



Green Gown Awards



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Top tips for Awards success

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Introduction

This webinar takes you through what to think about when putting together a Green Gown Awards application and how to ensure that you submit the best application for your project.

There is a definite art to crafting a successful award submission, so we've produced our top 10 tips for awards success to help when writing your award submission.

Links:

http://www.eauc.org.uk/green_gown_awards

http://www.eauc.org.uk/10_tips_for_awards_success



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Why enter?

It brings great rewards - for sustainability, student and staff engagement as well as senior management recognition.



Link:

http://www.eauc.org.uk/why_enter



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Organisational Categories:

- Best Newcomer
- Built Environment
- Carbon Reduction
- Community Innovation*
- Continuous Improvement: Institutional Change*
- Enterprise & Employability
- Facilities and Services
- Food and Drink
- Learning & Skills
- Research and Development
- Student Engagement*

** inclusion in the International Green Gown Awards*

Individual Categories:

- Sustainability Champion Award – staff
- Sustainability Champion Award – student
- Sustainability Professional Award
- Leadership Award

Categories are reviewed each year. Refer to this link for updated current categories and criteria:

<http://www.eauc.org.uk/categories2>

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Top Tips 1



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Be in it to win it!

Make sure your application does not let you down!

- Prepare yourself by reading the frequently asked questions and the guidelines
- Don't be afraid to ask for help - seek out mentors to help you through the process
 - The below link takes you to previous years' winners – see if your institution is listed here and seek out your mentor!
- Make sure you submit the best application you can

Links:

http://www.eauc.org.uk/past_green_gown_awards

http://www.eauc.org.uk/frequently_asked_questions

Top Tips 2



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Time Management

Don't leave your submission to the last minute

- Start planning your application
- Consider the category criteria in your planning – you may need to request certain data from others which may take time to collect
- Involve your students – ask them to help and delegate tasks to them
- Set clear objectives from the outset





Top Tips 3



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Preparation

It is imperative that you carefully read the entry criteria for each category and the entry rules before you start your submission.

- Seek clarification if you are unsure of the category criteria.
- If you think your submission doesn't quite fit in a category, then it probably doesn't!
- ***Once you have decided on your category, make sure you address the category specific criteria!***

Link to all the categories and criteria:
<http://www.eauc.org.uk/categories2>



Top Tips 4



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Do your research

- Take the opportunity to learn from the best, and research past winners and highly commended entries. There are plenty of inspirational and motivational case studies and videos to help guide you with your application.
 - Check out the showcase of over 360+ resources at http://www.sustainabilityexchange.ac.uk/green_gown_awards1
 - And here you can also find the past Finalists and Winners' Brochures which includes "top 3 project learnings" from each finalist
 - Read up on the International Winners http://www.sustainabilityexchange.ac.uk/international_green_gown_awards1



Top Tips 5



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Think about your audience

Consider who will be reading your entry. The judging panel is made up of a cross section of higher and further education and industry experts.

- Imagine you are one of the judges and think through what you would want, and *need*, to read. Stage 1 has many applicants so make your application clear and succinct.
- Make sure the title of your application is catchy!
- The stage 1 judging will be based on a composite view of the application, taking account of the below criteria within the application form, and the specific criteria of the Award category.
 1. The Initiative
 2. Environmental and Social Benefits



Top Tips 6



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Keep it simple!

Focus on what the judges are actually asking for in the category criteria.

- Don't fill your submission with the contents of existing sales and marketing materials – instead address the questions being asked.
- Make sure your submission is succinct, clear and easy to understand.
- Use headings and subheadings to structure your submission.
- Do not provide web links as judges will not visit them. Instead try and include all your important data within the application form itself.
- ***Stick to the page limit and font size! The word count is given as a guide only. You must not exceed the page limit.***



Top Tips 7



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Numbers – facts and figures

Use real figures which you can substantiate, so they provide an accurate representation of your achievements. Statistical evidence is one of the most important factors in all successful awards submissions!

- On the category page is a check list of figures to include in your application (depending on the category)

Provide compelling before and after data, wherever possible.

Link to all the categories and criteria:

<http://www.eauc.org.uk/categories2>



Top Tips 8



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Shout loud and clear about your achievements

Don't be a wallflower, make sure that your entry highlights the sense of pride you have in the things you have achieved! Always back up your claims with evidence, and provide proof of:

- Innovation
- Positive impact on stakeholders
- Return on investment
- Strategic success
- Outperforming the sector
- Customer focus
- Leadership
- Social responsibility



Top Tips 9a



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If at first you do succeed...

Fantastic! You will be one of the Green Gown Awards Finalists. You will then be included in the stage 2 submission and will receive further instructions via email in July.

We do ask all Finalists to help disseminate the Awards by:

- Promoting within your institution and
- Producing a case study and a short video on your project.
 - We supply a template for the case study and we will provide guidance on how to “create a video on a shoestring” involving students (including a link to a webinar to help guide you)



Top Tips 9b



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If at first...

Learn from the experience. If you don't win at the first attempt, learn from the process and try again next time.

Use the Award entry as a tool for assessing and benchmarking your performance.

We encourage you to promote your project within your institution – make others aware of it – even if you are not a Finalist, you can still inspire and motivate others.



Top
Tips 10



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We are here to help!

If you still need some guidance or are unsure about your application or where to begin, then please contact us.

We are here to help and we want to encourage as many of you as possible to apply for a Green Gown Award.

Contact us at:

greengown@eauc.org.uk

Or call us on 07531 244208



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What next...?

- Visit the website and read up on all the guidance notes and frequently asked questions
- Get inspiration from the case studies and videos of past winners
- Read the category and criteria and find the one best suited to your project
- Download the stage 1 form and read the requirements
- Engage with your students to help you with the process
- Start collating your data
- Provide clear information backed up with figures
- Don't leave it too late – allow plenty of time
- Remember to send in your application by the deadline
 - For an overview of all deadlines, visit

<http://www.eauc.org.uk/deadlines>



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Make this year *YOUR* year to enter!

Good luck



For more information, visit:
www.greengownawards.org.uk

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