

RESPONSE SERVICE
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The Environment Agency Water Efficiency Awards 2005
The UK Centre for Economic and Environmental Development
Priestgate House
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Peterborough
PE1 1BR



**ENVIRONMENT
AGENCY**

The Environment Agency is the leading public body responsible for protecting and improving the environment in England and Wales. A key part of the Agency's work is securing the proper use of water resources in a way that considers both the needs of the environment and of society.

The Agency's other work includes tackling flooding and pollution incidents, reducing industry's impacts on the environment, cleaning up rivers, coastal waters and contaminated land, and improving wildlife habitats.

For more information on the work of the Environment Agency, visit www.environment-agency.gov.uk



defra

Department for Environment
Food and Rural Affairs

Defra's aim is sustainable development, which means a better quality of life for everyone, now and for generations to come. Being responsible for all aspects of water policy in England, Defra works to improve the sustainable management and use of water.

For more information on the work of Defra, visit www.defra.gov.uk



The Environment Agency Water Efficiency Awards 2005 are managed by the UK Centre for Economic and Environmental Development (UK CEED). Established in 1984, UK CEED is an independent charitable foundation working with government, business and the voluntary sector to promote sustainable development best practice.

For more information on the work of UK CEED visit www.ukceed.org

The Environment Agency

2005 Water Efficiency Awards

Supported by Defra

Recognising excellence in water conservation and efficiency

Call for Entries
Closing Date 30 July 2004



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About the Awards

At the start of the 21st century, pressures on water resources have never been greater. We face growing populations in areas where water is most scarce, while climate change may lead to higher temperatures and drier summers. At the same time, we all value the environment in which we live. Rivers and wetlands are especially important for their wildlife, their beauty, their amenity and the economic value they support.

Now in their fourth year, the Environment Agency's Water Efficiency Awards recognise, reward and celebrate those organisations in the public, private and voluntary sectors who are helping to conserve our precious water resources through water efficiency activities.

By increasing awareness, sharing good practice and demonstrating that the implementation of water efficiency practices can be cost effective, the Environment Agency hopes to inspire other organisations to take action and use water wisely.

The Water Efficiency Awards were the first Awards Scheme to receive the Royal Society for the Encouragement of the Arts, Manufactures and Commerce (RSA) accreditation in 2003.

If you know of an outstanding example of water efficiency in your organisation, take the opportunity of promoting it to a national audience by entering the Environment Agency Water Efficiency Awards 2005.

What could winning an Award do for your organisation?

Winning a Water Efficiency Award will provide you and your organisation with national recognition for environmental good practice. But don't just take our word for it; here is what some of last years' winners have said:

"Winning the 2003 Environment Agency Water Efficiency Award was a big boost for our company - and for the values we pursue. Economising on the use of mains water is becoming increasingly a national priority which we are delighted to be able to support through our commitment to the use of rainwater harvesting systems. It was doubly-rewarding to have that commitment recognised through the Water Efficiency Award scheme which we would strongly recommend to all potential entrants."

Terry Nash, Gusto Homes, 2003 Overall Winner

"Being joint winner of the 2003 water efficiency award for agriculture came as a great surprise to us all. We were very pleased to receive many congratulations from people both inside and outside of the farming community and feel that such publicity greatly improves the general public's image of farming. We are sure that education is the most cost effective way of safe guarding and improving our water supply for the future and hope that the 2005 Water Efficiency Awards prove to be as successful as previous years."

Christopher Andrews, East Clyffe Farm, 2003 Joint Winner of the NFU Agriculture & Horticulture Category

"We are delighted to have our hard work recognised. Winning the Award was a tremendous morale booster for the management team. We strive hard to improve our environmental performance and winning makes it feel really worthwhile - it makes the company buzz."

Malcom Beck, Woodnook Dyeing & Bleaching, 2003 winner of the Envirowise Industry & Business Category

What are the judges looking for?

- Projects should be innovative and demonstrate a new and creative approach either in terms of technology, management or awareness raising.
- Water must have been saved but there is no lower limit in terms of volume of water saved and/or financial savings.
- The project should have taken into consideration its wider environmental impacts.

Rules of Entry

- Projects entered must have been completed or have been operational between September 2002 and January 2004.
- Entries must be submitted using an official Awards entry form.
- The closing date for entries is 30 July 2004.
- The judges reserve the right not to accept an entry if the rules have not been complied with.
- The judges reserve the right to move an entry from one category to another if they feel the new category is more appropriate.
- By making an entry, the entrant assigns the Environment Agency the right to publish the entry. Without seeking further permission, the Environment Agency 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.
- The Awards will be presented at a prestigious ceremony, which will take place in London in March 2005.

How to Enter

To register your interest in the 2005 Awards, simply complete and return the attached postage paid registration form. An entry form will then be sent to you. Alternatively, visit the Environment Agency website www.environment-agency.gov.uk/savewater

Completed entry forms must be returned by 30 July 2004.

The categories

Defra Overall Winner



The Water Efficiency Awards 2005 Overall Winner is supported by Defra. The winner will be selected from the individual category

winners and will demonstrate an exceptional example of water efficiency good practice and an outstanding contribution to water conservation.

Education & Community Action Category

This category seeks to reward education programmes and community action projects which have successfully raised awareness of water efficiency issues. Projects might target school children, students in further or higher education, local communities or the general public. The judging panel will be looking for clear evidence of the success of the project in reaching its target audience, its impact in terms of behavioural change and how the project has been evaluated.

Envirowise Industry & Business Category



Supported by Envirowise, this category seeks to identify water

efficiency good practice in industry and business. Entries can cover a range of issues, including water efficiency in manufacturing and operations, facilities' management and internal communication activities that encourage staff to conserve water. Judges will be looking in particular for innovation, creative solutions to traditional problems, clear evidence of process methodology and how the project has been communicated within the organisation.

Leisure & Tourism Category

In this category the leisure and tourism sector are given the opportunity to promote innovative approaches to water conservation. This category will encourage entries from theme parks, leisure complexes, hotels, health clubs, pubs and restaurants. Entrants will need to demonstrate how specific measures have led to both water and financial savings.

NFU Agriculture & Horticulture Category



Supported by the National Farmers Union, this category aims to recognise UK-based agriculture

or horticulture projects that demonstrate water efficiency good practice. Entries are invited from all aspects of agriculture and horticulture and will need to demonstrate how efficient planning of water use on the farm or holding has led to long-term savings. Judges will want to know details of how much water has been saved and what plans are in place to deliver further improvement in the future.

ODPM Construction & Renovation Category



Supported by ODPM this category seeks to recognise good practice in the construction and renovation sector. Entries

are invited from organisations which can demonstrate innovative approaches to water efficiency in constructing, maintaining and renovating houses, offices, schools and other buildings. Judges will be looking for new, cost effective and transferable ways of addressing water efficiency in the built environment.

Ofwat Economic Research Category



Supported by Ofwat, this category is open to UK water companies

and operators only. It focuses on completed research projects that have significantly improved the understanding of the economics of household water efficiency initiatives. Judges will in particular require projects to be able to demonstrate a robust methodology for assessing the economics of water efficiency, in the context of balancing supply and demand. Project results must be in the public domain and must identify the costs and the resulting financial and water savings. This Award will be judged on the quality of the research and analysis, not solely by the amount of water saved.

Public Sector & NGO Category

This category recognises water efficiency good practice in public sector organisations and non-governmental organisations (NGOs). Entries are invited from central, regional and local government, statutory agencies and other public sector bodies and non-governmental organisations. Entrants need to demonstrate effective water and financial savings and show how this good practice is being spread throughout the rest of the organisation. Judges will be looking for innovation, practical and transferable measures and a commitment to continue water conservation measures into the future.

Registration form

First Name _____ Surname _____

Job Title _____

Organisation/Company Name _____

Address _____

_____ Postcode _____

Telephone No _____ Fax _____

Email _____

How would you like to receive the entry form? Email Post

Please enter below the title(s) of the project(s) you would like to submit and the Award category in which you would like it (them) entered:

Project Name 1 _____

Title of Award Category _____

Project Name 2 _____

Title of Award Category _____

Signature _____ Date _____

Simply fill in the above and post – no stamp required.
Alternatively photocopy this form and fax it to 01733 312782