear differentiation, the main focus of this category is activities which are not central to the pursuit of academic qualifications (which should normally be entered into the courses category). Examples include apprenticeships; continuing professional development (CPD) activities; skill-focused courses leading to professional or vocational qualifications; and short courses for practitioners. However, applications can be made for activities connected with undergraduate or other academic courses if there is a practical focus on the development of specific skills which goes beyond the normal activities of the disciplinary curriculum, e.g. running community-based projects which give students considerable autonomy and develop their communication, management abilities etc. Possible applicants for this category include HE institutions, FE colleges, adult and community and work-based learning providers.

Social Responsibility – This category recognises initiatives by FE or HE institutions which create significant benefits for local communities, disadvantaged groups, and society as a whole in either the UK or developing countries. As well as specific initiatives, this category includes institutions taking a leading and visionary role in multi-partner activities such as community development or urban regeneration. Although all applications will be considered on their merits, the judges will be looking for ‘social responsibility’ type initiatives which have an element of proactive community and social concern, rather than ‘business as usual’ activities which create immediate financial benefit for the institution such as putting on new courses for particular groups. (Note – activities which have a substantial student element should be submitted to the Student Initiatives and Campaigns category).

Student Initiatives and Campaigns – This category recognises initiatives which have been developed and/or substantially influenced by students. Examples include awareness campaigns, procurement actions, volunteering activities organised by unions, societies and similar organisations within FE and HE institutions, the general sustainability activities of students’ unions, and specific initiatives or campaigns by national student bodies. Activities aimed at changing student awareness and behaviour by universities and colleges themselves are also eligible, provided that there is evidence of substantial student involvement. (Please ensure you strongly highlight sufficient evidence of student involvement or student led activities as this will be scored more favourably by the judges).

Sustainable Procurement - This category recognises actions to take greater account of environmental and/or social responsibility issues within procurement of buildings, goods and services. It encompasses actions taken by departmental, school and other devolved purchasers, as well as central procurement functions; procurement techniques and processes (e.g. rigorous use of whole life costing, development and use of screening mechanisms) as well as actual purchasing decisions; and imaginative attempts to fund higher initial costs for a stream of lifetime benefits (e.g. through internal budgets to provide top up funding for energy efficiency). Robust evidence should be presented that the actions have ‘made a difference’ in a way which would have been unlikely within pre existing procurement procedures. This means that applications which are largely based on the achievement of lower initial purchase costs as well as sustainability benefits will have difficulty in achieving recognition, as ‘normal’ procurement would usually identify this anyway.



Sustainable Construction and Refurbishment – This category recognises new or refurbished buildings, campuses or student residences in further or higher education which have good energy and environmental performance. As such buildings sometimes fail to perform to their design specifications, quantitative evidence of actual performance in practice, and ideally of a post occupancy evaluation to identify problems and means of improving them, will be given special weight in judging. Applications featuring refurbished buildings are especially welcomed, and the difficulties of achieving similar levels of performance to new build will be taken into account in the judging process. (Please note that judges will look especially favourably at entries which go beyond regulations or planning conditions which would have to be met anyway).

Initiatives which won or were commended in previous years will not be considered for this year's awards, unless they can provide evidence of further, significant improvement since the last application. They can, however, form part of an application to the Continuous Improvement category, again provided that there is evidence of further improvement since the last Award. Other initiatives from the institutions concerned, or ones which were previously submitted but unsuccessful, can be submitted.

The closing date for Stage One applications is 12:00 noon on Friday 19 February 2010.

Stage One Application Form – Background Information

The Green Gown Awards is a two stage application process. The benefits of a two stage process are to make it easier for applicants; to enable a feedback process to achieve a more uniform quality in the applications seen by the full judging panel; and to allow recognition of a greater number of initiatives (through publication of a considerable number of short listed entries).

Stage one involves a short application form. A small panel of sector experts will assess these to produce a short list for each category. These short listed entries will then be invited to submit a fuller application for **stage two** and the deadline for submission is **Friday 14 May 2010**. These will then be assessed by a larger judging panel with experts from both inside and outside further and higher education at a special 'judgement day' in June 2010. This panel will select winning and highly commended entries for each category from the short list. The Awards will be announced and presented at a high profile awards ceremony and gala banquet held in June 2010, venue to be confirmed shortly.

Filling in the stage one application form

The stage one application process will involve consideration of a large number of entries, many of which are likely to be on similar topics. Applications which stand out through their clear signalling of achievements and succinct descriptions of work done and benefits achieved, will have a greater chance of progressing to stage two. **Applications must not be longer than three pages**; those which are will not be accepted.



Please cover the following topics in your application:

- **General Information** - If the application is being made by an architectural practice, or other non-academic body, please obtain prior approval from the institution, and provide a contact there
- **Summary** – Please include a short summary of the project/initiative. This should only be a few sentences in length. Please make it as ‘catchy’ and descriptive as possible.
- **The Initiative** – Describe, in under 300 words, the initiative, covering topics such as the activities undertaken; reasons for doing it; time-scale; costs (in cash and staff time); current status (on-going, completed etc); departments/organisations involved.
- **The Benefits** - Summarise, in bullet point format, and with as much quantification as possible, the main benefits achieved by the initiative. Indicate, where relevant, the reference case against which benefits are being compared, e.g. status quo.
- **Significance for the sector** – Please summarise, in bullet point form, why you feel that your application is of wider interest to the sector. Relevant points might include significant internal impacts on finance; student and/or staff recruitment and behaviour; external recognition; replicability of both outcomes and learning through the HE and/or FE sectors; an original, innovative attempt to tackle a problem.

No background material or appendices etc will be accepted and examined for stage one applications, so please do not send. Short listed entries will be invited to submit such material at stage two.

Judging Criteria

The judging will be based on a composite view of the application, taking account of the following criteria, and the specific nature of the Award category:

- The nature and size of both environmental and non-environmental benefits (relative to its context)
- The relationship between benefits and costs
- Broader significance to the sector (e.g. originality, innovation/best practice within the sector, pathfinder status; replicability)
- The quality and reliability of evidence supporting the claims being made (e.g. quantitative evidence of benefits and outcomes)
- Unusual features which make the application ‘stand out from the crowd’ (e.g. extraordinary commitment and impact of a member of staff, quirky responses to topics that are sometimes seen as boring).

Entry Details

To enter, please fill in the three page stage one application form and email it to greengown@eauc.org.uk by **12:00 noon on Friday 19 February 2010**. Submission of the form means that entrants have read, and accept, the conditions of entry (see below). Please use a separate form for every specific initiative you wish to enter. Try also to make your entries succinct, using bullet points wherever possible, and with a typeface of at least 11pt.



Please contact the Green Gown Awards team via greengown@eauc.org.uk or Tel: 01242 714321 if you have not been advised of receipt of your application within a week of sending it.

CONDITIONS OF ENTRY

- The projects entered can either be ongoing, or must have been completed since November 2007, and have been operational within a further or higher education establishment, work-based or adult and community learning providers.
- Third party organisations, e.g. architects, may enter on behalf of an Institution, but an Institution employee must approve the application.
- Entries must be submitted using an official Green Gown Awards entry form.
- The closing date for stage one entries is **12:00 noon on Friday 19 February 2010**. Late applications will not be accepted.
- Selected entries will be placed on the Green Gown Awards web site in order to disseminate best practice throughout the sector. Unless otherwise stated, it is assumed that applicants accept that their applications will be in the public domain.
- The Awards organisers reserve the right to a) refuse an entry if the rules have not been met, and b) audit winning applications to ensure that claims made are fully justified.
- Applications will remain in the category under which they are submitted. The Awards organisers will not move entries between categories even if they feel a different category is more appropriate.
- The Awards organisers will aim to provide generic feedback, on unsuccessful projects, at stage 1. However due to the high number of applications, this cannot be guaranteed and specific feedback will not be provided under any circumstances.
- The Awards organiser's decisions are final and no correspondence will be entered into.
- Entries will be accepted from any legal entity within the further and higher education sector residing within and outside of the UK. All applications will be governed by the same rules and no preferential treatment will be given to international applications.