



European
Commission

European Business Awards for the Environment

2014-2015

Rewarding Eco-Innovation
for Jobs and Growth



European Business
Awards for the
Environment

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Introduction

Green growth is an opportunity to modernise our economy, based on the long-term not the quick fix. It is a strategy around which environments and communities can thrive. It is an opportunity to strengthen our resource security and reduce dependency on imports. It is a chance to reduce air and water pollution and the terrible health costs associated with it.

To make the best progress on green growth Europe needs the right instruments and the right leaders. Resource efficiency, eco-innovation and green business models are vital tools in today's global economy.

A growing numbers of businesses realise that protecting the environment is vital in maintaining Europe's competitiveness. They understand that our competitive edge will be decided by how we face challenges like resource limits, how we learn to cut raw material and energy use, and by our ability to produce smarter goods that can be re-used, repaired, and recycled.

The European Business Awards for the Environment (EBAE) recognise these pioneers, singling out business leaders and companies at the forefront of eco-innovation.

The 2014 edition of the awards is upon us. The 16 finalists described in the following pages are already amongst the best in their countries, successfully combining innovation and economic viability with the challenges posed by the environment. They lead in management, product and process innovations. Some highlight the trend towards collaboration with international partners in the developing world; others with halting biodiversity loss and supporting natural ecosystems.

All the finalists have been selected in their national competitions in order to compete at European level and can be considered the best of the best.

The EBAE finalists were selected from 152 entries, originating from 22 European Union Member States and candidate countries. Coming from a range of different industries, they show the diversity of Europe in sectors such as healthcare, financial services, food and drink, and the automotive industry. This year's entries include both micro companies, with less than 10 employees, and large global brands. This variety is there for a simple reason – we can learn and grow from each example.

Let's be inspired, and let's hope that other businesses across the Union will follow in the footsteps of the EBAE finalists. The result will be not just a healthier environment, but a stronger, more innovative economy. A win-win for Europe's citizens.



Karmenu Vella
European Commissioner for Environment, Maritime Affairs and Fisheries





Rewarding Eco-Innovation for Jobs and Growth

The European Business Awards for the Environment are presented by the European Commission every two years. They reward European companies of all sizes that have made an outstanding contribution to sustainable development; those whose activities contribute to economic and social advance without detriment to the environment.

The competition has five award categories: Management, Product & Services, Process, International Business Cooperation and Business & Biodiversity. The winners are those who demonstrate progress through a combination of innovation, economic viability, environmental concern and social responsibility.

To be eligible, companies must first succeed in their national award schemes which are organised throughout Europe each year. This means that the companies awarded the European prize are 'the best of the best'; the most far-sighted, responsible and innovative across Europe. Companies from all EU Member States and candidate countries can apply for the awards. The submission of entries to the European awards competition is managed by national coordinating bodies.

The competition has been running since 1987 and its longevity demonstrates the strong interest taken by businesses in caring for the environment and their increased awareness of the economic and social benefits that this brings.

The 2014 European Business Awards for the Environment Jury Panel

An independent panel of 24 Jury members from across Europe met in Rome in September 2014 to assess and evaluate 152 entries from 22 EU and candidate countries submitted for this year's edition of the awards.

The Jury consists of representatives from industry, non-governmental organisations, academia and public authorities. All Jury members are experts in environmental matters.

Professor Marco FREY (President)

Professor in Environmental Management, Sant'Anna School of Advanced Studies, Italy; Research Director responsible for "Observatory on environmental management", IEFE, Bocconi University; Scientific Committee member, IEFE, Bocconi University; coordinator and senior lecturer, School of Business Admin, Milan; Board Member, Cariplo Foundation, Italy.

Dr Konstantinos ARAVOSSIS

Member of Scientific Committee for Engineering and Electrical & Mechanical Equipment, Technical Chamber of Greece; Committee member for Sustainable Development and the Environment, Technical Chamber of Greece; Co-Chairman of International Scientific Conferences; Professor for Business Planning and Entrepreneurship, National Technical University of Athens; Lecturer in Industrial Management and Operations Research, National Technical University of Athens.

Mrs Sonia CASTAÑEDA RIAL

Executive Manager of the Fundación Biodiversidad (Biodiversity Foundation); leading the Spanish Business and Biodiversity Initiative, launched by the Ministry of Agriculture, Food and Environment through the Biodiversity Foundation; bachelors degree in Law, Madrid University; Masters in Legal Economic and Social Organization of Environment, Industrial Organization School (EOI).

Mr Strahil CHRISTOV

Policy Officer, European Commission, DG Environment, Biodiversity Unit, working on Economics of Ecosystems and Biodiversity (TEEB) and Business and Biodiversity. Commission contact for Phase 2 of the European Business and Biodiversity Platform and part of the TEEB Coordination Group.

Professor Gerard P. DIJKEMA

Associate Professor of Energy and Industry, Delft University of Technology, Netherlands; member of General Council and Leader PvdA-Faction, Deland Water Authority; Member Governance and Finance Committee; Member Water Quality Committee; Institute of Electric and Electronics Engineers (IEEE) committee member; member of Examination Committee, Faculty of Applied Sciences, DelftChemTech.

Mr Adam ELMAN

Global Head of Delivery for Plan A – Marks & Spencer, including delivery of the internal communication and engagement strategy; managing £5m annual Plan A innovation fund; responsible for M&S Energy, the UK's seventh largest provider of domestic gas and electricity.

Mr Heinz FELSNER

CEO of KPI Consult GmbH, Switzerland; founding board member of the Austrian Business Council for Sustainable Development; Vice-President of Schweiz-Österreich-Liechtenstein chamber of commerce; Chairman of the EBAE Jury 2006; member of the EBAE Jury 2008 and 2012.

Mr Marcus GOVER

Director at WRAP; focus on resource management (collecting and sorting priority materials and products); manufactured goods (improving the sustainability of clothing, textiles and electrical goods); the built environment (increasing the resource efficiency of how we design, build and use buildings).

Mr Viktor GRILC

Group Head for Sustainable Waste Management, Laboratory for Environmental Services and Engineering, National Institute of Chemistry (NIC), Slovenia; part-time Professor in Environmental Engineering, University of Ljubljana, Faculty for Chemistry and Chemical Technology and Faculty for Civil Engineering; professional engineer registered with the Slovene Chamber of Engineers; registered auditor for ISO 14001; registered auditor for the Eco-Management & Audit Scheme (EMAS).

Ms Pippa HOWARD

Director Business & Biodiversity Programme, Fauna & Flora International; lecturer on MPhil Conservation Leadership Programme at Cambridge University; mentor and tutor on MBA programme at Judge Business School; registered Professional Natural Scientist, specialising in biodiversity conservation, environmental management, impact assessment, development and sustainability.

Mr Tom KELLY

Head of Enterprise Ireland's Manufacturing and Competitiveness Division; leading Enterprise Ireland's Lean Business Programme and Environment and Green Technologies Programme; member of Enterprise Ireland's Executive Committee and Chairman of Finance and Job Expansion Fund Committees; author of articles spanning traditional and advanced ceramics and surface engineering technology.

Ms Şeyda KESKIN

International Auditor, Quality, Occupational Health, Safety Environmental Management Systems and Food Safety Systems; developed and disseminated works on behalf of the Turkish Standards Institute for Environmental Management System standards ISO 14001 and ISO and was the President of the Turkey Quality Association Environmental working group for 8 years.



Mr Adõ LOHMUS

Deputy Secretary General, Environmental Management, Mineral Resources, Estonian Ministry of the Environment; Member Environmental Management Commission, Estonian Ministry of the Environment; Member Rail Baltic Development Commission, Estonian Ministry of Economic Affairs & Communications.

Nuno Miguel Oliveira Pegado de MATOS SEQUEIRA

President of Quercus, National Association for Nature Conservation; Biologist on 'Conservation of Steppe Birds in Alto Alentejo' project; Teacher, Ministry of Education and Science; Member Portuguese Association of Organic Agriculture; Member SPEA, Portuguese Society for the Study of Birds; Member Order of Biologists.

Ms Paula MIGLIORINI

Policy Officer, European Commission, DG Environment, Eco-innovation and Circular Economy Unit specialising in eco-innovation and best policy practices for a resource-efficient circular economy model; focusing on metrics for eco-innovation, public procurement for innovation and internationalisation of SMEs.

Professor László MIKLÓS

Chairman of the Scientific Council, Technická univerzita vo Zvolene, Slovak Republic; published research author or co-author of more than 30 reports in geography and landscape ecology; writer and co-author of 24 books, 180 scientific articles, 65 landscape and ecological projects and 350+ presentations on scientific flora; 700 citations.

Mr Roland MOREAU

Director General Environment of the Federal Public Service Public Health, Food Chain Security & Environment. Chair of the BE Coordination Committee for the International Environment policy.

Mr Kazimierz MURZYN

President of LifeScience Krakow Foundation; Managing Director of LifeScience Klaster Krakow (LSKK) initiative; Vice Chairman of Global Innovation Network (GIN) Inc; member of Biotechnology Committee of the Polish Academy of Science; member of the Working Group for Cluster Policy in Poland; member of Evaluation Committee of Best of Biotech 2014.

Mr Nico PETERSCHMIDT

Managing Director, INENSUS GmbH; Energy Access Consultant – Solar Mini-Grids, Asian Development Bank; Chair of World Wind Energy Association, Wind section; Expert for renewable energy and Hybrid power systems, Nigeria/Ghana; published researcher on many topics including renewable energy and mini-grid power supply.

Mr Paolo SOPRANO

Director of Sustainable Development, Italian Ministry for the Environment, Land and Sea; representative for EU Council Working Party on International Environmental Issues; head of Italian delegation to UNEP Governing Council; coordinator for International Partnerships and Type II Initiatives for Sustainable Development; vice-chair, OECD Environment Policy Committee; editor, Minister's Report on the State of Environment to Parliament.

Ms Helena Wolf TILLBORG

Director of Ocean Harvesting Technologies AB, Marketing and Business Development; Project Manager and Business Advisor for Teknopol; Project Manager for Zirro – cross-sectional innovation arena for zero diabetes; advisor and coach for early stage innovation companies dealing with cleantech and sustainability.

Ms Marta SZIGETI BONIFERT

Executive Director, Regional Environmental Center (REC); member of Environmental Management & Law Association (EMLA); scientific advisor, Agroinnova/Torino University Scientific Committee; head of Environment and Sustainable Development practice group, Hungarian Business Leaders Forum (HBLF); member of Environmental & Social Advisory Council (ESAC); Trustees Board member of CEU Business School Foundation.

Mr Claus TORP

Governing body Chairman, Copenhagen Resource Institute; Board member, "Keep Denmark Clean"; Board member, Danish Society of Engineers; Committee member, European Commission committee for national waste; Technical Council Member, Danish Competence Center for Waste; Member, National Bioeconomy Panel; Member, Advisory Board for Danish Centre for Environment and Energy (DCE); Deputy Director General, Environment Protection Agency (EPA).

Mr Louis VELLA

Member of the Compliance Committee to the Barcelona Convention (UNEP MAP); consultant to the Department of Health on Environmental Health issues and Health and Safety advice; lecturer on Occupational and Industrial Hygiene and environmental subjects; assessor of dissertations at diploma and degree level.

The Management Award

This Award is for an exceptional organisation or group of organisations with the strategic vision and management systems that enable it to continuously improve its contribution to sustainable development.

Award Criteria:

Integration:

Environmental and social issues must be fully integrated into mainstream business management, alongside financial performance, with clear objectives and targets for improving performance.

Performance improvement:

There must be continuous improvement in performance against the organisation's stated environmental and social objectives, as demonstrated by regular monitoring and reporting.

Accountability:

There must be regular and systematic dialogue with stakeholders (employees, suppliers, customers, non-governmental organisations, etc.) with feedback of the results into management decision-making.

Employee involvement:

Employees must be closely involved in all aspects of environmental management, and there must be capacity-building in other areas of corporate social responsibility.

Commitment:

The corporate mission and policy statements (including an environmental policy) must be consistent with the principles of sustainable development.

Replication potential:

There must be clear potential for good practice and innovation to be shared with other organisations (e.g. through involvement in business networks, dissemination at conferences).



Winner



Blue Life Integrated Sustainability Management System Eczacıbaşı Yapı Gereçleri, Turkey

Major Turkish business, Eczacıbaşı Yapı Gereçleri launched an initiative called Blue Life Integrated Sustainability Management System in 2010, which is a sustainability-oriented production, design and management approach. The Blue Life system involves methods for measuring, reporting and improving the sustainability credentials of all Eczacıbaşı Building Product (EPB) business processes, from production planning to human resources. Product designs now require fewer resources to produce thanks to the initiative's promotion of responsible natural resources use. Sustainability training is provided to all 2,500 employees. In 2012 and 2013, the company saved 3.7 million m³ of natural gas and 7.2 thousand tons of raw material each year, as well as preventing 118 tons of CO₂ emissions, saving the business almost €4 million.

Contact: **Cihan Koral Malak** (cihan.koral@eczacibasi.com.tr)

Website: www.eczacibasi.com.tr

Jury's Verdict:

"This project demonstrates best practice where management controls are delivering sustainable results in a sector that has such a big environmental impact. Management goals and objectives are embedded throughout the structure of the organisation with controls and processes that go beyond the required audited certification standards. The Blue Life Management System successfully shows how environmental compliance can deliver commercial success."





Runner-Up



The Bay Fish and Chips
The Bay, UK

The Bay is a takeaway shop in the coastal town of Stonehaven in northeast Scotland, serving traditional fish and chips. Since opening in 2006, owners Calum and Lindsay Richardson have aspired to create a business that offers quality produce in a sustainable and environmentally friendly way and have therefore installed management systems to enable the business to continuously improve its contribution to sustainable development. This approach is reflected in everything from the sourcing of Marine Stewardship Certified haddock, to the use of chemical-free cleaning products and the strict recycling policies in place. The business uses 100% renewable electricity and gas, recycles 100% of food waste and sources 89% of its supplies from within a 50 mile radius. The Bay's oil waste is recycled into biodiesel and all packaging is 100% compostable.

Contact: **Calum Richardson** (info@thebayfishandchips.co.uk)
Website: www.thebayfishandchips.co.uk

Jury's Verdict:

"This well-structured and aspirational project demonstrates how small businesses can be sustainable and environmentally successful whilst meeting customer needs. The Bay leads by example within its local community with step-by-step processes for sourcing, marketing and managing deliverables, giving this traditional business a new and innovative platform. This business model has strong potential for replication amongst similar SMEs."



Runner-Up



Werro Wool Cellulose Fibre
WERROWOOL OÜ, Estonia

The production of construction materials from waste and by-products is a growing, environmentally-sound trend in Estonia and in Europe. Estonian micro company, WERROWOOL OÜ, a small cellulose fibre insulation producer, has developed a sustainable management system based on the principles of product quality, as well as resource and energy efficiency. The project, called 'Werro Wool Cellulose Fibre' reduces waste by using paper rather than plastic packaging. The company has also updated its ventilation system to collect and use the residual heat energy from the production process. As a result its annual energy saving is approximately 80,000 kWh. Since 2011, sales turnover has increased from €170,000 in 2012 to an estimated €450,000 in 2014 and now makes up 45% of the blown insulation sold in the Estonian market.

Contact: **Juhan Peedimaa** (juhan.peedimaa@gmail.com)
Website: <http://werrowool.eu/>

Jury's Verdict:

"This micro company, with only 5 employees, has built a resilient business concept very quickly in an important sector. They are a good example of a very small business having a strong environmental focus from the start and integrating that into their whole business using management systems and gaining certification above and beyond that required for their industry."



Special Mention



The Green Campus Programme University College Cork, Ireland

University College Cork (UCC) is the first higher education institute in the world to be accredited with Green Campus status. The Green Campus Programme is unique because it is the students who are the key decision makers. The programme provides students with an opportunity to voice their opinion as well as learn the practicalities, difficulties and solutions to real-world environmental issues. Graduates leave with an understanding of how to create a more environmentally sustainable society and, using the programme's sustainability module, the skills can be taught across all disciplines, not just environmental courses. As a result of the initiative, there has been a cumulative saving of €890,000 on waste, recycling has increased from 21% to 75% and cycling to the Campus has increased year-on-year, doubling in five years.

Contact: **Barrie Curley** (b.curley@ucc.ie)
Website: www.ucc.ie/en/build/environment/greencampus/

Jury's Verdict:

"This is a project that inspires future generations to think about environmental issues and find solutions in all areas of the University, from the bookshop and restaurant to research and education. Its potential to be replicated is enormous with such a positive impact on society as a whole."



The Product & Services Award

This Award is for the development and/or implementation of a new product or service that makes an outstanding contribution to sustainable development.

Award Criteria:

Innovation:

Substantial innovation in the product or service must bring improvements in environmental performance over comparable alternatives, whilst at least maintaining functional performance.

Environmental benefit:

Clear and quantified analysis must demonstrate increased resource efficiency and reduced environmental impact over the complete life-cycle of the product or service (e.g. through Life Cycle Analysis LCA).

Social benefit:

The product or service must meet the needs of consumers and bring wider social benefits (e.g. by providing decent working conditions, safeguarding consumer health, improving quality of life, etc.).

Economic benefit:

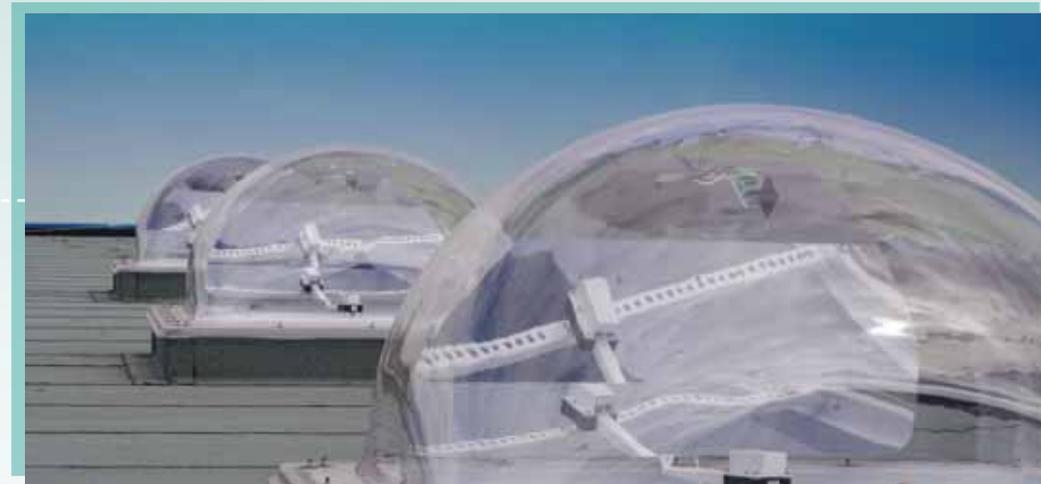
Proof must be given that the new product or service is economically viable (e.g. through sales performance data or credible sales projections).

Commitment:

Senior management must be clearly committed to the development and marketing of the product or service, and must show its importance with regard to the organisation's overall strategy.

Replication potential:

There must be clear potential for wider adoption of the innovative aspects of the product or service, and a willingness to share this knowledge and expertise with other organisations.



Winner



Lighten the Bill EcoNation, Belgium

Belgian business EcoNation has developed the 'LightCatcher,' the first active and intelligent daylight system in the world. LightCatcher can provide enough light for 100% of the floor with only 1% of the roof space of a building opened. The system also allows light fittings to be switched off for up to 3,650 hours per year, which has an eight times bigger impact on the environment than solar panels. This new business model can lower EcoNation's clients' energy costs immediately without any upfront investment. LightCatcher is now used in 15 countries in both industrial and public buildings. The ecological footprint of the LightCatcher is 6.17 times smaller than traditional alternatives such as skylights.

Contact: **Maarten Michielssens** (maarten.michielssens@econation.be)

Website: www.econation.be

Jury's Verdict:

"We were pleased to see this Belgian technology giving people greater access to natural daylight and the benefits that follow. Applying an energy services model to natural light using this innovative technology has the potential to make a major contribution to the EU's carbon reduction targets."



Runner-Up



PerfoTec: Smart solutions for extending the shelf life of fruit and vegetables
PerfoTec BV, Netherlands

PerfoTec BV's mission is to allow people to enjoy fruit and vegetables while reducing waste. The company's Respiration Control System extends the shelf life of fresh fruit and vegetables by up to 100%. In order to stay fresh, fruit and vegetables need oxygen but the amount varies by type of product and also changes throughout the year. By controlling the amount of oxygen, the respiration rate and the ageing process can be slowed down. PerfoTec achieves this by adjusting the permeability of the packaging using micro-perforations invisible to the human eye. It can make the difference between one to three days of extra shelf life. Several retail pilots with grapes and berries show that this product can reduce in-store waste by 50%. It can also increase sales by 10% due to better product quality.

Contact: **Bas Groeneweg (bas@perfotec.com)**
Website: <http://perfotec.com>

Jury's Verdict:

"This project's impressive, high level innovation has created a tailored packaging solution with enormous potential to prevent food waste in the EU and is already achieving a 50% reduction. We were pleased to see the company are currently doing trials with major retailers."



Runner-Up



Vegware – zero waste food packaging
Vegware, UK

Founded in 2006, Vegware is a completely compostable foodservice packaging firm operating globally. The business, based in Edinburgh, makes and distributes a comprehensive range of eco catering disposables made from renewable or recycled materials. All Vegware is compostable within 12 weeks and can be simply recycled together with food waste after use. The business has over 200 completely compostable products, helping it achieve 901% growth over five years. In 2013, Vegware's UK customers saved 925 tonnes of CO₂, equivalent to cancelling the carbon emissions of 578 flights from London to New York.

Contact: **Lucy Frankel (lucy@vegware.co.uk)**
Website: www.vegware.com

Jury's Verdict:

"This company leads by example in providing an innovative and fully sustainable recycling solution to the catering and hospitality sectors. What impressed us was their continued commitment to develop further compostable packaging through a comprehensive R&D programme."

The Process Award

This Award is for the development and/or implementation of a new production solution that makes an outstanding contribution to sustainable development.

Award Criteria:

Innovation:

The technology must include specific innovative elements that promote more eco-efficient production (e.g. by increasing resource efficiency, or reducing waste and emissions).

Environmental benefit:

The environmental benefits / resource efficiency of the new process must be clear and quantified (e.g. through use of eco-efficiency or resource efficiency indicators).

Social benefit:

Adoption of the new process must have either neutral or positive social impacts (e.g. employment opportunities, working conditions, or effects on local communities).

Economic benefit:

Proof must be given that the new technology is economically viable (e.g. with reference to capital and operating costs).

Commitment:

Senior management must be clearly committed to adopting the new process or technique, and must show its importance in the context of the organisation's overall operations.

Replication potential:

There must be clear potential for wider adoption of the innovative aspects of the technology, and a willingness to share this knowledge and expertise with other organisations.



Winner

DAIMLER

CO₂ Reduction and Lightweight Construction for Combustion Engines Daimler AG, Germany

Daimler AG uses a low cost, innovative process to reduce CO₂ emissions in its cars. The Twin Wire Arc Spraying (TWAS) technology is used to apply a thin iron-carbon coating to the inner surfaces of the cylinders in aluminium crankcases. The very thin coating, called NANOSLIDE replaces heavy cast iron liners in aluminium crankcases used more commonly in the automotive sector. This micro-porosity ensures effective lubrication during operation. Fuel consumption is improved and CO₂ emissions are lowered by 3% due to the lighter crankcases and decreased friction loss of up to 50% between piston, piston rings and cylinder running surface. If TWAS is applied to all passenger vehicle combustion engines worldwide, it would save around 20.8 million litres of fuel, reducing CO₂ emissions by 48 million tons.

Contact: **Thomas Behr** (thomas.behr@daimler.com)

Website: www.daimler.com

Jury's Verdict:

"This project offers innovative ways to apply a low friction coating on an industrial manufacturing scale. The low cost technology has already demonstrated 3% fuel savings and has the capacity to become a process throughout the European automotive industry."



Runner-Up



Dry Slag Granulation with Energy Recovery Paul Wurth S.A., Luxembourg

Paul Wurth has conceptualised and put into operation a dry slag granulation process based on the mixing of steel spheres and liquid slag. This allows transferring almost all of the energy of the liquid slag into a mixture at high temperature which is then subject to energy recovery. Following their aspiration to improve historic processes where thermal energy in liquid slag was lost to the environment, Paul Wurth conducted reduced scale tests and because of their success then tackled the challenge of building the first ever full scale dry granulation plant at Dillinger Hütte steelworks in Dillingen, Germany. The dry slag granulation plant was successfully commissioned in November 2013 and impressively shows Paul Wurth's commitment to reduce CO₂ emissions in the ferrous and non-ferrous industry.

Contact: **Horst Kappes** (horst.kappes@paulwurth.com)
Website: www.paulwurth.com

Jury's Verdict:

"This radical new process concept to harvest large amounts of waste heat offers considerable benefits in saving both energy and water, reducing operational costs and improving safety in the working environment. There is a significant opportunity to replicate this process within and beyond this industry."



Runner-Up



COOL OCI Nitrogen, Netherlands

Dutch corporation OCI Nitrogen developed the 'COOL' project which reduced dust emissions from fertilizer production from 174 tonnes per year to zero. This world first was achieved at the company's facilities in Geleen, the Netherlands. OCI Nitrogen used a new indirect cooling system in three of its production lines rather than using air coolers. As a result, OCI Nitrogen managed to achieve its zero dust emissions aim and also reduced energy consumption by 75%, while managing to increase production capacity by 20%. OCI Nitrogen is sharing this technology by adopting open innovation and open access, so the multiplication possibilities are enormous.

Contact: **Gert-Jan de Geus** (gert-jan.geus-de@ocinitrogen.com)
Website: www.ocinitrogen.com

Jury's Verdict:

"This advanced process innovation offered substantial local environmental and social benefits and radically improved the working environment. It is a first-class example of the adoption of open innovation and open access, with significant global replication potential in the fertiliser industry."

The International Business Cooperation Award

This Award is for an international business cooperation involving at least one private entity from the European Union, and another from the private, public, non-governmental or academic sector in a developing or emerging country.

Award Criteria:

Clear objectives:

The cooperation must be guided by a business relationship and a clear statement of shared objectives demonstrating how it expects to contribute to the environmental, economic and social aspects of sustainable development in a developing or emerging country.

Planning and resource allocation:

The cooperation must be thoroughly planned and must be allocated sufficient human and financial resources to enable it to work effectively towards its objectives.

Sustainable benefit:

The cooperation must produce measurable and lasting benefits that are consistent with the principles of sustainable development (e.g. reduced resource consumption, improved working conditions, poverty alleviation).

Sustainable production:

In order to promote the transfer of technology, the company working jointly with the developing or emerging country on the new product guarantees the sustainable production and sustainable use of the product (or process). Moreover, the project shall be business-driven.

Equity:

The benefits must be evenly distributed among those involved, and the cooperation must be managed in a way that is fair and transparent to all partners.

Synergy:

Benefits must be produced more efficiently and effectively as a result of the cooperation (e.g. by avoiding duplication of effort, mobilising greater expertise, building trust, etc.).

Replication potential:

There must be potential for applying the innovative aspects of the cooperation to other situations and partners.



Winner

Interface®

Net-Works

Interface Nederland BV, Netherlands

Interface Nederland BV partnered with the Zoological Society of London to establish an inclusive business partnership called Net-Works. This aims to tackle the growing global environmental problem of discarded fishing nets whilst providing socio-economic benefits to some of the world's poorest coastal communities. Net-Works, which also serves to improve Interface's business, demonstrates an advanced level of recycling within local communities. It improves the quality of life and conserves resources. Net-Works has seen beaches cleaned by communities, generated income for local villagers and promoted marine conservation in the region. Every two kilos of nets buys one kilo of rice, which provides two meals for a family of five to six people.

Contact: **Laure Rondeau Desroches** (laure.rondeau@interface.com)

Website: www.interfaceflor.nl

Jury's Verdict:

"This is an excellent example of eco-innovation for marine conservation, offering social benefits for fishermen and all parts of the logistics chain. The re-use of waste as a secondary raw material, the establishment of a community based supply chain for nets, the innovative source of recycled materials and the replication potential ensured this project won this category."



Runner-Up

↑ reet aus

Up-Made - Upcycling in mass production AusDesign OÜ, Estonia

AusDesign OÜ has developed an upcycling approach for mass production in cooperation with its partner and clothing manufacturer Beximco. Given the fast-paced fashion world and the volume of clothing production, manufacturing waste poses serious difficulties in producer countries and strong environmental pressures in countries supplying raw materials. With strong cooperation between the client, the designer and the producer, 'Upcycling in mass production' offers enormous savings; an order of 23,000 T-shirts for the Estonian Song & Dance Festival, all made from waste, showed that mass production can be scaled flexibly. Whilst never being done before at this scale, savings of 86% in energy and 91% in water were achieved when compared to a regular product. This equates to a saving of 82,570,000 litres of water and 80,040 kWh of energy. Overall AusDesign's approach can reduce manufacturing waste by up to 38.3%.

Contact: **Markus Vihma** (markus@ausdesign.ee)
Website: www.reetaus.com

Jury's Verdict:

"This up-cycling process in the fashion industry shows how an innovative entrepreneur can develop a new supply chain and build a profitable, international eco-business whilst reducing the environmental impact in mass production and improving social benefits to locals. This process is easily replicable with exponential scalability."



Runner-Up



WorldLoop & Umicore: Closing the e-Waste Loop Umicore NV/SA, Belgium

Umicore has partnered with WorldLoop to provide environmentally sound recycling solutions for complex, hazardous but valuable e-waste from Africa. The project called 'Closing the e-Waste Loop' promotes sustainable business practices with local SMEs, engaging in direct dialogue to develop tailor-made solutions adapted to the local context. Umicore played a significant role through its core business activities of appropriate recycling of e-waste where the final processing solution isn't available in Africa. Since the partnership started, more than 800 tons of e-waste have been collected and processed in developing countries. 90 tons of complex or hazardous fractions have been treated and the first pilot centre, the WEEE Centre, which launched in Kenya in 2011 reached 64% self-sustainability by the end of 2012.

Contact: **Tim Weekes** (tim.weekes@umicore.com)
Website: www.umicore.com

Jury's Verdict:

"This project addressed the crucial international problem of handling electric and electronic waste. Their solution demonstrates an environmentally sound recycling process completed in developing countries, thereby offering substantial social benefits to local people as well as the sustainable environmental advantages."

The Business and Biodiversity Award

The Award is for a successful demonstration in halting biodiversity loss and supporting natural ecosystems that makes an outstanding contribution to global sustainable development.

Award Criteria:

Is the ecosystem/habitat/species important?

(e.g. is the action in a Natura 2000 area, or one covered by the Habitat or the Birds Directive? Is it threatened? Is it indigenous?)

How extensive is the impact?

(e.g. what is the geographical area covered? What land types are affected? What other types of land use can be found in the region? Are there negative side effects?)

Does the action contribute to the protection and improvement of biodiversity in a broader context?

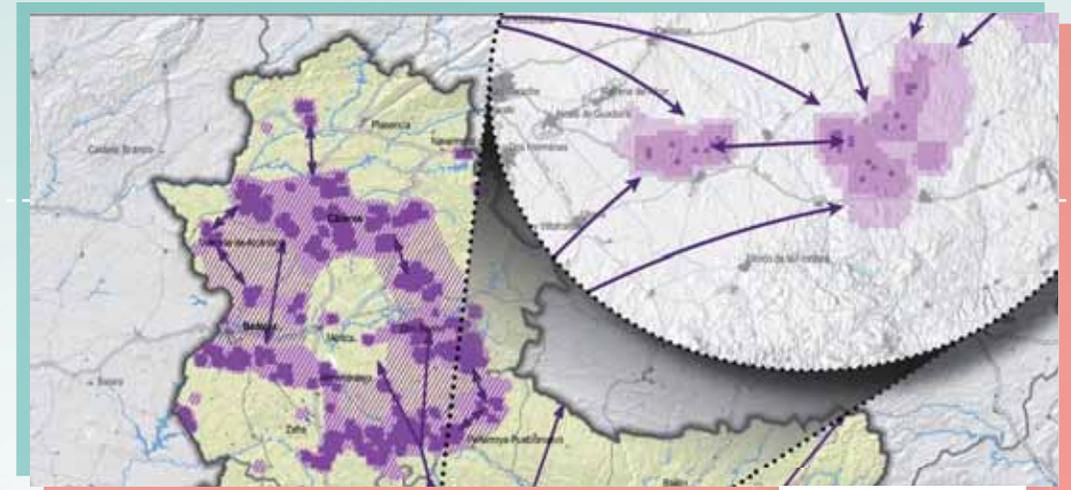
(e.g. is it a constituent of an ecological corridor? Does the action involve others in the company or beyond? Does it develop and/or use green infrastructure and/or ecosystem-based approaches to climate change adaptation and mitigation? Does it create benefits for species, water, soil, land and resource-use?)

How sustainable is the protection of biodiversity?

(e.g. Are staff appropriately trained? Is financing in place to sustain the action? Is the awareness of other actors raised?)

Additional criteria:

If the Jury is unable to reach a decision on the basis of the four main criteria, then the following additional criteria may be used: accountability; employee involvement, innovation, social benefit, economic benefit, commitment, replication potential, clear objectives, synergy, duration and consistency of the initiatives, public evaluation and environmental benefit.



Winner



Birds and Electricity Transmission Lines: Mapping of Flight Paths Red Eléctrica de España, S.A.U., Spain

A tool created by Red Eléctrica de España, S.A.U. (REE) uses Geographic Information Systems that integrate data about bird flight paths. When transmission lines are planned, electricity suppliers and local authorities in Spain can use the tool to avoid common bird flight paths. Suppliers with existing lines can also use the tool to mitigate impact on the avian population. The tool's sensitivity maps display the most current and relevant information about the bird life of 44 species. It was used by seven of the 17 autonomous communities in Spain in 2013 and by the end of 2014 will be used throughout the whole of the country.

Contact: **Roberto Arranz Cuesta** (rarranz@ree.es)

Website: www.ree.es

Jury's Verdict:

"This project impressed us with how the data was used to not only improve planning and construction of new electricity transmission lines, but also to prioritise mitigation measures on existing lines. There is a direct conservation impact in four bio geographical regions but the project has enormous potential for replication."



© Laurent Ballesta

Runner-Up



'Graines de Mer' – Sea Seeds SM² Solutions Marines, France

SM² Solutions Marines has developed a three-year pilot study called 'Graines de Mer' or 'Sea Seeds.' The study focuses on seagrass restoration and aims to achieve a Good Environmental Status (GES) for 2020. Anchoring of boats and pollution in the Mediterranean is endangering one of the four main species of seagrass – Posidonia oceanica – and therefore in some areas, meadows are decreasing. SM² Solutions Marines has created a special greenhouse for sea plants; seeds are collected on beaches, then seedlings are grown in the greenhouse before being transplanted to the seagrass bed. SM² Solutions Marines is ready to apply its process to coastlines outside of France with resulting benefits not just to the marine environment but for local economies that rely on fishing and tourism.

Contact: **Lourie Sven-Michel** (lourie@sm2solutionsmarines.com)
Website: www.sm2solutionsmarines.com

Jury's Verdict:

"Despite this project being in a pilot phase, it shows huge potential in relation to the implementation of the European Marine Strategy Directive. It is an example business model and demonstrates the business potential offered by biodiversity conservation and makes a strong case for biodiversity restoration."



Runner-Up



Donia Andromède Océanologie, France

Andromède Océanologie has developed DONIA, a smartphone/digital tablet application that allows any boat or yacht captain to position his/her boat in relation to the nature of the seabed so as to avoid anchoring in the seagrass beds of the Mediterranean. DONIA provides an alarm to avoid drifting and collision with other boats, thus also increasing safety and users have the ability to acquire high-resolution bathymetric maps. If DONIA is widely used by boat and yacht captains, the company predicts a significant reduction of chronic destruction of the seagrass beds in the Mediterranean. According to various scenarios in Andromède Océanologie's business plan, turnover could generate benefits worth more than €1.2m per year, for French coasts alone.

Contact: **Pierre Descamp** (pierre.descamp@andromede-ocean.com)
Website: www.donia.fr

Jury's Verdict:

"This project offers a simple, effective and accessible tool which has a direct impact on the conservation of Posidonia Oceanica, a key marine ecosystem which includes more than 1800 species. Although it is in an early phase, it offers a replicable technology for other marine ecosystems and geographies and can be extended for education purposes as well as sustainable tourism."

Showing you are the best

As a business, you have a key role to play in ensuring a sustainable future for the environment. The European Business Awards for the Environment allows us to celebrate what has already been achieved, showcasing companies that are pioneers in green innovation.

Showing your business is 'best' in terms of sustainable development requires balanced progress towards three inter-connected objectives:

Environmental Excellence:

Preventing pollution and optimising resource efficiency in your operations whilst developing products or services with minimal life-cycle environmental impacts.

Social Responsibility:

Meeting the wider concerns of stakeholders such as employees, suppliers, customers and local communities about issues like working conditions, human rights and community involvement.

Strong Financial Performance:

Profitability and competitiveness bringing benefits to shareholders and securing long-term growth and security of employment.

So get involved and show that your company is the best!

Rewarding Green Innovation 1987 – 2014

1987

Launch of the European Better Environment Awards for Industry on the occasion of the European Year of the Environment

1989

Second Better Environment Awards for Industry ceremony, London

1990

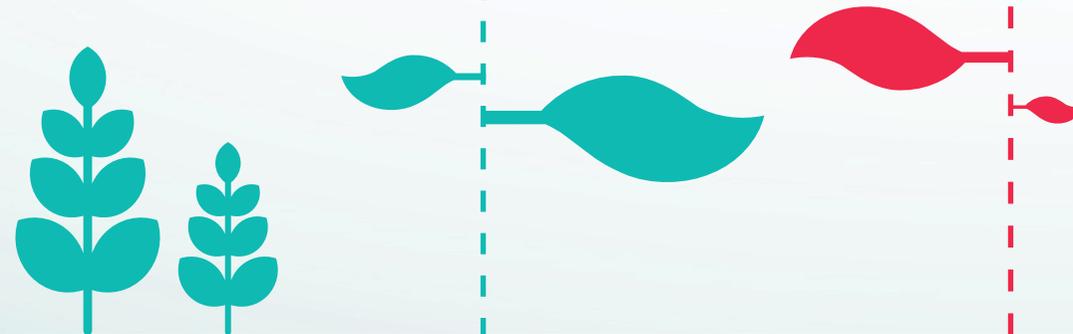
Third Better Environment Awards for Industry ceremony, Paris

1988

First Better Environment Awards for Industry ceremony, Brussels

1992

Fourth Better Environment Awards for Industry ceremony, Seville



1994

Fifth Better Environment Awards for Industry ceremony, Copenhagen

1996

Sixth Better Environment Awards for Industry ceremony, Dublin

1998

Seventh Better Environment Awards for Industry ceremony, Leeuwarden

2000

Renaming of the European Better Environment Awards for Industry; first European Awards for the Environment ceremony, Brussels

2002

Second European Awards for the Environment ceremony, Budapest

2004

Third European Business Awards for the Environment ceremony, Brussels as part of Green Week 2004. The word 'Business' was added to give well deserved recognition to companies that have introduced and promoted sustainable development in their activities and practices.

2006

Fourth European Business Awards for the Environment ceremony, Brussels

2008

Fifth European Business Awards for the Environment ceremony, Brussels

2010

Sixth European Business Awards for the Environment ceremony, Brussels

2012

Seventh European Business Awards for the Environment ceremony, Brussels

2014

Eighth European Business Awards for the Environment ceremony, Lyon



National EBAE Representatives

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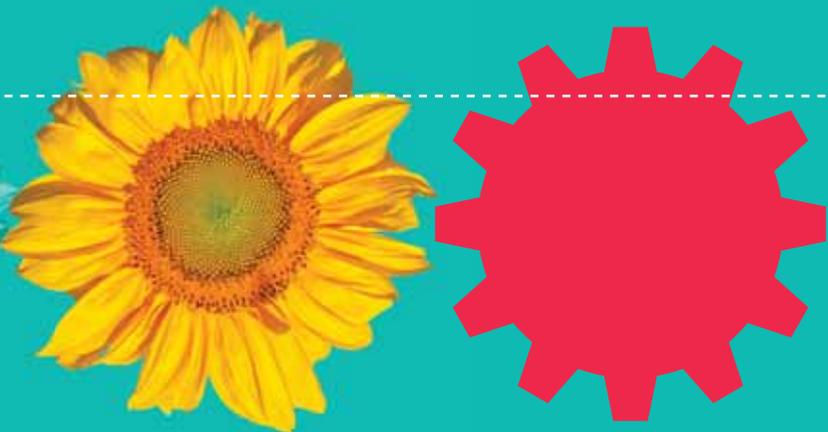
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European Commission

<http://ec.europa.eu>

European Commission – DG Environment

http://ec.europa.eu/environment/index_en.htm

European Business Awards for the Environment (EBAE)

<http://ec.europa.eu/environment/awards/index.html>

Your Europe, your business opportunity

<http://ec.europa.eu/youreurope/business>

Eco-Management & Audit Scheme (EMAS)

http://ec.europa.eu/environment/emas/index_en.htm

EU Ecolabel

<http://ec.europa.eu/environment/ecolabel>

Eco-innovation Action Plan (EcoAP)

<http://ec.europa.eu/environment/etap>

LIFE

<http://ec.europa.eu/environment/life>

Environment Compliance Assistance Programme (ECAP)

http://ec.europa.eu/environment/sme/index_en.htm

European Environment Agency

www.eea.europa.eu

Enterprise Europe Network

www.enterprise-europe-network.ec.europa.eu

Europe 2020 Strategy

http://ec.europa.eu/eu2020/index_en.htm

United Nations Environment Programme (UNEP)

www.unep.org

More useful links may be found at:

http://ec.europa.eu/environment/awards/useful_links.html

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