

## **Winchester City Council to sponsor Green Innovation category for the second year.**

Winchester City Council is to again sponsor the Green Innovation category in this year's Winchester Business Excellence Awards.

Winchester City Council is dedicated to supporting the local business community, and to making the district an environmentally sustainable place to be. Winchester City Council are founding members of Winchester Action on Climate Change, and want to encourage 'greener' ways of working.

The City Council have taken up this challenge by consolidating their own workspace, and using basic principles such as switching off electronic equipment when it is not in use and encouraging flexible working to reduce the traffic on our roads.

Cllr George Beckett, Leader of Winchester City Council comments:

"Winchester City Council takes its environmental responsibilities very seriously, and we are looking to our local businesses to do the same. We want the district's carbon footprint to be cut by 20% by 2012, and it is the responsibility of residents, businesses and the public sector all to do their bit."

"We are looking for businesses who can be held up as examples to others as a way of conducting their business in an environmentally friendly way. We want to see evidence of businesses who have made green practices a seam running through every aspect of their work. New, innovative ideas of greener ways of working would be of particular interest, along with the willingness to share these ideas with fellow business people".

The winner of this award must demonstrate creativity and innovation as a means to improved environmental impact and ultimate improvement in business performance.

The judges will be looking for:

- ❑ Evidence of green innovation within your organisation and improved business performance as a result.
- ❑ Evidence of the organisation's commitment to improved environmental practices particularly in the reduction of carbon output.

- ❑ Demonstration of how imaginative solutions to the challenge of climate change have impacted on your business to drive new sales and increase your client base.
- ❑ How environmental awareness and creative methods to improve your company's carbon footprint have shaped your business providing competitive advantage within your sector.
- ❑ Evidence of the green-enablement of your workforce.