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#edieAwards19

edie SUSTAINABILITY LEADERS Awards 2019

Meet The Winners

MEET THE SUSTAINABILITY LEADERS OF 2019

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Welcome to the winners report for the 2019 Sustainability Leaders Awards.

Organised by edie, these awards recognise best-practice excellence across the spectrum of sustainable business; from the best efficiency programmes through to product innovation, from stakeholder engagement and CSR initiatives to the people making it happen. Hundreds of applications were submitted across 20 revamped categories, including brand-new awards related to edie's Mission Possible campaign, which recognises the incredible progress being made by individuals and organisations across the country.

In this report you'll find in-depth profiles of each of this year's winners, detailing the people, products and initiatives that have stood out from the crowd, plus exclusive comments from the esteemed judging panel. Each featured winner in this report has demonstrated a remarkable commitment to doing business better and embracing Mission Possible, so congratulations to all of this year's Sustainability Leaders.

While the success of these awards is really down to the quality of the entries and the endeavours of our finalists, there are some people and organisations without whom tonight would not be possible.

(L-R) Lifetime Achievement Award-winner Paul Polman with edie's content director Luke Nicholls at the start of the night

Firstly, our 2019 sponsors and partners:

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And of course, our **judging panel**, whose time and rigour ensures the Sustainability Leaders Awards finalists and winners really are just that – the leaders in their categories.

Sally Uren OBE
Chief executive
Forum for the Future

Joanne Wade OBE
Chief executive
Association for the Conservation of Energy (ACE)

Michael Rea
Chief operating officer
Carbon Trust

Matthew Farrow
Executive director
Environmental Industries Commission

Chris Large
Partner
Global Action Plan

Trewin Restorick
Chief executive
Hubbub

Anita Longley
Chair Institute of Corporate
Responsibility & Sustainability

Beth Knight
Acting chief programme officer
Shining Hope for Communities

Liz Goodwin OBE
Director of food loss & waste
World Resources Institute

Rob Holdway
Director
Giraffe Innovation

Elaine Cohen
Managing director
Beyond Business

Solitaire Townsend
Co-founder
Futerra

Anya Ledwith
Founder
Eschcon

Philip Sellwood
Chief executive
Energy Saving Trust

Mike Pitts
Interim challenge director
Innovate UK

Paul Toyne
Sustainability development expert and **London Sustainable Development Commissioner**

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ENERGY MANAGEMENT LEADER OF THE YEAR

WINNER: JAMES TIERNAN, GROUP ENERGY AND ENVIRONMENT MANAGER, UNITE STUDENTS

James has created and implemented a highly innovative and effective strategy, delivering significant carbon, energy, water and cost savings. Using robust data and building in-house expertise and engagement, James has ensured initiatives maximise a wide range of benefits including customer experience, reputation, maintenance and operational efficiency in addition to pure energy savings.

James has grown and nurtured a committed and highly capable team and earned the trust and buy-in across the business from senior grass roots to senior leaders. His leadership, planning, foresight and tenacity have helped him deliver exactly what the business has needed, at just the right time.

Since joining Unite, James has created a clear but comprehensive strategy, recognised as central to the overall business plan. Focusing on maximising the business benefits of reducing environmental impacts, it aims to create efficient buildings, promote responsible behaviour, and ensure good utilities management, and includes ambitious science-based energy and carbon targets.

Using innovative solutions to deliver broader benefits - not just energy savings - James has shown how energy efficiency can help create the 'Great Properties, Great People and Great Service' needed to fulfil Unite's 'Home for Success' business purpose. Rather than just target low-hanging-fruit, James's vision of a comprehensive, data-led energy-efficiency programme has been a huge success: more than £30m investment has already been implemented, with a further £10m planned for 2019.

This has delivered significant savings and easily demonstrates compliance with ESOS and MEES. He has successfully grown a motivated and talented team, who have been empowered and trusted to help deliver the strategy, achieving high levels of engagement across the business. James has also been instrumental in developing Unite's broader sustainability strategy, 'Up to uS', achieving year on year improvements in CDP, GRESB and other ESG Ratings.

James's strategy emphasises that awareness and behaviour are as essential as physical improvements. Unite's award-winning employee and customer engagement programme is the result.

(L-R): Compere Michaela Strachan, presenter Energy Institute head of events and training Laura Viscione and winner James Tiernan

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ENERGY MANAGEMENT LEADER OF THE YEAR

A robust process of identifying and then testing energy efficiency measures to ensure they deliver consistent and reliable benefits with minimal disruption, before then successfully deploying them, has earned the confidence of the company. James and his team are trusted as experts who know their field but also understand the wider business.

Accurate business case projections based on sound intelligence and technical knowledge from in-house trials have put business cases on a firm foundation. Coupled with effective and proportionate measurement and verification, this has then enabled James to show savings delivered that could have been obscured by other factors including weather, occupancy, disposals/new-openings, and utility-price movement. The use of appropriate metrics, including 'energy/carbon-per-bedroom-per-year', helps track progress towards targets: savings of 8.8% in electricity per bed and 12.4% electricity per m2 from 2014 to 2018, and absolute combined scope 1+2 (location-based) emissions falling by 24% in this period. This equates to a cumulative saving of more than £2m for electricity alone.

Forging relationships with key influencers, James has also helped build trust and empower other teams to take action, and the team is now working towards ISO50001. Delivering projects that bring a myriad of other benefits on top of kWh savings, such as reduced maintenance, improved customer experience, increased reliability and reduced operating costs, has highlighted the contribution the team can make, and working closely with relevant teams to identify where they can support this agenda in the course of their day to day work has been hugely powerful.

Though seldom a boardroom priority in any industry, James has succeeded in getting top-level sign-off for ambitious science-based targets and raised awareness and understanding of energy management through a clear utilities & environment strategy, then growing a dedicated and committed team to help deliver with key stakeholders across the business.

Rather than a piecemeal approach picking off quick-wins, James' approach has been to use comprehensive in-house property-level surveys and a bespoke modelling tool to create detailed property level plans. Under James' leadership, the team also worked with the NUS, using its 'Green Impact' scheme in private student accommodation for the first time. This has led to an innovative and sector-leading 'Positive Impact' programme addressing a wider range of sustainability themes and building significant engagement with employees and customers on issues including energy and carbon.

James championed Unite joining the Innovation Gateway, harnessing this unique and powerful partnership to source innovative solutions to Unite's energy and sustainability challenges, and feed the pipeline of future projects. By trialling new solutions in-house under controlled conditions, James' team have built trust and ensured solutions perform and deliver before wider scale deployment.

WHAT THE JUDGES SAID:

"James won this award for his successful engagement with students through his ingenious concept of 'sustainability by stealth'. The judges appreciated James's pursuit of a science-based target along with his highly methodical and comprehensive approach to driving energy improvements."

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ENERGY MANAGEMENT LEADER OF THE YEAR FINALISTS

Baishakhi Sengupta, Avara Foods

Baishakhi has been instrumental in designing and implementing a robust ISO 50001 energy management system (EMS) within Avara Foods. She has helped the company become the first poultry manufacturing company in the UK to have a third-party certified successful EMS, delivering energy and carbon savings. Baishakhi's leadership along with her team's strategic support has managed to reduce organisational CO2 emissions by more than 6,000 tCO2e since 2015, and she has helped save nearly £1m in cash savings through the company's energy management projects during this period.

Chris Bennett, EVORA

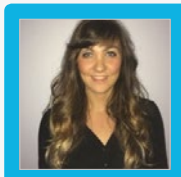
Chris, together with fellow directors Ed and Paul, has over the past seven years built a leading sustainability consultancy for the real estate sector, which focuses on delivering value for its clients. The team has heavily invested to develop a leading sustainability and energy management software (SIERA), which enables the company to compare performance against optimal energy profiles and calculates potential savings. Major organisations such as Inenco and JLL are using the software to drive energy efficiency for their managed properties. In-house, Chris has helped to reduce EVORA's employee carbon footprint by 17.3% this year, evidenced by the Planet Mark.

Michael McGowan, Ibstock Brick

As the driving force behind Ibstock Brick's sustainability journey, Michael has ensured that the company evolves responsibly. The implementation of two milestone ISO standards (ISO 140001 and ISO 50001) provides an example of how Michael has steered energy efficiency improvements through stakeholder engagement. As a case in point, Michael developed an interactive 'Sustainability Matters' DVD, which provides employees at all levels with an understanding of sustainability and what the company can collectively do to be more sustainable. The benefits of this have been substantial and enduring, resulting in significant reductions in energy consumption and CO2 emissions as employees have become more aware of ways to improve energy usage.

Stephen Vaughan, EMCOR UK

For three years, Stephen has been leading the energy plan for EMCOR UK across the United Utilities Lingley Mere campus. His tailored approach specifically aligns with United Utilities' objectives and has seen a 25% reduction in energy use across the estate. Using data and analytics to support a demand-side reduction programme, he integrates innovation and new technologies with asset management to minimise whole-life cost. This strategy has placed the contract at the forefront of developments, future-proofing against likely upcoming changes to the facility management sector. At the United Utilities headquarters, the direct carbon savings attributable to Stephen's projects is around 2,200 tonnes of CO2 with a reduction of 35%.



Lara Young, Costain [HIGHLY COMMENDED]

Lara has designed and is currently rolling out the Costain resource efficiency matrix, a group-wide initiative to help its projects and offices reduce their impact on the environment. Nearly £5m has been identified in cost savings as a result of actions taken, innovations or changes made in design and more than 1.25 million tonnes CO2e has been eliminated from projects. As group carbon manager, Laura has helped achieve a record-breaking 41% carbon reduction in 2017 for Costain compared with 2015. This achievement led to Costain being recognised by the Green Construction Board in 2017.

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EMPLOYEE ENGAGEMENT & BEHAVIOUR CHANGE

WINNER:
SCOTTISHPOWER

ScottishPower has succeeded in changing the behaviours of its staff and supply chain through a dedicated effort in personalisation that uncovered unknown barriers to sustainable actions and replaced them with incentives and motivations that have transformed the business.

The firm's aspiration to become a carbon-neutral company by 2050 is ambitious and extremely challenging. Internally, the energy and sustainability departments realised this couldn't be achieved through policy and strategy alone.

Therefore, ScottishPower embarked on a company-wide employee engagement and behaviour awareness initiative aimed at creating the urgent and positive change required. A baseline was quickly established for how ScottishPower operated and with input of staff, identified the areas where significant improvements could be achieved.

One of the key areas identified was that of transport and a plethora of solutions was introduced to enable employees to travel more sustainably. Web-based platforms enabled colleagues from across the globe to work collaboratively without the need to travel, while a Sustainable Travel Guide provided informed choices and options for staff. One of which was the adoption of electric vehicles (EVs). Programmes, workshops and driver training were offered for staff that wanted to purchase an EV for personal use, with £4,000 provided as an interest free loan and an additional £6,000 offered as an advertising grant to enable staff to purchase new vehicles.

(L-R) Presenter Chris Large, partner, Global Action Plan, winner ScottishPower's Craig Bradley and compere Michaela Strachan

ScottishPower had set a target to subsidise 50 EVs for staff but has already incentivised purchases on more than 80 vehicles with several more applications also being processed presently. The staff EV scheme will continue into 2019, with more than 100 ambassadors promoting sustainable transport across the workplace as well as in their network of friends and family.

Other ambitions related to sustainable travel include surpassing a target for 10% of staff to take interest-free loans for rail travel and promoting a lift-share schemes by reducing the total number of parking spaces available for staff.

While the transport aspect of this change was driven by new company policies and offerings, the success was driven by a new-found understanding amongst staff.

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EMPLOYEE ENGAGEMENT & BEHAVIOUR CHANGE

ScottishPower has encouraged its workforce to talk opening on sustainability, with team meetings now including a "sustainability contract" to create more awareness every day. Specific targets have also been calculated for each part of the business to create a sense of responsibility of select sustainability achievements, with centralised monitoring.

All of this is aimed at ensuring that staff are not passive participants; ScottishPower believes that employee engagement is paramount from executive levels to graduates.

By utilising staff surveys, internal and external media campaigns and an online portal utilising video content accessible for more than 6,000 staff members, ScottishPower were able to engage with a variety of workers on sustainability.

The company also identified sustainability champions across departments so that staff felt involved and empowered. However, this also generated benefits for the company as it gained knowledge of their expert insight and energy.

ScottishPower soon realised that ongoing and open dialogue was critical in order to engage and change staff behaviours. The company had to understand that many potential barriers came from a genuine fear of the unknown and that education was key to overcoming these concerns.

These barriers were overcome through personal visits that outlined sustainable travel options and addressed personal concerns. In fact, feedback from the EV trials across the business has been universally positive – even alleviating concerns of range anxiety and charging availability.

The staff at ScottishPower who manage the company fleet have confirmed that EVs are the most popular choice for staff, who are proud to be seen in a branded vehicle powered by zero carbon renewable energy.

At a wider level, the highest level of the organisation has backed the carbon-neutral goal, as well as the firm's alignment with the Sustainable Development Goals (SDGs). That leadership is involved from the outset has strengthened the sustainability ethos at ScottishPower, which has encouraged more staff to become involved as a result.

In fact, regular "roadshows" sees senior & middle management spend face-to-face time with staff across the country to help reinforce this message in a way that resonates with each individual working at ScottishPower.

WHAT THE JUDGES SAID:

"Scottish Power's thorough approach to supporting staff in reducing emissions from travel is an example for all. Judges were delighted to see that the business provides financial support and perks for car-sharers, whilst its success in promoting electric vehicles to employees is a stand-out achievement."

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EMPLOYEE ENGAGEMENT & BEHAVIOUR CHANGE FINALISTS

Bournemouth University

After partnering with employee engagement firm Green Rewards, Bournemouth University has seen its staff collectively undertake more than 45,000 positive actions to boost sustainability and wellbeing – such as recycling, saving energy and travelling using low-carbon transport. The actions were logged as part of the JUMP scheme – an initiative which uses gamification to incentivise change, and allows participants to log their progress using an online app. After a successful six-month pilot in 2017, the programme was rolled out to all 2,000 of the University's employees in January 2018. Between January and September 2018, each of the institution's staff undertook an average of 58 positive actions.

Commercial

Change Champions is much more than an employee engagement programme. First launched by Commercial in 2009 as Green Angels, it rebranded in 2017. And since its inception, more than 100 employees have taken part; delivering projects that have transformed the company and underpinned sustainable development. Change Champions is a leadership initiative that energises and inspires people to push themselves – and each other – to continually raise the bar on sustainability. It has created a positive ripple-effect amongst customers and suppliers. Many schools and businesses that Commercial work with have used the approach as a blueprint to improve sustainable practice in their own organisations.

Schneider Electric

Through its employee engagement drive, energy management and automation company Schneider Electric recorded a 63% rise in the number of "environmental near-misses" reported by staff in 2018, compared with 2017 levels. The firm encourages all staff to celebrate Global Environmental Day every June, with 45 of its 47 sites having taken part last year – up from eight sites in 2017. Making use of an "Earth Overshoot Day" theme, Schneider Electric used the 2018 event as a platform to launch a digital tool enabling all staff to access information on its environmental sustainability efforts, as well as a social media channel for communicating the importance of health, safety and sustainability.

Tesco

After supermarket chain Tesco conducted research revealing that its in-store bakeries and hot food counters were not as energy-efficient as expected, the company trained more than 20,000 of its staff on best-practice measures for reducing energy use. Within a week of this training, called the Energy Matters programme, 86% of stores with an in-store bakery had reduced their energy use. Tesco acknowledged that many of its past employee engagement schemes had only generated temporary change, so made Energy Matters an ongoing programme in a bid to embed energy efficiency into all day-to-day tasks. Tesco anticipates that the scheme will generate cost savings of around £750,000 each year.

Canary Wharf Group

In 2018, London-based property developer Canary Wharf Group (CWG) launched its Breaking The Plastic Habit (BTPH) campaign in a bid to slash plastic waste across its estate. Alongside schemes aimed at spurring innovation and fostering collaboration, the BTPH campaign includes a staff behaviour change scheme to encourage CWG staff and estate visitors to avoid single-use plastic. Before creating BTPH, CWG undertook a plastic audit of its estate to determine what kind of plastics retail tenants, staff and visitors were using most. From this audit, the company identified the five most prolific plastic items and ran a week of action targeting each one.

M J Mapp

When it launched its current sustainability strategy in 2013, property management company M J Mapp launched a drive to make employees more aware of its charitable efforts. Since it was founded, the firm has offered staff an extra two days' holiday per year, which are only allowed to be used for volunteering – but recently discovered that uptake of this scheme was low, with only 6% of staff taking advantage in 2015. After using engagement methods including posters, email newsletters, "town-hall" events and company meetings, uptake of the scheme rose to 38% in 2017. M J Mapp is now targeting 100% uptake for office-based employees.

L&Q Housing Association and Zap Carbon

Through its partnership with green rewards scheme ZAP Carbon, residential property developer L&Q has enabled 26,000 households across London to change their behaviours in a way that boosts the energy efficiency of their properties. Recognising that behaviour change is a journey rather than a 'one-off' event, L&Q recruited and trained in-home behavioural change agents before deploying them to undertake personalised home consultations. During the consultations, staff informed tenants and homeowners of the benefits of energy efficiency before installing facilities such as low-flow taps, LED lighting and draught excluders upon request. The partnership surpassed its initial targets of reaching 25,000 homes and saving each household £200 per year in 2017.

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SUSTAINABLE SUPPLY CHAINS

WINNER:
THAI UNION & WWF

A best-practice example of how partnerships can help drive change on a global scale, Thai Union's ongoing collaboration with WWF has seen the seafood giant make significant progress on a landmark pledge to transform its supply chains and source all of its tuna in a sustainable way.

The United Nations (UN) estimates that more than 70% of the world's fisheries are either "fully exploited', "overexploited" or "significantly depleted". And with the global population widely expected to grow beyond 9.5 billion people by 2050, the pressure is now on food and drink firms to bolster their supply chains and find a way to feed this ever-growing population in a more sustainable way.

In 2014, seafood brand Thai Union Europe (TUE) partnered with environmental NGO WWF in a move that would see the two organisations work collaboratively towards a lofty yet important goal – making all global seafood supply chains more sustainable – in both an environmental and ethical sense.

Under the partnership, WWF has spurred TUE to set an ambitious target of sourcing all tuna for its own-brand lines from fisheries that are either Marine Stewardship Council (MSC) certified or engaged in Fishery Improvement Projects (FIPs), which see all the stakeholders in a fishery acting to make the fishery more sustainable.

This is no small aim, considering that Thai Union is responsible for 40% of all tuna fished globally each year through its extensive portfolio of seafood brands – including John West in the UK.

(L-R) WWF UK's Dan Murray, Thai Union's Tracy Cambridge, presenter Sally Uren OBE, chief executive, Forum for the Future, and compere Michaela Strachan

Before the partnership was forged, less than 5% of TUE's tuna supply met these standards. The figure now stands at 95%, after Thai Union poured more than £97m into sustainable supply chain initiatives such as FIP development.

In 2018 alone, TUE funded programmes to place seven of its global fisheries into FIPs – a move that has required the company to collaborate with fishing vessel operators, national governments, local authorities and competitor business to drive engagement and, therefore, maximum impact.

TUE has also signed all of its brands up to the International Seafood Sustainability Foundation's Pro-Active Vessel Register – a digital database which encourages tuna vessel owners to identify their involvement in sustainability activities.

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SUSTAINABLE SUPPLY CHAINS

This cross-sector collaboration is an exemplary occurrence of a business taking action to avoid displacing unsustainable actions to other firms' supply chains as it seeks to make its own more sustainable, with most FIPS supplying to other food and drink businesses in addition to TUE.

By partnering with WWF, TUE has also been able to support the NGO's East Africa programme for sustainable fisheries, which works with tuna fisheries in the area to champion accurate tracking and disclosure of carbon emissions, fish stocks and water quality. This allows businesses and governments to set appropriate catch quotas and become more resource-efficient. More than 110 fisheries have been reached by the scheme to date.

But the partnership has not just addressed overfishing and unsustainable practice at fisheries. With the ocean facing unprecedented environmental problems in regard to plastic pollution, global temperature rise and sea level rise – and with just 4% of the world's seas covered by human rights governance frameworks – the two organisations have been working to tackle a sweeping array of sustainability challenges.

TUE's work on human rights in supply chains, for example, has earned the organisation praise from the UN, the Thai Government and multinational media firm Reuters Thompson, which shortlisted the company alongside Apple for its first Modern Slavery Award in 2018.

Speaking to edie in 2018, as TUE renewed its partnership with WWF for a further four years, Thai Union's global director for sustainable development Darian McBain explained that the collaborative work of the two organisations had been "pivotal" and "transformational" for not just the company, but the sector as a whole.

According to the firm, the partnership has helped TUE reframe sustainability as a pre-competitive issue and improve the scale of its ambition and actions to the point that it is now widely viewed as a leader of positive change. Indeed, the firm has been listed in the prestigious Dow Jones Sustainability Emerging Markets Index and the FTSE4Good Emerging Index every year since 2014.

In its application for this award, WWF told edie that the launch of the partnership had been "mutually beneficial" for both organisations, with each having a different role to play in tackling sustainability problems at sea. While TUE has been able to use its scale to transform industry practices, WWF has provided the impartial advice and expertise that the multinational has needed to do so.

Overall, the judges said the partnership serves as an excellent example of what can be achieved when important actors come together. The work of the organisations has seen them collaboratively take ambitious action to ensure seas are sustainable now and for future generations.

WHAT THE JUDGES SAID:

"The judges say this joint initiative is a great example of how partnerships can drive ambitious actions, facilitate new discussion and help to raise awareness of important issues. Thai Union's commitment to the cause is particularly impressive, and this is a live demonstration of how partnerships can make business a force for good."

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SUSTAINABLE SUPPLY CHAINS FINALISTS

HH

Procurement specialist HH Global is aiming to save 32,000 trees from deforestation; to cut its emissions by 9,000 tonnes of CO2 and conserve 100 million litres of water within one year through its 'Innovation With Purpose' sustainability strategy. To achieve these aims, the company has undertaken numerous lifecycle assessments and aligned its efforts with the Sustainable Development Goals (SDGs). Since launching the strategy, the firm has also taken action to work more closely with its suppliers in a bid to encourage sustainable production methods. Specifically, it has partnered with NGOs and sustainability consultancies to develop a calculator that determines the environmental impact of its supply chain.

Procter & Gamble Family Care

Procter & Gamble (P&G) Family Care comprises three brands – Bounty, Charmin and Puffs – which all source Forest Stewardship Council (FSC®)-certified paper and pulp for their product lines. The company claims that its commitment to source certified raw materials will increase the global supply and demand for sustainably produced wood, paper and pulp. Elsewhere, P&G Family Care helped launch the Carolinas Working Forest Conservation Collaborative, which engages woodland owners in the Coastal Carolinas Plain to support sustainable forestry. Parent company P&G has additionally partnered with WWF for its Global Forest & Trade Network - a programme enabling corporations to reduce their forest footprint through responsible sourcing.

Sopra Steria

IT consultancy Sopra Steria recently developed a Sustainability Risk Matrix, enabling it to identify which of its product and raw material supply chains generated the biggest negative sustainability impacts across a range of environmental and social factors such as carbon emissions, waste generation and modern slavery. The firm uses the matrix to identify "sustainability-critical" suppliers, which it then requires to participate in its Sustainable Supply Chain Programme of assessment, review, action plans and engagement. As well as requiring its suppliers to disclose information on emissions, waste and water, Sopra Steria also requires additional information on equality, diversity & inclusion and wages.

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ENERGY EFFICIENCY

WINNER:
IBSTOCK BRICK

With 20 manufacturing plants across the UK, Ibstock Brick, part of Ibstock plc, has the largest brick production capacity in the UK. At the heart of the firm's energy strategy is its people-focused approach. This behavioural change programme has delivered very positive results across the business.

For Ibstock, it is important to remember that every single employee can affect the energy consumed, no matter how small or significant a user they are. This approach has enabled the company to develop an energy-efficient strategy, pilot key initiatives and set objectives and targets for the entire business.

Ibstock Brick's energy efficiency strategy is led by quality, energy and environment manager Michael McGowan and his team, but it is people within the business who identify the potentials for improvement and have the desire to make a difference. By engaging and involving people across all functions Ibstock works as a single team, drawing on both vast experience and fresh ideas from newer employees.

The implementation of two milestone ISO standards provides an example of how the company has worked to improve energy efficiency. In 2001, Ibstock was the first UK manufacturer to achieve ISO 14001 certification at all of its sites. More recently, the firm has been a keen advocate of ISO 50001:2011. Consequently, all of its sites have ISO 50001:2011 certification, and Ibstock were the first UK brick manufacturer to achieve this degree of across-the-board implementation.

(L-R) Presenter Joanne Wade OBE, chief executive, ACE, compere Michaela Strachan and Ibstock Brick's Michael McGowan

The approach to achieving ISO 50001 was quite different. First, Ibstock created an 'Energy Centre of Excellence' at one of its factories. This allowed the company to develop its strategy, pilot key initiatives and set objectives and targets for the whole business. Ibstock then identified people as energy users, as opposed to machinery and processes. The company implemented a two-year training plan tailored into two classifications: Significant Energy Users and All Energy Users, focusing on what individuals can do to save energy.

Continuous investment in the development of skills and expertise across of the workforce means that Ibstock Brick show true leadership in this field. The benefits of these changes have been substantial with significant reductions in energy consumption and CO2 emissions. In addition, employees have benefited both at home and at work by

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ENERGY EFFICIENCY

becoming more aware of ways to improve energy usage. Ibstock's new manufacturing facility, located in Leicestershire, marks a decisive step forward in terms of energy efficiency, representing the culmination of its achievements in energy efficiency.

The objective was to raise the bar for Ibstock's utilisation and management of energy. The result is the UK's most efficient brickworks, in which every area has been fine-tuned to ensure optimum sustainability.

This desire is evident throughout the production buildings. For example, Ibstock Brick has made extensive use of a highly breathable material as cladding which dramatically reduces the need to install additional ventilation equipment reducing overall energy consumption of the plant. 13.6MW of electricity is generated from landfill gas on Ibstock's sites, enough to power 17,000 homes. The buildings were designed to maximise the use of natural daylight. The criteria set out in the BREEAM Industrial 2008 standard were used and in every case the Daylight Factor was significantly exceeded, leading to enhanced safety as well as significant reductions in energy consumption.

Ibstock also made a point of identifying and installing the most efficient, next generation lighting and related controls. Utilising the DALI lighting control protocol, the system ensures the lighting provides the required LUX levels while being dimmed either up or down depending on output.

The result is a 50% saving when it is compared with the cost of a traditional lighting solution saving 170,041kg CO2 per year.

However, Ibstock is not resting on its laurels. Many of the company's current targets are geared towards achieving significant improvements by 2020 - and at present Ibstock is very much on course to achieve them. For instance, the KPI set for a 5% reduction by 2020 of CO2 per tonne of bricks set remains on target based on baseline year (and at the end of 2017 Ibstock is around 5% below the baseline target).

WHAT THE JUDGES SAID:

"Ibstock received praise from the judges for its recognition that all of its people are essential change-makers when it comes to delivering sustained improvements in energy efficiency, and the great results the company has seen over the past year are testament to that."

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ENERGY EFFICIENCY FINALISTS

Brau Union Österreich

Part of the Heineken family, Brau Union Österreich has cooperated with partners, at a new district in Graz, Austria, to generate hot water and heating using biogenic heat from the Puntigam brewery, since February 2018. Around €1.5m was invested in a sophisticated design that couples the waste heat from the fermentation process at the brewery with heat exchangers from the cooling system. The project supplies 2,000 inhabitants at the Brewery Quarter with heat and hot water, and once complete in 2021, will provide around 3.8 million kWh of energy per year.

EDF Energy

EDF Energy's work over the past year has involved educating its customers and giving them innovative solutions that have led to them saving money, using energy in better ways and reducing their energy consumption - leading them to become more sustainable businesses. Customers that have implemented EDF's solutions are currently reducing their energy consumption by around 10% a year, alongside a 10% reduction in energy costs. EDF has introduced many energy efficiency initiatives over the past 12 months under its PowerSuite programme, including its live energy monitoring technology PowerNow, which has reduced energy spend by 12.4% at one of its own sites, saving more than £12,000 a year.

L&Q Housing Association and Zap Carbon

London-based housing association L&Q ran the Energy Save (ES) programme between 2012 and 2018, engaging residents to help bring energy and water awareness. In that time, L&Q has visited 26,000 households with a tailored home visit, providing a one-to-one action checklist and on-going support to embed new-found behaviour. All properties that have been able to have now reached Standard Assessment Procedure (SAP) D in 2018, two years ahead of the 2020 deadline. Asked for feedback on the visit itself and how their new-found behavioural actions are progressing, residents overwhelmingly appreciated the programme, with 85% saying that the behavioural actions identified would stick into the long-term.

Resolute Forest Products

Paper and pulp business Resolute Forest Products has advanced an energy strategy that has benefited both the environment and the company's bottom-line. Its success stems from improving the energy efficiency of the company's operations, replacing high-emission fuels and investing in clean energy projects. In 2017, Resolute reduced its direct and indirect (Scope 1 and 2) greenhouse gas (GHG) emissions by 76% compared to 2000, and sourced 74% of its total energy needs from renewable sources, including biomass and hydroelectricity. All capital projects being considered by the company now require an evaluation of their impact on GHG emissions.

Eaton and Johan Cruijff ArenA

A 3MW energy storage system (ESS), housed in Amsterdam's Johan Cruijff ArenA, is now live thanks to a collaboration between power management expert Eaton and other sector leaders. The ESS provides a reliable and efficient energy supply and usage for the stadium, its visitors, neighbours and the wider Dutch energy grid. This is the largest ESS in Europe to use second-life and new electric vehicle (EV) batteries in a commercial building. As this initiative also creates a circular economy for EV batteries, reduces the stadium's environmental footprint and drives energy efficiency gains.

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ENERGY EFFICIENCY FINALISTS

EVORA

Sustainability consultancy EVORA has helped develop a bespoke energy management programme for Schroder Real Estate Investment Management (SREIM), in a collaboration which has saved more than 3.8 million kWh and avoided approximately 930 tonnes of greenhouse gas (GHG) emissions. Central to EVORA's approach for the project was the deployment of its proprietary software SIERA, an online sustainability data management and building performance analytics tool. The project has led to a reduction in energy consumption of 8.1% in 2017/18 against a 2015/16 baseline – this equates to an energy spend saving of around £330,000.

KPMG

Over the past two years, KMPG has invested in a range of energy-saving projects which have reduced electricity consumption by 11% and gas consumption by 25% and helped the firm meet its CO2 reduction target of 20% by 2020 against a 2010 baseline. KPMG is incorporating energy efficiency from the conception of its buildings through into the everyday management. Led by an expert in-house engineering team, with a clear directive from senior management of approval for projects with a three-year payback, KMPG is leading the way with its approach to energy management and energy efficiency.

Powerstar and Osprey

Smart energy solutions provider Powerstar's energy storage project for Osprey Ltd, a plastic product manufacturer based in Scarborough, was delivered at the beginning of 2018 to provide the company with supply security, peak shaving functionality, and integrated voltage reduction technology. The project has enabled Osprey to maintain full control of its energy whilst delivering reductions to consumption and CO2 emissions. In addition, the platform has identified a number of energy-related failures that have been avoided, and reduced Osprey's overall energy consumption, with preliminary analysis showing a reduction of up to 7.5%.

Low Carbon / UrbanVolt

Energy services firm UrbanVolt created business model Light as a Service in order to remove all barriers to carrying out energy efficiency projects. Operating across Ireland, the UK, Europe and the US, the company delivers major infrastructure projects which drive sustainability and have significantly reduced CO2 emissions in excess of 94,000 metric tonnes. Light as a Service upgrades commercial buildings to LED lighting for no upfront capital cost, enabling companies to save 75% on their lighting costs while also dramatically reducing their carbon emissions. The company's first 250 clients have saved energy equivalent to permanently removing 8,500+ homes from the grid.

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WASTE MANAGEMENT & RESOURCE EFFICIENCY

WINNER:
CANARY WHARF GROUP

Housing 16 million square feet of office space and five shopping malls, as well as a new residential district, the Canary Wharf Estate is a unique environment, and requires an equally bespoke process to efficiently manage waste. This has been achieved via a combination of dedicated onsite sorting of waste, regular and dedicated communication and engagement with stakeholders, and innovative public-facing projects.

(L-R) Presenter David Taylor Smith, chief executive PHS, Canary Wharf Group team and compere Michaela Strachan

Canary Wharf Group has recognised that rather than relying simply on back-of-house processes, effective waste and resource management should involve engagement with all stakeholders on the Estate, including retailers, businesses and consumers. The Making Sustainability Real (MSR) campaign was devised to enhance the back-of-house waste management process at Canary Wharf by connecting with tenants and retailers, to educate and motivate in wasting less and recycling more.

A large portion of the MSR campaign is focused around waste management, but rather than simply focusing on the operational side, over time the strategy has evolved to include and engage with all stakeholders in an effort to drive behavioural change amongst tenants and individuals, and make the operation truly Estate-wide.

MSR aims to maintain and build upon the company's commitment to send zero waste to landfill, engaging with businesses and employees, and a natural extension of this is engagement and communication with consumers. Whilst public areas include general waste and mixed recycling bins, contamination from consumers is inevitable so the back-of-house operation at Canary Wharf ensures every bag of waste from across the Estate is sorted to maximise recovery. Additionally, operational staff collect waste from retailers, again ensuring maximum segregation.

With more than 300 retailer tenants on the Estate, it is essential that requirements for waste segregation and recycling is standardised and clearly communicated. All retailers are provided with an MSR pack which includes a detailed handbook explaining the Estate's sustainability objectives, as well as tenant requirements and individual waste streams. Individual waste stream posters are also included, along with an innovative 'colour wheel' which helps businesses and individuals to place items into the correct

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WASTE MANAGEMENT & RESOURCE EFFICIENCY

stream. To ensure that retailers are continually engaged with waste and recycling, the engagement team visits retailers on a monthly basis to reiterate responsibilities, answer queries, and act on issues reported by the operations team. This is especially important given the high turnover of retail staff.

With 17,000 coffee cups disposed of every day on the Estate, Canary Wharf Group decided to seize the opportunity to ignite a resource revolution through the creation of a closed-loop Clean Coffee Zone. The implementation of designated, bespoke coffee cup bins allowed consumers to place their cups and lids on either side. Through the Wake Up and Smell The Coffee campaign, the company then worked with retailers to ensure their used coffee grounds are segregated and collected, and compactors for coffee waste were installed onsite. Cups are now transferred to a specialist recycling facility and made into new products, whilst the grounds are sent to Bio-bean's facility for processing into biomass pellets.

Visitors to Canary Wharf can now recycle their single-use plastic bottles and cans. Installed in April, Canary Wharf's deposit return vending machine was the first publicly accessible recycling machine in the UK and coincided with the Government's announcement to crack down on plastic pollution.

This automated machine uses an innovative 360-degree scanning recognition system to identify, segregate, collect and process waste drink containers. Canary Wharf has also partnered with CPress (an on-site organic juice bar and coffee shop) to reward consumers who recycle their single-use plastic bottles via the unit, in the form of an in-store discount.

Since its introduction in 2017, the award-winning Wake Up And Smell The Coffee campaign is estimated to have segregated almost a million coffee cups and recycled more than 255 tonnes of coffee grounds (which would otherwise have ended up in other waste streams). The deposit return unit has to date captured more than 10,000 single-use plastic bottles which would likely have ended up in other waste streams or taken off the Estate. Meanwhile, Canary Wharf Group's new trackable water bottle refill stations have avoided the need for more than 6,000 plastic bottles, which would have ended up in other waste streams.

The coffee and deposit return initiatives provide demonstrations of a truly circular economy in action. For instance, the plastic bottles collected by the deposit return unit during Recycle Week 2018 were sent to Klöckner Pentaplast, a global leader in plastic manufacturing, who used it in manufacturing recycled PET packaging. This was then used by Cranswick for their food products, a supplier for several retailers on the Estate, and plastic ended up back at Canary Wharf.

WHAT THE JUDGES SAID:

"Operating outside of its core business remit, Canary Wharf Group has clearly influenced other organisations to drive resource efficiency, and the judges were pleased to see the organisations developing such an innovative set of resource efficiency projects which will deliver significant savings."

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WASTE MANAGEMENT & RESOURCE EFFICIENCY FINALISTS

Barratt Developments

With a Government target of constructing 300,000 homes a year, UK housebuilders are increasing their output. Despite this trend, Barratt Development has managed to reduce its waste by 15% since 2015 through a robust waste management programme. Initially, the focus was on standardising signage, giving top tips for construction teams, and easy changes such as banning the provision of mixed waste skips. These were combined with sustained communications to teams with roles in innovation, procurement, commercial and construction. Between 2016 and 2018, the company saw a reduction of 15,460 tonnes in above-ground construction waste.

Carpet Recycling UK

Carpet Recycling UK plays a pivotal role in supporting the research, development and execution of a number of innovative resource efficiency, reuse and recycling schemes for waste carpet. These are being delivered successfully by its members, manufacturers and through partnerships with other organisations, such as retailers. The not-for-profit membership association has inspired and facilitated the diversion of one million tonnes of waste carpet in its first decade – around 400 million m2 of carpet - equivalent to 57,000 football pitches. Thanks to Carpet Recycling UK's efforts, 42% of waste carpet is now diverted from landfill; in 2008 this figure was just 2%.

EY

Responding to the global plastics pollution problem, EY has taken an ambitious approach to radically reduce plastic consumption in 23 UK offices of more than 15,000 people. By engaging stakeholders at every level, building a powerful sustained communications campaign and fostering highly collaborative partnerships with its supply chain partners, EY is taking direct, meaningful action and inspiring other EY member firms across its global network to follow suit. EY has employed a strategy to cut single-use plastics by at least 7.7 million items, engineering solutions for more than 91% of items within eight months of inception and lowering operating costs.

JPA Furniture

Specialising in the contract furniture Market, JPA works closely with clients on the design, specification and creation of innovative, collaborative and engaging spaces for a wide range of sectors. The organisation has launched a game-changing recycling/rehoming service known as DODO, which reduces the impact of redundant furniture waste within the contract furniture sector. As well as offering financial savings, DODO improves environmental performance by saving landfill and carbon emissions which are certificated. JPA has taken DODO above and beyond by providing community rehoming of fit-for-task furniture – rehoming 3,100 items and saving more than £300,000.

LeanPath

Food waste prevention firm LeanPath uses measurement-driven technology to enable a range of customers such as Ikea and Sodexo to prevent food waste upfront. In addition, by inspiring kitchen staff to take control of their food waste, LeanPath's process naturally serves as a portal to the development of circular food optimisation programmes including donation and composting. Since 2014 LeanPath has enabled culinary teams across 25 countries to prevent more than 11 million kg of food waste, whilst eliminating 78,000 metric tonnes of CO2e. Its process is allowing clients to move towards a 2030 pathway of a 50% reduction in food waste, reducing food purchases by 3-8%.

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WASTE MANAGEMENT & RESOURCE EFFICIENCY FINALISTS

Costa Coffee

In April 2018, Costa Coffee announced its ambition to become the first ever coffee chain in the UK to commit to recycling the same volume of cups it puts onto the market in a bid to tackle the challenge of coffee cup recycling and to stop them ending up in landfill - committing to recover and recycle 100 million coffee cups by April 2019. Costa has made it commercially and financially attractive for waste collectors to collect cups from offices, universities and transport hubs. Within the scheme's first four months, Costa Coffee recovered more than 27 million coffee cups.

Green Standards

Green Standards is a North America-based specialised environmental firm that helps businesses such as T-Mobile, KPMG and Adobe responsibly manage their excess furniture and equipment. Together, more than $24m worth of office furniture, equipment and supplies have been donated to 4,000+ non-profits across the US and Canada thanks to Green Standards. In total, around 44,000 tonnes of furniture waste have been diverted from landfill through Green Standards' programmes, offsetting more than 146,000 tonnes of carbon emissions. Non-profits that have benefited include schools, community centres, food banks, medical facilities and libraries.

KPMG

KPMG's Waste in our Time initiative was developed in March 2018 in response to employee demand to take action on single-use plastics. Issuing a free reuseable bottle to all employees was made the flagship project of the initiative, and KPMG also identified the opportunity to switch hot bend cups to a paper alternative. Among a range of other projects, KMPG has removed plastic cutlery from 10 regional offices and replaced this with metal cutlery, saving 250,000 items of single-use plastic per year. Overall, the Waste in our Time project has seen KMPG remove more than 4,350,000 pieces of single-use plastic per year from its UK offices.

UNIBAIL-RODAMCO-WESTFIELD

Veris deliver a unique two-pronged approach to the management and prevention of waste at both UK sites of real estate firm Unibail-Rodamco-Westfield. The company's back-of-house operation ensures maximum segregation, maximising reuse and recycling. Through face-to-face engagement and innovative communication strategies, the company's Green Academy campaign aims to align actions and attitudes of its key stakeholders - the retailers - with the overall strategy. In 2017, Veris spent more 1,600 hours engaging with retailers at both sites, with a total of almost 4,000 retailer visits. Both sites have achieved zero-waste-to-landfill targets, while increased efficiencies meant that MRF recovery rates improved significantly at both sites during 2017.

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CIRCULAR ECONOMY INNOVATION OF THE YEAR

WINNER:
YELLOW OCTOPUS FASHION LTD.

In a bid to drive consumer behaviour change and spur a tangible reduction in the amount of garment waste sent to landfill in the UK, Yellow Octopus Fashion has developed a truly innovative digital app.

The global fast fashion problem is huge and growing, with more than 100 billion garments and 20 billion pairs of shoes produced worldwide every year. The majority of these items will be worn just a handful of times before being disposed of, with the ReWear Project estimating that 85% - equivalent to 16 million tonnes - ends up in landfill or incinerators annually.

The UK has no small part to play in driving this problem, with the average consumer buying 26.7kg of new clothing every year - more than any other European nation – and spending more than £1,000 per year on fashion. Indeed, Brits are estimated to send 300,000 tonnes of textiles to landfill annually.

While leading fashion brands move to use more sustainably sourced materials and launch repair, resale and rental services championing the circular economy, sustainable solutions firm Yellow Octopus' fashion arm has developed a solution to the consumer piece of the puzzle.

Called ReGAIN and developed by the company's in-house IT experts, the digital app uses GPS mapping and tracking to let users know where their nearest clothing take-back or drop-off points are. There are an estimated 20,000 of these facilities nationwide, with the majority hosted by charities, local authorities or retailers such as H&M and Marks & Spencer (M&S).

(L-R) Presenter Rob Holdway, director, Giraffe Innovation, Yellow Octopus Fashion's Jack Ostrowski and compere Michaela Strachan

Once garments are collected in these facilities, they are typically sorted, with items in wearable condition sent to charitable causes within the UK or abroad. Clothing which is not in wearable condition is usually used to make rags or shredded for recycling into insulation or fillers.

In order to incentivise use of the app, users are rewarded with a coupon of their choice for making a clothing donation. Coupons entitle the holder to a discount at retailers including Superdry, New Balance and Asics.

Alternatively, users can opt for vouchers that can be redeemed for holidays with Expedia or Hotels.com, or lifestyle products and services from brands such as EVE Sleep, Gusto and BodyBuilding.com.

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CIRCULAR ECONOMY INNOVATION OF THE YEAR

Our judges praised this reward method, noting that it is "highly likely" to incentivise both awareness and action – even among the most disengaged consumers of fashion.

While some retailers have developed incentivised take-back schemes in their stores in recent years, Yellow Octopus Fashion claims that ReGAIN is the first multi-brand take-back scheme with a cash incentive – and the first with a digital app in the UK.

The app launched in the UK in spring 2018 and has already received praise from Dame Ellen MacArthur, founder and chair of circular economy organisation The Ellen MacArthur Foundation.

ReGAIN is recognised under the Foundation's Make Fashion Circular Initiative, which works with innovators and fashion retailers in order to create a "new normal" for waste and resource management in the fashion sector.

It is also a participant in the Fashion For Good programme, the Textile Recycling Association's circular economy initiative and a signatory to WRAP's SCAP 2020 commitment, which helps industry stakeholders work together to transition away from cradle-to-grave business models.

The app notably spurred the diversion of 45,000kg of garments from landfill and incineration within its first five months of operation, with retail supporters including ASOS, Primark, Boohoo and Missguided. Logistics firm DPD is also a partner of the app and uses its courier service to transport donated clothing from take-back facilities to UK recycling plants.

Our judges were impressed both with the strong focus the app places on fostering long-lasting behaviour change from users, and its potential to vastly improve the resource efficiency of a large sector.

The fashion industry is believed to employ almost one in every seven working-age people worldwide, and accounts for around 10% of global emissions. Experts have continually warned that without ambitious action on resource efficiency, the sector could account for a quarter of global carbon emissions by 2050.

This is, therefore, no small sector to abate, and while brands have made progress to address the industry's waste problems, judges praised ReGAIN for offering a "joined-up" solution which unites consumers and retailers for a common goal.

Looking to the future, Yellow Octopus Fashion told edie that it would like to advertise the app on online fashion retail websites as big-name brands begin to tentatively explore new business models which encourage garment reuse, resale and repair.

WHAT THE JUDGES SAID:

"The Yellow Octopus Fashion app recognises the importance of social engagement, incentivises behaviour change and targets a large industry in which waste is high, giving it a huge impact potential. It also targets new groups, including those who are disengaged with sustainability, making Yellow Octopus the standout winner of this category."

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CIRCULAR ECONOMY INNOVATION OF THE YEAR FINALISTS

Bakkafrost

Traditional cowhide production has a considerable environmental impact in terms of the use of natural resources, water pollution from run-off and CO2 emissions. In a bid to spur the uptake of more sustainable alternatives by the fashion and textile industries, fish farming giant Bakkafrost has committed to making 80 tonnes of salmon skin available to these sectors for the production of circular leather. The company is also in the process of building the largest biogas plant on the Faroe Islands, which will process 50,000 tonnes of waste annually, producing 45,000 tonnes of natural liquid fertiliser in the process, once it is completed later this year.

Canon Europe

Through its alignment with Sustainable Development Goal (SDG) 12, Responsible Production and Consumption, technology company Canon Europe has developed a range of office printers made with up to 80% repurposed materials. The firm's EQ80 printer series are created after older models undergo a remanufacturing process, reducing the amount of raw materials needed to create a "new" product. Carried out at factories in Germany and the Netherlands, the process is also less carbon-intensive than using 100% virgin materials. Canon Europe estimates that the design has recycled 19,350 tonnes of plastic and 14,853 tonnes of other material. The innovation complements Canon Europe's takeback scheme for used toner cartridges for refilling.

Mott MacDonald

As one of the UK's largest engineering and development consultancies, Mott MacDonald is driving the nation's built environment sector towards adopting more resource-efficient business models by integrating circular economy principles at every stage of the planning and delivery of its projects for clients. The firm's innovative 'circular economy think-piece for the construction industry' report, which was released last year, provides readers with insight into how they can holistically apply closed-loop models and circular economy principles to their operations. The report encourages readers to align their actions with the Sustainable Development (SDGs) and to adopt whole lifecycle analysis for all construction projects.

Toast Ale

With around one-third of all the food produced in the world each year wasted, Toast Ale is on a mission to get consumers to think of out-of-date food as a resource rather than a waste stream. The London-based brewery uses surplus bread from local bakeries and the sandwich industry to replace a third of the grain it uses to brew craft beer, with all profits from sales of the beverage being donated to anti-hunger charity Feedback. Toast Ale estimates that each bottle of its beer contains the equivalent of one slice of bread, and recently celebrated the upcycling of its millionth slice.

C&A

In 2017, C&A became the world's first fashion retailer to develop Gold level Cradle-to-Cradle (C2C)-certified t-shirts. Gaining C2C certification involves a rigorous process that requires products to match criteria against five categories; material health, material reutilisation, renewable energy use, water stewardship and social responsibility. The t-shirts, which went on sale in Europe for €7-9 in August 2017, are made with 100% organic materials and designed to be reused or recycled into new products or safely composted at the end-of-life stage. To foster the uptake of circular practices by other fashion brands, C&A has publicly disclosed its learnings from developing the t-shirts.

Dell

In December 2017, technology firm Dell launched the NextWave Plastics consortium with non-profit the Lonely Whale Foundation and seven other founding companies, committing the company to use ocean-bound plastic materials and building a large-scale global supply network for collecting, processing and using ocean-bound plastics. The initiative, which used eight tonnes of ocean-bound plastics in its first year, saw Dell replace its laptop packaging trays with alternatives consisting of 25% ocean-bound waste and 75% other recycled plastics. By 2025, Dell believes this switch will repurpose 80 tonnes of ocean-bound material. Away from plastics, Dell has been using bio-based packaging made from mushroom, wheat and bamboo fibres.

P&G and TerraCycle

After partnering with recycling firm TerraCycle to secure a continual supply of post-consumer-recycled (PCR) plastic, including plastic collected from oceans and beaches, consumer goods giant Procter & Gamble (P&G) last year launched a washing up liquid bottle made from 100% PCR plastic. The fully recyclable ocean bottle is used to house P&G's Fairy washing up liquid, and contains a minimum of 10% plastic sourced from oceans and beaches. P&G estimates that using the closed-loop bottles will eliminate the use of 25,000 tonnes of virgin plastic each year, and that the bottles will act as a "daily prompt" to drive waste-reducing behaviour change among consumers.

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CSR ENGAGEMENT/MARKETING CAMPAIGN OF THE YEAR

WINNER:
IKEA

Now in its fourth year, furniture retailer Ikea's Live LAGOM initiative has evolved from a social experiment aimed at encouraging consumers to live a more sustainable lifestyle into an integral part of the company's growth agenda.

Live LAGOM is built on initial insight from the Kalmar Project in Sweden, which saw Ikea offer lifestyle change support to 12 households. This concept has since grown into a multi-year initiative that aims to make living sustainably at home easy, affordable and desirable.

Ikea is already in the vanguard of corporate sustainability leadership, with its integrated People & Planet strategy setting ambitious CSR goals that also generate business benefits. Despite this, the company sought external assistance to validate and improve the LAGOM initiative, ensuring that customers involved with it received relevant messaging and support systems.

Ikea decided to partner with the University of Surrey's centre for sustainable consumption and behaviour change, and environmental charity Hubbub, to develop an evidence-based approach.

Each year, the project provides between 100-150 participating households with a range of selected Ikea products that enable people to live more sustainably, including energy-efficient appliances. With assistance from the two external organisations, these households were provided with bespoke advice, home visits and in-store workshops to gain more understanding and knowledge about living more sustainably.

(L-R) Ikea team, compere Michaela Strachan and presenter Solitaire Townsend, co-founder, Futerra

Local groups and a peer-to-peer online community were also set up to enable households to share ideas across the UK & Ireland.

Ikea also transformed a section of its workforce to help with the growth of the Live LAGOM initiative. Select co-workers were trained as Live LAGOM leaders who support local participants in the process of adapting to a more sustainable lifestyle, as well as engaging other co-workers with the initiative across stores. In fact, more than 90% of Live LAGOM leaders claim that the project has developed them both professionally and personally.

One of the key successes of the initiative to date is its willingness to shape and refine approaches based on customer feedback and both qualitative and quantitative

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CSR ENGAGEMENT/MARKETING CAMPAIGN OF THE YEAR

data. The centre for environment & sustainability at the University of Surrey has collected a variety of data across the three-year programme to examine the project and uncover improvements.

Data collected was based on in-depth analysis of participant blogs, one-to-one follow-up interviews and analysis of before and after questionnaires.

Results to date have been remarkable. Almost 80% of Live LAGOM participants have spent more of their own money on purchasing additional products outside of those provided by the initiative, highlighting that consumers were understanding the benefits of sustainability.

Further evidence based on the first two years of the project shows that 100% of participants intend to continue living a LAGOM lifestyle, 90% have recorded reductions on their electricity bills, 83% saved on food bills and 60% saved on gas bills.

More than nine in 10 participants claim that the project and feedback have enabled them to overcome barriers to living a more sustainable lifestyle. Impressively, 62% of participants now believe that it is affordable to buy sustainable products, compared to just 25% before.

Analysis showed that the Live LAGOM project did not only help participants to save on household utility bills, reduce waste and live a healthier lifestyle through a great range of support, but qualitative analysis from interviews and blog posts also showed that participants have branded themselves as Lagomers.

The initiative has built the business case for sustainable, consumer-facing products, with interactive workshops on these products over a four-week period increasing sales by 28%, making the period the most successful across launch areas. In fact, a number of participants said that they would have embarked on the project without any provided incentives if they were aware of the benefits before.

Ikea is moving to ensure that participants can feel part of a collective. Social media and peer-to-peer networking have connected people to a wider group, helping to break down preconceptions and issues sometimes surrounding sustainability initiatives.

The retailer will continue to reach more consumers through online challenges on saving energy, reducing food waste, and upcycling and recycling initiatives, in order to grow the online community support network even further.

At the same time, Ikea will continue to provide in-store communication packages that showcase participant stories and how a certain sustainable product has benefitted that household.

WHAT THE JUDGES SAID:

"Through 'Live Lagom', IKEA has taken an independently measured approach to consumer engagement which clearly demonstrates the business benefits of CSR campaigns while inspiring consumers to make tangible changes that promote sustainable lifestyles."

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CSR ENGAGEMENT/MARKETING CAMPAIGN OF THE YEAR FINALISTS

Given - Anglian Water 'Smarter Drop'

Anglian Water operates in the driest region of the UK, with some locations getting less annual rainfall than Jerusalem; it's also one of the fastest-growing areas in terms of population. The water company turned to Given London to embark on a town-wide task of reducing water use by 10%. Across Newmarket, a range of community events, pop-up shops and sophisticated PR and advertising combined to encourage households to cut back on water usage as part of "The Smarter Drop" campaign. Entry into a £5,000 draw was just one of the incentives used by the two firms to engage with the town that has achieved a 7.6% year-on-year reduction in consumption across 20,000 households.

ISS Facility Services

Environmental campaigns have been a key arm of the ISS Sustainable Service Performance Pillar. For 2018, campaigns relating to Earth Hour and the Zero Waste Challenge (ZWC) for World Environment Day sparked a real sense of collaboration and involvement amongst staff, individuals and other businesses. In the first year of ZWC, ISS recorded more than 12,000 pledges, which has been surpassed by this year's 15,958 commitments. Actions involved providing employees with reusable cups and removing single-use items. A myISS app, website and emails were also used to monitor activity, while a hosted "pledge platform" enabled more than 2,000 buildings across the globe to sign up to Earth Hour.

The Body Shop

The Body Shop was the first cosmetics company to campaign against animal testing back in 1989, which helped lead to a ban across the European Union in 2013. However, there are no laws against the practice of animal testing in cosmetics in 80% of countries worldwide. The Body Shop has built this issue into its brand purpose and launched the Forever Against Animal Testing Campaign (FAAT) with Cruelty Free International in June 2017. In August 2018, The Body Shop reached a target of delivering eight million petition signatures to the UN, utilising endorsements from actors that have appeared in Game of Thrones and Stranger Things to increase engagement.

Vodafone UK

Vodafone UK's #SleepLikeAHero campaign aims to increase downloads of a DreamLab app that enables a smartphone to partake in the fight against cancer. Developed by the Vodafone Foundation in partnership with Imperial College London, DreamLab can use idle smartphones to speed up calculations of vital medical research tasks. While a single computer would take 300 years to run this research, the 100,000 DreamLab users can reduce it to just six months. An integrated social and PR campaign drove downloads of the app, using actor John Boyega and an always-on stream of video content to spread the word of the transformational benefits of the app.

Radley Yeldar

Radley Yeldar successfully implemented Recycle Now's Plastic Planet campaign in just one month, in order to capture the renewed interest in plastics following the Blue Planet 2. The campaign made recycling relevant to individuals and reached more than 10 million people and achieved an 800% higher engagement rate than a typical recycling campaign activity. Eye-catching creatives and "normative messaging" behaviour change techniques were used to engage with more people and create resonating messaging that targeted and appealed to individuals in different ways and nudged their behaviours based on perceived social norms.

Utility Alliance

In the space of a week, Utility Alliance raised its profile from being 'just another call centre' to a real force for good in the community. After being relegated from the Football League in May 2017, Hartlepool United faced economic constraints as numerous sponsors pulled away from commercial deals with the club. Located just 500 yards away, the team at the Utility Alliance headquarters agreed to a three-year sponsorship deal. Utility Alliance had the option to rename the stadium and gain more brand exposure, but as a gesture of goodwill, reverted it back to its original name, Victoria Park. The decision was met with an immensely positive response from fans.

William Hill and MerchantCantos

Problem gambling is a major threat to the sector, yet is often only addressed in the footnotes of the otherwise huge marketing power of the sector. William Hill decided it wanted to revolutionise the way the issue is addressed and turned to ex-problem gamblers, support groups and regulators to decide on the "Nobody harmed by gambling" campaign. MerchantCantos worked with William Hill to develop a new visual identity, consisting of bright photography that contrasts with the story the campaign is telling. Infographics and film are used to highlight the issue and offer up William Hill's vision for the future. This new approach will be phased in over months and years.

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SOCIAL SUSTAINABILITY AND COMMUNITY DEVELOPMENT

WINNER:
JPA FURNITURE

JPA Furniture has developed a unique end-of-life redundant furniture solution which delivers new business, improves its clients waste performance and carbon footprint through recycling and ultimately, improving its CSR performance through community rehoming and reuse.

JPA Furniture is an SME with 25 staff that specialises in the supply of contract furniture for offices, universities and healthcare. As a family business, JPA's core values are to operate in a way which has the most positive impact on the communities in which it operates.

DODO focuses on the collection of unwanted furniture for recycling on a 'new for old' basis. The project is named DODO to reflect the company's purpose of saving furniture from extinction. The aim of the initiative was to reduce the volume of redundant furniture sent to landfill each year by businesses and maximise it by offering an innovative furniture recycling and reuse solution to the community.

Through the project, JPA rehomes still fit-for-task collected furniture using its local knowledge to match it up to community organisations, delivering it at no cost and freeing valuable funds for spending elsewhere. DODO makes use of huge resources of unwanted furniture – at worst diverting it from landfill (saving landfill tonnes/carbon emissions) while at best, bringing tangible benefits to local organisations.

A pilot project during Sustainable St Albans Week 2015 aimed to rehome as many chairs as possible in a '100 Chair Challenge'. The pilot saw 67 chairs rehomed, and proved that there was a need for the service. JPA identified that

(L-R) Presenter Beth Knight, corporate responsibility director, EY, JPA Furniture's Fiona Edwards and Chris Holder and compere Michaela Strachan

transport and labour costs prevent large-scale take-up of free furniture on websites, so providing it free-of-charge removed barriers for furniture reuse. JPA costs are low by fitting deliveries into quieter schedules or when the company is passing through the local area.

To date, JPA has rehomed more than 3,100 redundant furniture items from 72 companies to 116 community causes. These items have saved more than £310,000 in new furniture spend, freeing up valuable funds to be spent elsewhere. Furniture recipients include colleges, hospitals, business start-ups, charities and not-for-profit organisations – bringing JPA into contact with a broad range of community stakeholders.

DODO is an effective closed-loop system which helps the company to attract new business and influence the

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SOCIAL SUSTAINABILITY AND COMMUNITY DEVELOPMENT

community in a positive way. JPA received its first £1m order in 2016, and has won around £3.2m worth of business at margins of 36%. Fundamentally, the firm has reduced the cost of waste to 0.04% of turnover. Because JPA operates locally with vehicles and fitters in close proximity to clients on a daily basis, DODO is easily integrated into its schedules and at a low-cost – the company hasn't had to do anything major except ensure legal compliance for waste. The local operation also means that JPA has more effective networks in place with community organisations, local media and chamber of commerce who act as advocates for both businesses and local groups.

Measurable environmental impacts include achieving zero-landfill status, 150 tonnes of packaging recycled and fleet mileage emissions reduction of 35%. More than 17,500 redundant furniture items have been diverted from landfill since the start of the project, with 750,000 tonnes of CO2e saved during the same period.

JPA's sustainability credentials are now recognised with seats on the Furniture Industry Sustainability Programme and the BS80001 Furniture Remanufacturing Standard working party. JPA has also secured 'Exceptional' ratings on the CIPS Sustainability Index against: Economic (100%), Environmental (100%) and Social (97%) pillars.

Other key benefits of the project include staff morale and engagement. As a result of the changes, JPA claims that staff are now more motivated to make a difference. The company is now integrated locally with links to more than 100 local groups ranging from football clubs to church groups, food banks and schools. Externally, JPA won the Mayor's Pride CSR Award in 2017 and has won other awards in recognition of these activities.

In essence, JPA Furniture's DODO project is a fantastic example of how a company can have a positive effect on the communities in which it works, as a fundamental consequence of its business activity.

WHAT THE JUDGES SAID:

"JPA Furniture has given us a real-life example of how circular economy principles can help grow a business whilst maintaining integrity in its operations and enhancing community engagement. The entry told the story of a remarkable achievement for what a small, family-run business that is focused on living its values."

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SOCIAL SUSTAINABILITY AND COMMUNITY DEVELOPMENT FINALISTS

Canon Europe

Since 2015, tech firm Canon Europe has been running the Young People Programme in a drive to empower youths across the world with the ability to achieve change through visual storytelling. With operations in 23 countries across Europe, the Middle East and Africa, the programme sees young people given professional advice on photography. Participants are then encouraged to document environmental and social issues in their local communities through photos and suggest solutions which align with one or more of the Sustainable Development Goals (SDGs). To date, more than 3,250 young people have taken part in the programme.

Mitie and Orbit

With a budget of £20,000 and a six-week timeline, facilities management firm Mitie and housing association Orbit worked together to transform a dilapidated building in Slade Green into a nursery for children with additional needs and those from low-income families. The Little Daydreams Nursery provides children aged 2-5 with a safe space to develop, provides Orbit with revenue to invest in future community projects and enables parents to return to work or to education. To date, the facility has supported 42 families and created five jobs for local people. The Housing Association Charitable Trust estimates that the project has generated a social impact value of more than £252,000.

Shire and SeriousFun Children's Network

Through its collaboration with non-profit SeriousFun Children's Network, biopharmaceutical firm Shire is enabling 1,000 children living with serious illnesses to access multi-activity leisure facilities and partake in once-in-a-lifetime adventure camp experiences. The company has made an annual donation of $1m to the non-profit for the past three years, helping it to purchase new equipment for its network of 30 camps, while sponsoring an additional six family activity weekends. In addition to financial support, Shire has sent 77 of its employees to volunteer as counsellors at 15 SeriousFun camps across the world and a further 600 staff to volunteer at group projects for the Network's Global Day of Service.

Türk Ekonomi Bankası A.Ş. (TEB)

In a bid to provide 20 million people in Turkey's developing economy with the skills they need to achieve financial security, banking giant BNP Paribas' Turkish arm TEB has developed a comprehensive CSR initiative offering financial literacy lessons to its customers. To deliver the training laid out in its TEB Family Academy scheme, the company trained more than 540 of its staff on how to discuss the benefits of budgeting with its customers, and more than 11,000 teachers on how to engage schoolchildren with topics surrounding sustainable finance. This move has seen more than 12 million adults and one million children given advice and tools to help them avoid debt.

CottonConnect

In a drive to empower women within textile and garment supply chains, social enterprise CottonConnect founded its Women in Cotton programme in 2014, providing women across Asia and Latin America with education on topics including health, nutrition, hygiene and worker's rights. The initiative began with 2,000 women, with this trial resulting in a 33% improvement in the prevalence of anaemia 37% of beneficiaries setting up their own business. Since then, it has grown to cover more than 49,500 women, across suppliers providing products for the likes of Primark, Kering, Superdry and the C&A Foundation.

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SOCIAL SUSTAINABILITY AND COMMUNITY DEVELOPMENT FINALISTS

Maybank

Due to cultural differences in customs within some of the communities where Malaysia-based banking giant Maybank operates, the firm noticed women and people with disabilities were often left at risk of living below the poverty line. In a bid to address the issue, Maybank developed community-based initiatives providing economic empowerment to these groups through its charitable arm the Maybank Foundation. The company's Maybank Women Eco-Weavers scheme has trained more than 330 new weavers and 268 farmers collectively in Indonesia, Cambodia and Laos , while its Reach Independence & Sustainable Entrepreneurship has seen its top 40% out of more than 4,000 workers in Malaysia, Indonesia and the Philippines achieve the average of 364%, 338% and 621% increase in pay respectively.

John Lewis Partnership Golden Jubilee Trust

Via its flagship volunteering scheme, The Golden Jubilee Trust, which last year partnered with suicide prevention charity Samaritans, retail giant John Lewis Partnership (JLP) has generated more than £465,000 in community value. During a 10-week period last year, 20 members of JLP's staff provided Samaritans volunteers with training on how to improve the charity's retail stores and service provision. The volunteers additionally helped Samaritans to explore digital opportunities for fundraising, selling products and promoting its services, with JLP also equipping volunteers with a 34-page "how-to" guide on best-practice for maximising retail presence and professionalising shops.

SOPPEXCCA Coffee Cooperative, Bewley's and Bartlett Mitchell

Under its partnership with tea and coffee brand Bewley's and contract caterer Bartlett Mitchell, social enterprise SOPEXCCA has delivered numerous initiatives championing health education, gender equality, youth empowerment and fair pay for workers in cocoa and coffee supply chains. Under its Cocoa Growing scheme, which seeks to address poverty and climate challenges simultaneously, the organisation has created 700 jobs for workers across 200 cocoa suppliers. At the same time, SOPEXCCA has given these workers training on soil preservation, maintaining biodiversity, minimising water use and waste outputs and achieving a consistent income.

Tideway

As it works to build the new Thames Tideway Tunnel, construction firm Tideway has partnered with environmental charity Thames21 to help tackle the river's plastic waste problem. The organisations jointly run the Thames River Watch scheme, which sees volunteers from across the capital receive training on how to collect data on issues such as water quality and plastic pollution levels. Once the training is complete, the volunteers are regularly sent out on field research assignments and asked to relay their data back to Tideway, which uses the information to produce scientific reports. Around 1,500 volunteers have been trained so far, resulting in dozens of surveys and clean-up operations.

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CARBON REDUCTION

WINNER:
NORWICH CITY COUNCIL

Norwich City Council's all-encompassing approach to reducing its own carbon emissions and those accounted for by its residents combines science with innovation, setting an example for other local authorities and helping to drive equally ambitious action from businesses and homeowners within the area.

By developing and implementing a structured carbon management plan, Norwich City Council has made several impressive strides towards decarbonising its own operations, purchasing 100% renewable power for internal use, switching its petrol and diesel ground fleet for electric vehicles (EVs) and retrofitting buildings across its estate to boost energy efficiency.

Funded by Government agency SALIX, the plan has seen the local authority move to ensure that all energy supplied to its 15,000 social homes is renewable, and that these buildings are no longer wasting precious resources such as water, electricity and heat. It has additionally led to a string of innovative retrofitting projects at some of the Council's most hard-to-abate buildings, including the construction of a "floating" solar array at its Art Deco-era City Hall and the installation of modern insulation at its medieval friary complex.

Looking to the future, Norwich City Council is now planning to build Europe's largest Passivhaus-certified housing development. The 112 homes within the development, which will be based at Rayne Park in Three Score, Bowthorpe, will be fitted with passive heating and cooling technologies, solar panels and state-of-the-art glazing and insulation. The move comes shortly after the Council completed work on its first 12 Passivhaus-certified properties, which were completed in 2016 and are located in Carrowbreck Meadow.

(L-R) Presenter Vincent de Rul, energy solutions sales director, EDF Energy, Norwich City Council's Kevin Maguire, compere Michaela Strachan and Norwich City Council's Richard Willson

As for transport, Norwich City Council has invested in the UK's first carbon-negative car park, which sequesters 59 tonnes of CO_2e annually and is fitted with modern EV charging infrastructure, thus encouraging residents to change their behaviour and travel more sustainably within the city. Further progress in this field has been driven by a £14.1m investment in seven local cycling routes, which has led to a significant increase in the number of local journeys being made by pushbikes and e-bikes, and the introduction of new "rapid" bus routes.

Decarbonising energy, both within and outside of its own operations, has been a further key focus area for Norwich City Council in recent years. By switching to 100% renewable power, which it sources via Power Purchase Agreements (PPAs), the local authority has seen its annual energy bill decrease from £2.4m in 2008 to £1.7m in 2018, freeing up

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CARBON REDUCTION

funding to spur the uptake of clean power by businesses and residents.

The organisation notably became the first UK council to run a reverse public solar auction in 2015, with businesses competing to buy clean power generated by rooftop solar arrays on residential and commercial properties. To date, it has installed more than 3,400kW of solar capacity across the area, enabling homeowners and businesspeople to benefit from low group purchase prices.

In leading by example in its approach to decarbonising the built environment, transport and energy, Norwich City Council spurred a 55% reduction in the amount of carbon emitted by each resident between 2008 and 2018, with emissions figures falling from 6.9 to 3.8 tonnes of CO2e per capita over this ten-year period.

This reduction has led the local authority to begin exploring the feasibility of setting an approved science-based target in line with either of the trajectories outlined in the Paris Agreement – a move it claims would require the achievement of complete carbon-neutrality by 2050.

In light of the Intergovernmental Panel on Climate Change's (IPCC) recent report on global warming, which lays out the benefits of achieving a net-zero planet by mid-century, the beginning of this consultation could not have come at a more timely moment.

Norwich City Council stated in its application for this award that its ambition in these areas has been driven by an overarching purpose of protecting the local area and its residents and visitors from the adverse effects of climate change and global warming, with this "people first" purpose sitting at the heart of its operations and decision-making process.

In other words, while decarbonisation has cut Norwich City Council's energy bills and boosted air quality within the area, the organisation maintains that it is simply doing the right thing by taking on a leadership role. This moral and ethical positioning in the face of a string of funding cuts for local authorities received much praise from the judging panel.

WHAT THE JUDGES SAID:

"Norwich City Council has demonstrated genuine leadership, setting an example for what can be achieved through its own efforts and using its influence to help transform the local area. The judges were delighted to see a local authority continuing to be this pro-active in what can sometimes be very challenging circumstances."

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CARBON REDUCTION FINALISTS

Avara Foods

Through the adoption of combined heat and power (CHP) technology, heat recovery systems and energy-efficient refrigeration across its operations, UK-based poultry firm Avara Foods has achieved significant year-on-year carbon reductions in recent years. Between 2015 and 2018, the company slashed its emissions by more than 5,000 tonnes of CO2 equivalent (tCO2e) by adopting the ISO 50001 standard – a move which has seen it improve its in-house energy management and carry out a full review of its operational emissions. Avara Foods has been listed by the Task Force for Climate Related Disclosures (TCFD) for its carbon reduction efforts, and is keen to share best-practice with the rest of the industry.

Hair O'right International Corp.

As the leading green hair care brand in Taiwan, Hair O'right International Corp. has achieved carbon-neutral certification for its landmark Good Manufacturing Practice (GMP)-certified cosmetics manufacturing factory, which runs on 100% renewable electricity. Hair O'right is known for its "tree in a bottle shampoo", which was the first shampoo to be certified as carbon-neutral. The product is housed in a biodegradable starch and seed-based bottles which grows into a tree when planted. More recently, Hair O'right unveiled a range of plastic bottles that are made from 100% post-consumer recycled (PCR) plastic, meaning that its manufacturing process produces 80% less carbon than for the traditional virgin plastic packaging equivalent.

NG Bailey and Freedom Engineering

Engineering and services business NG Bailey, together with its electricity infrastructure business unit Freedom exceeded its initial 2020 carbon reduction target of 20% per employee in 2017, documenting a 23% reduction. The impressive results were recorded after installing solar and biomass arrays across its estate and investing in Skype technology and telematics to slash emissions from business-related travel. These measures, combined with numerous programmes to install energy-efficient LED bulbs and auto-dimming lighting across the business, have enabled NG Bailey and Freedom to cut its office carbon footprint by 62% and travel footprint by 16% since 2016/2017.

Signify

In 2015, lighting firm Signify made a commitment to achieve carbon neutrality across its operations – including manufacturing, non-industrial operations, logistics and business travel – by 2020. To achieve this aim, the company plans to source 100% renewable power, electrify its fleet and install energy efficiency technologies at its facilities. Once these processes are complete, Signify plans to purchase carbon credits to offset its remaining emissions, after working with sustainability consultancy South Pole Group on its decarbonisation strategy. Outside of its own operations, Signify encourages other businesses to reduce their carbon footprints and energy demands by educating them on the benefits of energy-efficient lighting.

Vodafone UK

After setting a science-based target to reduce its absolute carbon emissions by 40% by 2025, against a 2017 baseline, telecoms giant Vodafone UK has recorded a 14.2% year-on-year reduction in its greenhouse emissions (GHG). To spur further progress, the company last year joined The Climate Group's RE100 initiative, committing to source 100% renewable electricity for its operations by 2025 – up from 13% in 2018. Vodafone's carbon-reduction strategy specifically targets energy use, which accounts for more than 90% of its carbon footprint. Having spent £3.7m in the past year on energy efficiency measures, it has earmarked a further £6m to tackle this challenge over the next 24 months.

Carbon Masters

With operations in Scotland and India, sustainability consultancy Carbon Masters enabled its clients to collectively reduce their carbon emissions by more than 15,000tCO2e in 2017/2018 through its

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CARBON REDUCTION FINALISTS

Carbonlites scheme. By signing up to the scheme, businesses are given the chance to divert their organic waste from landfill, sending it instead to be converted into carbon-neutral fuel and organic fertilisers. Carbon Masters is now set to scale this process up to an industrial-sized operation, with its Bangalore Carbonlites processing plant recycling around 40 tonnes of organic waste each day, avoiding 26 tonnes of carbon emissions in the process.

Kimberly-Clark

After setting a target to reduce its overall carbon footprint by 20% by 2022, consumer goods giant Kimberly-Clark has optimised its energy efficiency measures, switched to cleaner fuels and increased its use of alternative energy - including renewables. These moves have put the company on track to achieve its 2022 aim four years early. Over the past five years, the company has executed an average of 150 energy conservation projects annually, including LED retrofits and the adoption of heat recovery technologies. In 2017, the company made a commitment to purchase approximately 1,000,000 MWh of renewable power from two US wind farms annually – enough to power one-third of its US operations.

The Exterminators (Pvt)

Based in Sri Lanka, The Exterminators is the only pest-control firm in Asia to have achieved carbon-neutral certification. The company was awarded the status for the first time in 2013, after working with the Carbon Consulting Company to quantify its operational footprint and identify emissions sources it could minimise. The partnership saw The Exterminators reduce its absolute emissions from 78 tonnes in 2014 to 55 tonnes in 2018 and led it to purchase carbon credits to offset its remaining carbon footprint. The carbon credits are being used to support the construction of a wind farm in India and the development of a coal and methane-capture project in China.

VolkerFitzpatrick

Kent-based engineering and construction firm VolkerFitzpatrick has developed a design and construction process that it claims can be applied to all its projects in order to reduce its absolute carbon emissions by 5% each year. The approach involves integrating carbon assessment into the design process and carrying out lifecycle analysis in order to maximise emissions reductions at each phase of a project. When the method was trialled for the first time during VolkerFitzpatrick's recent Felixstowe branch capacity project, which involved the construction of a bridleway bridge, the company recorded a 35% reduction in emissions.

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WATER MANAGEMENT

WINNER:
ADNAMS

Rather than resting on its laurels after winning edie's Water Management Award in 2017, Adnams has redoubled its efforts and implemented a large step-change project to achieve further savings. Crucially, the brewer has shifted from seeing waste to seeing resources, which is now cemented across its strategy.

Integrating this circular thinking approach into the company environmental framework has improved Adnams' resource, energy and water efficiency, which helps improve business resilience; one of the three fundamental factors in the business case for sustainability. As a direct result of this approach, Adnams has been able to launch the UK's first de-alcoholised beer.

Adnams monitors absolute water consumption and efficiency ratios per product, which allows for the impact of growth within the data. The firm has also undertaken a water lifecycle assessment of its products to understand and improve its impacts across the supply and demand chain. Because of that, Adnams understood the hotspots and that water management is about the quality, quantity, location and timing of its water cycles.

The brewer identified the opportunity for this step-change having visited the National Trust in North Wales. After seeing their marine source heat pump, they explored similar options and sought out renewable heat sources near its brewery and distillery. Eventually, Adnams identified that it still had unused heat within its distillery. Sound knowledge of the production process quickly allowed the brewer to identify uses for that energy.

(L-R) Presenter Anya Ledwith, director, Eshcon, Adnam's Richard Carter and Benedict Orchard and compere Michaela Strachan

The company's environment manager Ben Orchards created a plan to extract heat from two waste sources in the distillery and pass that to the brewery. He prepared a business case with clear environmental and economic benefits, which he presented to the board for approval. As with all of Adnams' sustainable business projects, those financial benefits have been verified post-implementation. These go a long way towards offsetting other market cost pressures and keeping the company's products at an affordable price, as well as preparing the business for the future. In this case, it enabled the launch of a new, innovative product.

Adnams has pursued water efficiency for many years (from rainwater harvesting to reusing steam) and has very low usage compared with the rest of the industry. However, consumption across the distilling industry is much higher and with greater variation between product type. To improve

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WATER MANAGEMENT

its efficiency, Adnams identified a method of combining established technologies in an innovative way. By removing the heat from its 'cooling water' and sending the heat to the brewery, that water becomes cold again and can be reused for cooling. This can continue indefinitely, with very little additional fresh water required.

The project was delivered on time and to budget in April 2018, and delivered both direct and indirect business benefits. Adnams has saved 90% of its distillery water (40% total spirit water) and around 15% of the company's hot brewing liquor energy bill. The energy savings are already good, yet the company is still refining the new process. Adnams' home, Southwold, is one of the driest parts of the UK. Furthermore, the effluent Adnams produces is controlled to ensure its volume and composition fall within strict limits. This project not only provided the brewer with a source of heat energy but helped it manage these consents.

Perhaps more excitingly, and a perfect illustration of why water management is so critical to the business, is the launch of Ghost Ship Alcohol Free. Removal of the alcohol molecules is a water-intensive process and had Adnams not reduced its distillery consumption, the company wouldn't have had sufficient capacity to manufacturer this, which will itself enable social change. Fundamentally, the revenue streams provide a positive return on the investment.

This project has saved significant water and energy costs, which give a financial payback of around three years (regardless of alcohol-free revenue). Yet again, Adnams has a very clear example of water efficiency generating real resilience for its business: it's helping to reduce energy, reduce effluent and reduce consumption. This is critical in a rapidly changing industry that's responding to very real changes in both the climate and consumer behaviour.

WHAT THE JUDGES SAID:

"Though its "resource not waste" approach, Adnams has shown a clear commitment to water within the wider sustainability agenda. The judges were impressed by the brewer's innovative process for heat extraction from cooling water, which generated impressive results that have allowed new products to be developed."

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WATER MANAGEMENT FINALISTS

BNM Alliance

The Nantmel project in Wales is a textbook demonstration of how a partnership and supply chain can work together to successfully deliver a complex and challenging scheme. The project has helped to ensure continued water security for the 1.3 million residents in Birmingham for the next century. Through innovation, the project created a bespoke water treatment facility to deal with a trade effluent in challenging circumstances and location. This has offered a cost-effective water treatment solution which can be applied generally throughout the industry and other large infrastructure schemes. In turn, this has avoided dependence on existing, overwhelmed infrastructure.

Kimberly-Clark

Water is a key input to Kimberly-Clark's tissue manufacturing operations. To preserve this essential resource, the company has developed a global water security programme that applies innovative technologies and stakeholder engagement to deliver environmental, social and economic benefits while mitigating operational risk. Kimberly-Clark has adopted water recycling and treatment technologies that enables its mills to recover and rescue wastewater from the tissue production process, reducing their freshwater consumption. This approach has enabled Kimberly-Clark to reduce the volume of freshwater used in its mills by more than 37 million cubic metres between 2010 and 2017.

Marston's PLC

Marston's works to ensure that not only its 1,600-pub estate is running efficiently, but also the offices on each site and its six national breweries. Recognising inconsistencies of water retailers following the deregulation of the water industry, the company launched Marston's Water in December 2017, making it the second firm in the UK to operate a Water Self-Supply License in England at the time. Since becoming a retailer, the project has delivered an 8% reduction in water across the whole business – the equivalent of 162,000 pints of water being saved every day.

Bluewater Group

In the past three years, Bluewater has committed itself to developing technologies that address water scarcity and the global plastics crisis. The company uses water purification solutions that provide localised sources of pure water free of all contaminants in Europe, the US, China and Africa. This method eliminates the need to use and transport the billions of single-use plastic bottles that now pollute our oceans and have even entered our food and water chains. Less than two years in, the strategy is exceeding all expectations and fulfilling the Bluewater vision that refill stations with filtration is the wave of the future for all public spaces.

GlaxoSmithKline Consumer Healthcare

By setting ambitious water targets, GSK has reduced water use by 22% since 2010 in its direct operations by implementing more efficient use of water and investing in the recycling and reuse of water along with rainwater capture projects at some manufacturing sites in water-stressed regions of the world. At the end of 2017, all of GSK's manufacturing sites had completed their water stewardship risk assessments and are now in the process of developing plans to address the risks that have been identified which may include, in some situations, in working with local communities and other stakeholders.

PT P.I.P.A

Jakarta-based PT P.I.P.A dedicates itself to designing and implementing sustainable water management solutions. In a high rainfall country that paradoxically suffers from water scarcity, PT PIPA has demonstrated the role of water efficiency as an engine towards economic growth, social prosperity and environmental sustainability. The company promotes network efficiency to utilities and demand-management to end-users, balancing consumption and production patterns. PT P.I.P.A's demand-management project has achieved 57% savings, with a return on investment of below two years. Meanwhile, water sustainability has been endorsed by the company as a long-term financial strategy, balancing CAPEX and OPEX.

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LOW-CARBON PRODUCTION INNOVATION OF THE YEAR

WINNER: MITSUBISHI ELECTRIC - THE CITY MULTI R32 HYBRID VRF

MITSUBISHI ELECTRIC

Launched in May 2018 by multinational electronics firm Mitsubishi Electric, the City Multi R32 hybrid variable refrigerant flow (VFR) unit offers an innovative solution to minimise the carbon and greenhouse gas (GHG) emissions of large-scale heating and cooling installations.

Refrigerants, specifically chlorofluorocarbons (CFCs) and hydrofluorocarbons (HCFCs), were once majorly responsible for depleting the planet's ozone layer. Scientific research has concluded time and time again that cooling systems have a capacity to negatively affect the global temperature by producing between one thousand and nine thousand times greater GHG emissions than that of coal burning.

And while these technologies have now been banned in several nations and cities, the Lawrence Berkeley National Laboratory has predicted that the world stock of air-conditioning units will surpass 700 million devices by 2030. The Laboratory has initially estimated that the global demand for air conditioning units will surge 33-fold by 2100, against a 2015 baseline.

Almost all of these devices will be produced by what is known as vapour-compression refrigeration, 100-year-old technology that uses refrigerants usually HCFCs or HFCs, that absorb and release heat – plus large amounts of electricity.

As for heat, which is arguably one of the hardest sectors to decarbonise for developed nations and lower-income nations alike, the majority is still generated using either fossil fuels or natural gas. Off-grid properties are similarly often reliant on kerosene for heating and lighting – a highly flammable gas which produces large amounts of carbon monoxide.

(L-R) Presenter Mike Pitts, interim challenge director, Innovate UK, Mitsubishi Electric's Marc Overson and compere Michaela Strachan

In a bid to meet this growing demand for heating and cooling systems as the global population grows, Mitsubishi Electric has created what is claims is the most sustainable two-pipe heating and cooling system in the world.

Launched into the market in 2018, the device circulates water using plastic and copper water pipes, rather than traditional refrigerant pipes, enabling simultaneous heating and cooling with heat recovery while minimising GHG emissions from refrigerant use.
While refrigerants are still used between the technology's outdoor unit and hybrid BC controller, the device – unlike traditional Variable Refrigerant Flow (VRF) models – uses water between the HBC and the indoor units. This minimises the resource intensity of refrigerant sourcing for the user, reducing their carbon footprint and device running costs.

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LOW-CARBON PRODUCTION INNOVATION OF THE YEAR

When put together, the European Union (EU) estimates that heating and cooling account for more than half of the bloc's building-related emissions, which are responsible for 40% of the bloc's overall carbon footprint.

During intensive testing to measure the product's carbon footprint against those of traditional VRF units, Mitsubishi Electric found that the device's average Global Warming Potential (GWP) was 675. In comparison, the EU-wide standard for such technology, the R410A, requires VRFs to be built with a GWP of 2,088 or less. This means that the device is more than 66% more efficient than currently required, future-proofing it against any future legislation which may set tougher requirements.

A key cause of this low GWP is the fact that the device can capture its own waste heat, repurposing it elsewhere in the building or storing it for future use. It is additionally capable of heating certain areas of a building while cooling others, with minimal switchover time.

A further benefit of the design is that it is highly water-efficient and leak-proof, both in terms of water and of refrigerant. The technology has a built-in leak detector, mitigating the need for an external detector to be installed, as per the EU's BS EN378 regulation.

In its application for this award, Mitsubishi Electric told edie that these design points make the City Multi R32 hybrid VRF more energy-efficient and easier to control than its predecessors. The firm also said the features serve to make the technology more flexible, allowing end-user businesses to adapt to any temperature eventuality and to accommodate their heating and cooling budgets or carbon reduction targets.

Mitsubishi Electric also claims that the product's ability to use less water and refrigerant – and therefore produce less carbon – is not at odds with performance, with end-users to have trialled the system noticing no difference in comfort. While the technology has not yet been rolled out at scale in multiple markets, edie's judging panel was impressed that the business case for installing the device had already been proven, just five months after the product was launched. Several London-based hotels, offices and conference venues have already installed the full-scale technology at their buildings, reportedly reaping "significant" carbon and cost savings.

As end-user businesses become ever-more pressed by rising heat, cooling and electricity prices, our judges concluded that the innovation is likely to be taken up at scale across Europe's business community – particularly within the hospitality and leisure sector.

With more sustainability reporting legislation coming into force every year and new scientific research on carbon emerging at a pace, the judges also noted that a growing awareness of the business impact on the global environment is also likely to drive further uptake of the devices.

WHAT THE JUDGES SAID:

"This entry demonstrated elegant innovation in response to an issue which is large-scale and growing. The technology is already proven and directly addressing the issue of greenhouse gas emissions from its sector."

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LOW-CARBON PRODUCT INNOVATION OF THE YEAR FINALISTS

Aeristech

As hydrogen-powered and electric vehicles (EVs) come to the market, Birmingham-based start-up Aeristech has developed an innovation that minimises the amount of energy which vehicle batteries use to pressurise the air supplied to the cell stack. This process typically uses around 25% of a battery's energy, but Aeristech has developed a motor control device that improves efficiency by between 20-40%, enabling more energy to be conserved for powering the vehicle. Called ACT, the compressor claims to improve the range and charge time of hydrogen-powered vehicles. It has been brought to market in three sizes so far, namely 2-10kW, 10-15kW and 15- 23kW.

GridBeyond

Energy technology, demand-side response and commercial battery control provider GridBeyond has developed what it claims is the world's first hybrid battery and demand network. The portfolio of commercial batteries and demand assets, which is based in Dublin and includes a 2MW Tesla battery, works in harmony to provide flexibility to the grid while offering balancing services to inflexible sites. GridBeyond claims that using these technologies has helped to "significantly" reduce the grid's carbon footprint whilst ensuring energy security. Therefore, the technology can help large energy users to meet both their environmental commitments and sustainable manufacturing goals.

OC Innovations

In a bid to make heat generation and hot water procurement more sustainable for commercial kitchens, offices, data centres, schools, hospitals and manufacturing sites, air purification specialist OC Innovations has created a heat recovery system that captures waste heat for reuse and converts wastewater into potable hot water. Called the Commercial Premises Heat Recovery system, the technology negates the need for gas or electric boilers, resulting in financial and carbon savings for users. It can be installed in buildings of any side, from domestic properties to large-scale manufacturing plants, reducing the amount of electricity or gas used for heating or hot water purposes.

UK Power Networks Services and UPS

Collaborating to overcome the challenge of simultaneously recharging an entire EV fleet, logistics giant UPS and distribution network operator UK Power Networks have developed a radical new charging technology that has received backing from the UK Office for Low Emission Vehicles. Called Smart Electric Urban Logistics (SEUL) technology, the innovation combines decentralised power generation and onsite storage systems to boost grid capacity, enabling UPS to charge its entire Camden-based fleet simultaneously. The technology enabled UPS to increase the amount of 7.5-tonne electric trucks operating from its London site from 65 to 170 when it was installed in 2018.

EO Charging

With 30 million EVs set to be sold worldwide each year by 2030, innovators are moving at pace to develop technologies to support low-carbon transport. Among them is EO Charging, which has launched a device that constantly monitors the energy profile of a building, enabling two or more EVs to be charged simultaneously within the site's power constraints. Called the eoALM, the device can prioritise charging of EVs, turn down the power going to EV chargers, or turn them off if the site is nearing its power usage limit. EO Charging claims that these functions prevent the need for extensive upgrades to power supplies.

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LOW-CARBON PRODUCT INNOVATION OF THE YEAR FINALISTS

HV Systems

As the business appetite for switching to more sustainable road transport grows, hydrogen-electric carmaker HV Systems is working to develop a range of zero-emission heavy goods vehicles (HGVs), including vans and trucks, for large fleet owners and freight shipping firms. Called H2Van and HV Truck, Glasgow-based HV systems estimates that the innovative vehicles will be able to refuel in less than six minutes and have a range of up to 1,200km. The company has already contacted more than 50 fleet operators and is in the process of contacting more than 1,000 freight firms in order to help drive an industry-wide shift towards zero-emission transport.

Mitsubishi Electric - The Ultra quiet Ecodan

With the UK Government predicting that annual sales of air-source heat pumps will surpass one million by 2030, Mitsubishi Electric has designed an energy-efficient and low-noise device that produces a similar sound pressure level to that found in a library. The Ultra Quiet Ecodan has achieved an A++ rating under the Energy related Products Directive (ErP), which was introduced to help nations reduce energy use and emissions by 20% while increasing the share of energy generated by renewables by 20% by 2020. While the device has been developed specifically to provide heating and hot water to residential buildings, it is also a viable solution for small businesses.

phs

Taking an innovative approach to making the disposal of its hygiene waste more sustainable, washroom, healthcare and floorcare giant phs Group has engineered a patented waste-to-energy process called LifeCycle to convert end-of-life sanitary products into refuse-derived fuel (RDF). Once the waste is taken to phs' LifeCycle plant, wet products are shredded and separated into component parts before being compressed to remove liquid. A scan identifies and removes foreign objects, before the waste is chemically treated to stabilise its structure. To date, phs has diverted more than 29,650 tonnes of waste from landfill to create 15,400 tonnes of RDF – enough to power more than 15,000 homes for a year.

Virgin Atlantic and LanzaTech

As part of a partnership with LanzaTech – a firm which recycles industrial waste gases and other waste streams into ethanol-based aviation fuel – airline Virgin Atlantic has developed an innovative low-carbon jet fuel made from recycled waste gases. These gases are typically emitted into the atmosphere as CO2 or used for ground heat and power, but the recycling process enables the jet fuel to generate 70% less carbon during its life cycle than fossil fuels. A further benefit of the fuel is that, unlike traditional biofuels, it does not require land or food to be taken away from the agriculture industry.

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SUSTAINABILITY PRODUCT INNOVATION OF THE YEAR

WINNER:
NUTRECO

Multinational animal nutrition firm Nutreco impressed with its innovative and scalable solution to the environmental issues which global megatrends such as population growth now pose to the seafood sector.

The UN's Food & Agriculture Organisation estimates that food production will need to increase by 70% to match population growth by 2050, when the world's population is predicted to surpass 9.5 billion people.

In a bid to meet this increased demand for food in a sustainable way, Dutch company Nutreco has spent several years developing the world's first industrial-grade salmon feed to be produced without fishmeal – a commercial product made from fish and shellfish which are deemed unfit for human consumption.

The majority of industrial fish feeds currently comprise of between 5% and 30% fishmeal – down from 50% in the 1980s - with the product traditionally being used due to its high protein and fat content.

But with the UN estimating that 70% of the world's fisheries are either "fully exploited', "overexploited" or "significantly depleted", the pressure is now on the aquaculture industry to find a more sustainable form of nutrition – leaving fishery stocks for human consumption rather than downcycling them.

Since the early 2000s, Nutreco's parent company Skretting has been working to identify key micronutrients in fishmeal and the role they play in salmon growth and health.
After devoting significant resources to this research, the firm was able to develop a nutrient profile for fishmeal, and to replicate this profile using 100% plant-based ingredients.

(L-R) Skretting's Trygve Berg Lea, presenter Laura Timlin, director, Carbon Trust Business Services, Nutreco's Jose Villalon and compere Michaela Strachan

The result was a fishmeal-free product called Microbalance FLX, which is made from a mixture of six plant-based ingredients including seaweed and cornmeal. The proportions in which each ingredient are used can be altered, so long as the product's nutrition profile is kept the same – giving aquaculture firms the flexibility to account for ingredient prices or scarcities.

The innovative product is the brainchild of Nutreco's corporate sustainability director and former vice president of WWF's aquaculture programme, José Villalon.

Given his background at WWF and his membership to the Supervisory Board of the Aquaculture Stewardship Council (ASC), Villalon is well-versed in the increasingly strict requirements demanded of aquaculture on a global scale and the implications of breakthroughs such as Microbalance FLX.

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SUSTAINABILITY PRODUCT INNOVATION OF THE YEAR

Nutreco has been working to perfect the product's formula since the early 2000s and, last year, scaled up its manufacturing in order to feed seven million salmonids across Europe and South America.

At the same time, the company partnered with Scottish seafood firm Marine Harvest to carry out a benchmarking study and ensure the feed was an efficient way to feed large stocks of farmed fish.

During the study, half the fishery's salmonids were fed with Microbalance FLX, while the other half were given Nutreco's 5% fishmeal blend. At the end of the study, Marine Harvest's researchers found no difference in salmon growth, size and feed conversion or in the final product quality, fat content and pigmentation.

Nutreco has always been transparent with the results of its new product testing, and regularly publishes results from studies such as this in its customer magazines.

Companies to have used the product so far have reported cost savings via reduced food bills, in addition to carbon savings throughout the lifecycle of the innovative feed and the fish themselves.

Going forward, Nutreco estimates that the Microbalance FX principles could be applied to all fish feed used within the salmon industry, which currently represents 4.8% of the world's total aquaculture production.

The company is additionally carrying out tests to ascertain whether the innovative feed concept could be adapted and extended to cover shrimp, which accounts for a further 7.2% of global aquaculture output. With approximately 30% of a typical shrimp diet comprising of fishmeal, there is enormous potential to make a positive impact in this area.

Nutreco claims that salmon and shrimp farmers will easily be able to switch to Microbalance FLX without any interruptions, as the product can be distributed in the same way and in the same quantities as traditional, fishmeal-based feeds. Nonetheless, its parent company Skretting has pledged to provide technical expertise and tools to customers struggling to make the transition for any reason.

Given the potential for this product to significantly lower the carbon emissions associated with fishmeal sourcing while improving ocean biodiversity and preventing overfishing, the judging panel were particularly impressed with the scalability of this innovation.

If implemented at scale, the innovation could remove fishmeal from two of the seafood farming practices which currently use the most fishmeal – salmon and shrimp – thus making the global food system more sustainable.

edie's judging panel also noted that the launch of the innovative feed and the upscaling of its production will serve to show other companies in the animal feed and seafood sectors that sustainability and profitability can be aligned.

WHAT THE JUDGES SAID:

"The product developed by Nutreco and Skretting deals with wider food systems issues, avoiding high-impact nutrition sources and addressing the pressing issue of over-fishing. The judges are sure this initiative will have a scalable impact, and for that reason decided to give it the recognition it deserves."

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SUSTAINABILITY PRODUCT INNOVATION OF THE YEAR FINALISTS

Castalia Operations

As the plastic crisis continues to attract the attention of governments, consumers and businesses worldwide, marine technology firm Castalia Operations has developed a device that can remove plastic debris of all sizes from rivers and canals. The company's Castalia boom floats on the top of a waterway and is designed to skim to a depth of 10cm, selectively collecting plastic litter and avoiding the collection of fauna and flora. Operating using a naturally created water flow generated by the angle of its opening in relation to the surface, the boom requires no electricity to run. In trials, it has collected up to 80% of surface-level plastic.

CottonConnect

With consumer demand for supply chain transparency on the rise, social enterprise CottonConnect has launched a digital product that tracks source and chain of custody information on raw materials and products in the textile industry real-time. The innovative tool, called TraceBale, is available as both a website and an app. It aims to capture all transactional and process data throughout the supply chain, which links the whole loop of a transaction and has been used to bolster traceability and transparency across REEL-certified cotton and organic-certified cotton by brands such as Primark, C&A and Whitbread. To date, the tool has been used to track 2.1% of the cotton produced in India.

Barclays & Greenstone partnership

In partnership with sustainability software provider Greenstone, London-based banking giant Barclays has incubated a digital tool that monitors and reports the benefits from the company's energy efficiency, waste reduction and water saving initiatives. The Initiative Savings Module (ISM) streamlined a risk-prone Excel management approach into an online system to provide greater visibility of initiatives savings – enabling Barclays to review whether the projected savings of environmental initiatives were achieved and to make alterations at the earliest possible stage to drive cost and resource savings. Once incubation was completed last year, the ISM was made available to other organisations in order to drive wider change.

Vodafone UK

Globally, the International Labour Organisation estimates that there are around 210 million young people who are either unemployed or work but still live in poverty. In a bid to address the issue, telecoms and technology giant Vodafone's digital development team worked for more than a year to create a smartphone-based tool which helps youths to determine their professional strengths and find good-quality jobs. The free tool, called the 'Future Jobs Finder', offers assessments that help users understand their own abilities, which then feed into specific digital job recommendations and free learning and skills opportunities. It is available in 10 languages and has been launched in 18 countries to date.

Yellow Octopus Fashion

In a drive to help reduce the 16 million tonnes of garment waste which is sent to landfills globally each year, sustainable solutions firm Yellow Octopus' fashion arm has developed a digital app that encourages consumers to recycle their used clothing. Called ReGAIN, the app uses GPS to help users locate which of the UK's 20,000 clothing drop-off points is closest to them. Once the clothing has been collected, users are rewarded with a coupon of their choice to exchange at a variety of leisure, travel and hospitality businesses. The app is currently UK-based, with Yellow Octopus Fashion set to complete a Europe-wide roll-out by the end of 2019.

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SUSTAINABILITY PRODUCT INNOVATION OF THE YEAR FINALISTS

Circular Devices

In a bid to reduce global e-waste streams and make mobile phone production more sustainable, Finnish startup Circular Devices has created a modular smartphone which has main parts that can be removed and replaced with ease. Called PuzzlePhone, the Android device has been designed to maximise its lifespan and reshape the manufacturing and hardware business model with closed-loop systems and circular economy principles in mind. Each module can be removed, repaired, replaced and re-installed by the phone user, meaning the PuzzlePhone is customisable. Circular Devices estimates that each module lasts for between three and 10 years, with the device only reaching end-of-life as a whole when it malfunctions.

Ecosulis

Ecological consultancy and building contracting company Ecosulis has developed a digital tool that can express local biodiversity levels in numerical form, enabling built environment sector stakeholders to measure and mitigate the impact their projects are having on ecosystems. Called the biodiversity quality calculator (BQC), it tracks and measures impact across an array of metrics including species, habitats, waterways, climate, topography and pollution. The BQC has been used by the likes of The Environment Agency, Forestry Commission, Vincent Wildlife Trust, Bristol Water, Devon Wildlife Trust and Wales Wildlife Trust. It can be used in any kind of environment and for projects of all sizes.

Waterscan

Commercial water management firm Waterscan has developed an innovative attenuation system which enables businesses and homeowners to adopt closed-loop water practices. Called Intellistorm, the system comprises of rainwater harvesting and storage technology that uses Artificial Intelligence (AI) to empty attenuation in accordance with weather forecast data. The AI enables the system to reserve the precise amount of space needed in the tanks to receive incoming rainwater, enabling water to be intelligently stored and efficiently used for non-potable applications. After installing the system for several clients, Waterscan found that it can reduce water consumption by up to 50%.

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MISSION POSSIBLE: MOBILITY

Inspired by MISSION POSSIBLE Achieving a sustainable future

WINNER: TIDEWAY

Through its ambitious river transport strategy, construction firm Tideway has eliminated the need for more than 250,000 heavy goods vehicle (HGV) movements to be made during its work to build the Thames Tideway Tunnel.

Tideway is currently in the process of delivering a major new infrastructure project aimed at reducing pollution in the Thames and boosting the capacity and efficiency of London's wastewater management systems – a feat which the company initially estimated would require more than 506,000 two-way HGV journeys.

Through the development of an advanced, ambitious and precise transport strategy, the firm has managed to reduce the number of two-way HGV journeys required to move raw materials and waste during the project to just 140,000 – a move which will mitigate local air pollution risks and minimise Tideway's carbon footprint.

At the time of application, in summer 2018, Tideway had already avoided 33,500 two-way HGV movements through this strategy.

A further reduction in HGV movements will be achieved by delivering more than 4.2 million tonnes of raw materials by river, with one of Tideway's barges capable of carrying fifty times as much material by weight than an HGV.

This shift away from road transport will bring about multiple benefits for the environment and the local community, including a reduced impact on London's road network, a lower carbon footprint, a reduced risk of road safety incidents and a boost for the capital's once-thriving river economy.

(L-R) Tideway team, Philip Sellwood, chief executive, Energy Saving Trust (middle back) and compere Michaela Strachan

Moreover, Tideway's decision to use boats rather than HGVs is expected to mitigate any potential rise in local air pollution levels, which notably breached the legal limit for 2018 just one month into the year. It has been estimated that river barges at 75% weight capacity produce 90% less CO2 and around half (54%) of the amount of nitrous oxides (NOx) emitted by their HGV equivalents.

It is commendable that Tideway has expressed a desire to help foster London's river-based transport network once work on its flagship project is complete, with the company having set an aim to "leave a lasting legacy by rejuvenating the river economy as a sustainable means of transporting material".

The purpose-led nature of the company's sustainability ambitions is therefore clear to see, with Tideway having additionally told edie that it is motivated by its mission to

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MISSION POSSIBLE: MOBILITY

"reconnect Londoners with the Thames" – a feat it hopes to achieve by increasing the health, safety and environmental standards for the river and the surrounding areas.

Specifically, Tideway has opened "safeguarded" wharves along the river and invested a "significant" sum into improvements within the Phoenix Wharf and Deptford Creek areas – both routes which are significant in serving its Greenwich Pumping Station site.

Achieving such a bold and noble ambition is, undeniably, something no one company can do alone. Tideway has therefore fostered a number of innovative and strong partnerships with other businesses and key stakeholders, in a bid to achieve a maximum positive impact on London's environment and society.

The judging panel was impressed with Tideway's ability to collaborate with others in developing its river transport strategy, with the firm's partners ranging from Transport for London (TfL) to the Port of London Authority (PLA).

Tideway initially teamed up with TfL during the planning stage of the Thames Tideway Tunnel project, using the body's data regarding transport emissions and road safety in order to build the business case for its transport strategy. Through analysis of TfL and Department for Transport (DfT) figures, Tideway concluded that a shift away from HGVs would not only limit its carbon footprint – but would result in the avoidance of around seven serious road traffic collisions.

Going forward, the partnership spurred Tideway and TfL to form further collaborative connections with the PLA and the Company of Watermen and Lightermen – a move which ultimately led to the launch of the Thames Skills Academy (TSA).

Since its launch in 2018, the TSA has been regarded as a standard-setter in terms of health and safety training and environmentally-conscious shipping practices. Under Tideway's river transport strategy, all boat masters will be required to complete the Academy's enhanced training programme, which includes a state-of-the-art shipping navigation simulator test at a specialist marine training centre.

For all road transport not covered by the TSA, HGV drivers will be offered immersive training covering health and safety, fuel-efficient route planning and vehicle load management.

WHAT THE JUDGES SAID:

"The judges were highly impressed by this innovative entry based on the formation of powerful partnerships and the utilisation of the latest technology-based solutions for sustainable mobility, which are now delivering impressive emissions savings."

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MISSION POSSIBLE: MOBILITY FINALISTS

Jaguar Land Rover

British carmaker Jaguar Land Rover (JLR) has developed the all-new Jaguar I-PACE – a fully electric luxury car with a range of 292 miles per charge and a charge time of 40 minutes. The I-PACE's Artificial Intelligence (AI) technology and five-seat SUV is an exciting attempt to place the carmaker at the forefront of the electric vehicle (EV) revolution, as the carmaker strives to move away from combustion engines towards autonomous, electrified and shared vehicles. Since its launch in 2018, the I-PACE has already been incorporated into Heathrow Airport's, Taxi Centre Munich's and Waymo's business fleets.

Royal Borough of Greenwich

After using an air pollution monitoring network to identify particulate hotspots across the Borough, the Royal Borough of Greenwich has been targeting the environmental performance of its fleet by shifting away from petrol and diesel vehicles while leading numerous initiatives encouraging local businesses and residents to follow suit. As a case in point, the Local Authority recently worked with Magtec to retrofit a refuse-collection vehicle at the end of its normal working life with an electric motor, with a view to a wider rollout of this technology. The Borough also has an Air Quality Action Plan, which is aimed at spurring the uptake of bio-diesel, EVs, walking and cycling.

UPS

Through innovation, technology investments and collaborative partnerships, delivery firm UPS has deployed a global alternative fuel fleet that has collectively travelled more than one billion miles since 2000, saving more than 60 million gallons of petrol and diesel. UPS operates almost 9,000 alternative fuel and advanced technology vehicles globally, including 700 hybrid-electric and 300 fully-electric delivery vehicles in Europe and the US. UPS last year installed new smart-grid charging technology at its central London depot in Camden, enabling it to simultaneously recharge all 170 trucks based there, without the need for an expensive upgrade to the power supply grid.

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MISSION POSSIBLE: THE BUILT ENVIRONMENT

Inspired by MISSION POSSIBLE Achieving a sustainable future

WINNER: LANDSEC

As one of the UK's largest property companies, Landsec has been leading the built environment sector's shift towards carbon reduction, resource efficiency and renewable power generation for several years.

Through its exceptional management of energy, carbon and waste – plus its efforts surrounding sustainable building designs - Landsec has positioned itself as a sustainability leader in the UK and achieved multiple positive impacts both within and outside of its own operations.

The firm, which has a sizeable portfolio of 24 million sq ft of office and retail space across the UK, became the first company of its kind to set a verified science-based target in 2016, for example.

Set in line with a 2C trajectory and approved by the Science Based Targets Initiative (SBTi), the ambitious aim is for an 80% reduction in Landsec's overall carbon footprint by 2050, against a 2015 baseline.

In a drive to meet this lofty goal, Landsec has been sourcing 100% renewable power since 2016 – both through power purchase agreements (PPAs) and via its own onsite solar arrays.

The company has nine rooftop solar facilities across its retail and office portfolio, with the largest being based at the White Rose shopping centre in Leeds.

Completed in the summer of 2017, the 2,092-panel array has enabled the mall to source 22% less grid electricity, with Landsec passing the cost savings from the solar array on to its tenants in the form of a reduction in the utilities service charges.

(L-R) Landsec team, presenter Paul Toyne, sustainability development expert and compere Michaela Strachan

When Landsec submitted its application for this award in 2018, the array – which has been referred to as the "jewel in the crown" of the developer's portfolio – had already generated 680MWh of power and reduced carbon emissions by 250 tonnes – the equivalent of more than 500,000 miles of car emissions. The project is notably expected to have a payback time of just eight years, making it an exemplary instance of sustainability and profitability aligning.

Since the completion of the White Rose solar facility, Landsec has unveiled a 184-panel photovoltaic (PV) array on its Trinity Leeds mall. The installation is expected to provide the shopping centre with 42MWh of energy every year, representing a 19-tonne reduction in the development's carbon footprint in the first year.

Overall, Landsec is aiming to increase its onsite renewable electricity capacity to 3MW by 2030.

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MISSION POSSIBLE: THE BUILT ENVIRONMENT

Away from electricity, Landsec is also one of the UK's largest users of green gas, sourcing 15% of its total estate demand from low-carbon facilities.

Looking to the company's energy future, Landsec has led the way in championing innovation and is moving at a pace to bolster its facilities against potential negative climate-related impacts which could occur in the coming years.

After carrying out an extensive resilience study, which concluded that damage to assets and loss of trading could increase by more than 30% each year due to adverse climate effects after 2030, the firm is adapting its approaches to energy and construction.

A combined heat and power (CHP) facility at the firm's Westgate shopping outlet, for example, is being phased out to make way for air-source heat pumps, with the technology now set to be installed at several of Landsec's new London developments. Halogen bulbs have also been phased out in car parks in favour of more energy-efficient LED installations – a move Landsec claims has reduced its energy bill while improving customer perceptions of the safety of its facilities.

Since setting its science-based target, Landsec has shown further leadership within the built environment sector by aligning its sustainability strategy with the United Nations' (UN) Sustainable Development Goals (SDGs).

The company's SDG mapping focuses on four areas where the firm's sustainability team believes it can drive the largest positive impact - good health and wellbeing, quality education, climate action and sustainable cities and communities.

In its application for this award, Landsec noted that this SDG alignment had helped the company to place innovation at the "core" of all projects and to lead its industry by example – particularly in regards to innovation.

The alignment has additionally enabled Landsec to build the business case for sustainability, with the company benefiting from sizeable energy cost reductions through renewable sourcing and enhanced brand image through campaigns such as Refill Me.

Launched in August 2018 in a bid to drive consumer behaviour change and minimise its plastic waste output, the Refill Me campaign saw Landsec work with 100 retailers at 170 locations to offer visitors free water bottle refills.

Following the success of this campaign, Refill Me will be rolled out across Landsec's UK estate by the end of 2020 – a move which will make the company host of one of the nation's largest public engagement schemes on plastic reduction.

WHAT THE JUDGES SAID:

"Landsec has a clear strategy supported by strong leadership and the firm is now science-based targets to guide its approach. Judges were pleased to see Landsec demonstrating true sector leadership and advocacy for wider action on sustainability, particularly through its alignment with the Sustainable Development Goals."

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MISSION POSSIBLE: THE BUILT ENVIRONMENT FINALISTS

Bioregional

Entrepreneurial charity Bioregional works both with developers and as a developer in its own right in a bid to create happy, healthy communities that operate within planetary boundaries. Among these are the UK's first large-scale eco-community, BedZED, and the Villages Nature Paris holiday resort and water park, which is powered by geothermal energy. Elsewhere, it has helped a 2,500-home development in Canada achieve carbon-neutral status and assisted with the development of a 400-home net-zero development in Bicester. Outside of its operations, Bioregional encourages other organisations to adopt its "One Planet Living" framework of sustainability principles, which cover the full lifecycle of a project.

Hair O'right International Corp.

As the leading green hair care brand in Taiwan, O'right International is the home to Asia's first GMP-certified cosmetics plant. The plant, which runs on 100% renewable electricity from wind and solar sources, has achieved ISO 9001, ISO 22716, ISO 50001, ISO 14001, and OHSAS 18001 certifications. It has also been certified as carbon-neutral and received accreditation from the likes of the Green Factory and Building Carbon Footprint initiatives. Completed in 2012, the facility utilises passive heating and cooling technologies, natural ventilation frameworks and rooftop solar arrays to minimise its energy consumption and carbon footprint.

Verto Homes

Homebuilder Verto Homes has committed to only building houses that meet its "'Zero Carbon Smart Homes" standard. To attain this standard, properties must be self-managed in the way they generate and use energy, with the majority of homes benefitting from onsite solar arrays, ground- or air-source heat pumps, mechanical ventilation and heat recovery systems. Other common features include triple-glazing, LED lighting, carpets made from recycled plastic bottles and walls made from recycled wood fibres. Elsewhere in its operations, Verto Homes has embedded circular economy principles by sending no wood waste to landfill and installing recycling and composting centres at all its sites.

Deloitte

Multinational professional services network Deloitte is set to attain both BREEAM Outstanding and WELL Gold certifications for its new London headquarters after four years of tireless work from its sustainability team - and has recently committed to applying the same rigorous standard to all future office re-fits. If both certifications are granted, Deloitte will be the first company in the world to achieve this double accolade for an office-fit out. By applying for both certifications, Deloitte has shown that its commitment to addressing environmental sustainability is of equal importance to productivity, collaboration and employee satisfaction.

Innovation Gateway

Oxford-based Innovation Gateway acts as a network for sustainable businesses, connecting companies and helping them to address the Sustainable Development Goals (SDGs) by reducing the operational costs and environmental impacts of their buildings. Through its work with the likes of Kingfisher, Tesco, Heathrow and RBS, it has enabled numerous corporations to overcome the risks associated with the adoption of innovative building technologies. Each of the partners involved in the Innovation Alliance, from Nottingham City Council to Unite Students, are involved in identifying key challenge areas, sharing experience, evaluating the sourced innovations and sharing performance data from trials in order to re-shape what best-practice means for the built environment.

Syzygy Renewables

As an independent renewable energy consultancy which provides commercial property owners and occupiers with advice on making their buildings more sustainable, Syzygy Renewables aims to make renewables the "new normal" across the real estate sector. It specialises in building and analysing the business case for implementing energy, waste and water efficiency measures across the built environment sector, allowing businesses to achieve boardroom buy-in for both retrofit and new build projects. Since being founded in 2009, Syzygy Renewables has proven time and again that it is capable of adapting to new technologies and growing sources of energy demand, such as electric vehicle (EV) charging infrastructure.

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SUSTAINABILITY REPORTING AND COMMUNICATIONS

WINNER:
PEPSICO AND MERCHANTCANTOS

PepsiCo is now 12 years into its Performance with Purpose strategy, and the food and drink manufacturing giant has encapsulated how to make a deep and complex strategy appeal to a variety of different stakeholders in a digitalised era.

In an attempt to engage an audience beyond specialist stakeholders, the company has transformed a traditional sustainability report into an engaging but robust and transparent offering that can be digested in numerous ways.

Following an audience review, PepsiCo, assisted by creative communications agency MerchantCantos, realised that the vast majority of its audience consumed reports digitally. In response, PepsiCo moved its report to a screen-first format, with landing pages and permanent top navigation that enables the report to be used and explored like a website.

The screen-first format takes three different types of readers into consideration; PepsiCo has outlined 'paddlers' who skim the content to cover key themes, 'divers' who delve deep into individual topics and 'swimmers' who use the entire report.

In order to appeal to each audience, the report has been broken down via section overviews, dashboards, and pull-out stats for 'paddlers', while links to datasheets and A-Z topics are included for the 'divers'. As for the 'swimmers', case studies, overviews and transparent data disclosures are included.

The pull-out data points are used to disclose performance, but are also accompanied by trend arrows to indicate whether the data and performance are increasing or declining. The performance dashboard has been dramatically

(L-R) Presenter Trewin Restorick, chief executive, Hubbub, MerchantCantos' Ian Roe and compere Michaela Strachan

simplified from more than 35 metrics across products, people and planet to seven material metrics, with the remainder moved to an easier to use data download.

This condensed approach to reporting is evident in the actual size of the report, which has been shortened to just half the page count of the previous report with no loss in disclosure.

The report was also published three months earlier than the previous year to better align it with the company's financial results, in an attempt to strengthen the link between Performance with Purpose and the wider business results.

The intention is to continue bringing the reporting forward to align directly with the financial results, and the data systems required are being developed.

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SUSTAINABILITY REPORTING AND COMMUNICATIONS

The condensed report still covers the most material issues identified by PepsiCo's materiality reviews and has been structured into five key sections. These include a summary overview featuring a statement from the chief executive, before branching off into the Products, Planet and People topics. Each one is structured on an outside-in basis, starting with a top-level overview, then external stakeholder perspective, strategy, specific issues, specific programmes, followed by a case study. Finally, a governance section is attached, outlining results relating to ethics, supply chains and financial performance.

A separate data download is also a core part of the suite, providing easy access to performance data, including previous years' data to review trends. The food and beverage industry is subject to a variety of complex climate, social and economic megatrends, meaning there is a need for a far greater level of detail and disclosure than what can actually fit into the main report in order to remain readable.

PepsiCo has attached an accompanying A-Z Topics area on the website (and also linked in the report) for specialist stakeholders. This section disclosures a wealth of data and lists policies on a wide array of issues, such as advertising, deforestation, palm oil, talent and much more.

While the vast pool of data is ideal for specialist stakeholders, PepsiCo has utilised engaging visuals and the popularity of social media in order to extend the reach of its latest report.

Bold and engaging visuals, including hand-drawn graphics and real photography of PepsiCo projects, are used to provide engaging context to the written copy. A simple, linear value chain diagram shows how the strategy has become embedded throughout PepsiCo's business.

These visuals are also used to reach a different audience across social media. The visual assets created for the report have been turned into animated graphics for use on Twitter, further highlighting how PepsiCo has targeted different audiences using unique methods.

PepsiCo's latest sustainability report is a step change that combines transparent disclosure and impactful case studies with easy to understand and engaging infographics and visuals to reach out to all audiences.

Feedback from internal stakeholders in PepsiCo has been very strong; the combination of a shorter report, datasheet and A-Z Topics has made it much easier for stakeholder-facing staff to engage with different areas of the company.

WHAT THE JUDGES SAID:

"The PepsiCo sustainability report developed with support of MerchantCantos was clear, engaging and easy to navigate. The online aspects of the report are transparent across all issues and creatively presented. The report also aligns well with global leading reporting frameworks – making this the standout entry for our judges."

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Co-op

Co-op's 12th annual Sustainability Report is built on the notion that transparency is crucial to business growth and trust. The latest report – which was the first to be launched alongside Co-op's annual report – provides stakeholders with succinct and accessible data outlining performances against key targets. Supported by digestible web content that has more than quadrupled visits to the reporting site year-on-year, the data covers nine material issues that are reported to GRI Standards and cross-referenced against the Sustainable Development Goals (SDGs). Be it positive or negative, four years' worth of data is shown, where possible, to highlight performance trends over time.

Kingfisher

Home improvement retailer Kingfisher has coupled extensive data collection with insightful case studies to highlight how sustainability has been integrated into products and services. The company's Sustainable Growth Plan is presented in a way that multiple stakeholders with different interests can digest, in either short-form summaries, or data-driven deep dives. Graphs and charts provide at-a-glance views of data that is reported against an array of frameworks including, the Sustainable Development Goals (SDGs), the UN Global Compact, GRI G4 Sustainability Reporting Guidelines and key recommendations from the Task Force on Climate-related Financial Disclosures (TCFD).

The Hongkong & Shanghai Hotels

When read together with Hongkong & Shanghai Hotels' annual report, the latest sustainability report improves and condenses approaches to story-telling and data handling, to make it more accessible and readable for stakeholders, while being cohesive with the overall business strategy. The report highlights successes and setbacks across guests, people and city pillars with equal honesty in order to give readers an honest overall look at the firm's Sustainable Luxury Vision 2020 strategy. For stakeholders seeking more detailed and statistical content, extra information is available in the Data Statement and GRI Content Index towards the end of the report or on the corporate website.

Veolia

Waste management firm Veolia completely revamped its reporting approach, coupling absolute transparency with an innovative, customer-focused reporting narrative. The report is a complete departure from previous versions and places the spotlight on customers and their material issues. In total, 22 customer case studies were used to demonstrate how Veolia supports customer objectives and creates value. This made it easy for readers to identify and engage with the content. The customer focus is coupled with transparent data, which is broken down to not only show current data sets, but also how it compares to the previous two years. The data is easy to spot and navigate in the report, and is also available via the corporate website.

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Thai Union

Seafood products firm Thai Union's SeaChange sustainability strategy targets sector-wide transformation and is therefore presented so that any reader can understand it. The report supports the notions that traceability is a vital lever in business performance. It couples detailed data from more than 240 Thai fishing vessel audits with easy-to-read infographics and engaging blogs and videos. Now in its fifth iteration, the report is prepared in compliance with G4 Guidelines and refers to the Sustainable Development Goals (SDGs) throughout. Available online, the report reflects significant economic, environmental and social impacts, and stakeholder interests.

Nutreco

Animal nutrition company Nutreco has placed a strong emphasis on candid transparency in its latest sustainability report. As well as outlining what goals and initiatives are of relevance to the Sustainable Development Goals (SDGs), the report provides clear cases of successes, failures and opportunities for improvement against key sustainability targets. Written in accordance with the GRI G4 guidelines and verified by third-party auditors, the report features everything from statistical analysis of supply chain management to customer case studies on the environmental impact of product use. A self-assessment benchmark is also included that measures progress in the last two years against the 2020 sustainability targets in a percentage format.

Royal Mail Group

The Royal Mail Group is well-versed in the area of reporting, with a proud history of strong and engaging annual reports relating to accounts, corporate responsibility and GRI summaries. The latest iteration of the report learns from the past and seeks to provide meaningful data and stories to all of the Group's stakeholders. Activities and targets have been associated with the Sustainable Development Goals (SDGs), while case studies narrate the progress made with a heavy emphasis on the importance of staff culture. For true transparency, Royal Mail Group reports on poor performances, while tables display progress against objectives beyond the immediate previous year's performance.

Unilever

Consumer goods giant Unilever first moved to digital-first reporting in 2014 and the approach has clearly paid off, with more than 1.5 million people viewing the company's 2017 report. Having spent the last few years honing the visual appeal of content within the report, Unilever now offers interactive infographics, powerful images and spotlight case studies to appeal to a broader audience. The report has brought the Sustainable Development Goals (SDGs) to life, showcasing where and how Unilever is contributing. The layout and navigation are designed for skim readers, with comprehensive disclosure on all of material issues also provided in each section of the report.

Virgin Media

As a provider and innovator in the field of digital technology Virgin Media has leveraged its expertise to deliver an engaging and interactive report that can be digested in a number of ways. Innovative communication methods including downloadable summary PDFs, animations, commentary blogs, GIFs and an internal engagement "Sustainability Squad" selector, ensures colleagues and customers can consume the report with the level of detail that they require. Through a football-themed lens, data accompanies each goal and sub-goal and is displayed using a clear traffic light system. Each of the five goals is owned by a senior leader accountable for its delivery in the business.

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WINNER:
FORSTER COMMUNICATIONS

Forster is a social change PR agency that has coupled an impressive internal purpose-driven sustainability agenda with external communication expertise that ensures that the business and the corporates it works with aren't just talking about the global sustainability agenda but setting it.

The organisation has a dedicated history of practising what it is preaching. As a founding UK B Corporation, Forster has met rigorous standards of social and environmental performance, accountability, and transparency. This approach has been coupled with an impressive track record of working with clients that are at the forefront of corporate sustainability across a plethora of action points.

Forster is dedicated to moving its clients towards a better and more prosperous world by equipping them with expert PR and communications skills and bespoke advice that turns corporate ambitions into game-changing action. The organisation crafts game-changing communications through an innate understanding of the landscape and the companies and the people it is seeking to inspire.

Whether it is developing a strategy or executing the campaign activation and corporate PR, Forster has a portfolio of global clients that have a razor-sharp focus for sustainable change.

With 22 years of sustainability expertise and insights, the organisation connects clients to wider networks that continuously consider emerging risks and opportunities. Impressively, Forster has worked on a variety of campaigns that focus on different sustainability touch points, from fast

(L-R) Presenter Matthew Farrow, executive director, Environmental Industries Commission, Forster Communications' Peter Gilheany and Amanda Powell-Smith and compere Michaela Strachan

fashion and recycling to the widely acknowledged yet little acted upon Sustainable Development Goals (SDGs).

By involving itself with a variety of change agents and organisations such as the B Corporation group, Cambridge Institute of Sustainability Leadership (CISL) and organisations like the UK Stakeholders for Sustainable Development (UKSSD) of which Forster's chief executive sits on the Board, the PR agency works to turn positive thinking into influential action.

The organisation uses a bespoke evaluation model to create KPIs based on campaign deliverables, reach, engagement, action and impact for each client sustainability project and is increasingly working with companies that are using the SDGs as a barometer for CSR action. In fact, Forster believes that the SDGs represent the biggest global challenges – a sentiment echoed by a variety of sustainability leaders – and

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the company is attempting to turn the Goals into a more tangible and engaging framework for corporates.

Importantly, Forster has equipped teams and corporates with the tools and narratives to make a difference inside and outside the organisation. In fact, 100% of clients said they were 'satisfied/very satisfied' in a post-project client satisfaction review. Elsewhere, 45% of clients said the quality of work provided by Forster 'exceeded their expectations' and 88% 'agreed/strongly agreed' that the work created or contributed to social change in post-project client satisfaction reviews.

Notable external projects include receiving 9,839 parcels and diverting 35.5 tonnes of clothing from landfill in the six weeks following that launch of the reGAIN app, working on the UKSSD's report showing how the UK is performing against the SDGs and developing and embedding CSR programmes with large global organisations like DP World and Astellas.

The company has also embraced the sustainability ethos internally. Forster is committed to change at every level, from interns and work experience placements right through to the board.

Forster is a UN Global Compact (UNGC) signatory and ISO 14001-certified and works with pioneering organisations to push the sustainability agenda and become leading voices.

Internally, the organisation incentivises walking and cycling amongst staff via cashback schemes and extra holiday opportunities. A dedicated CSR champion is tasked with finding opportunities to improve performance across three SDGs that have been identified as areas of real impact for Forster, namely goals related to sustainability, health and fair work. Progress is reported to the board quarterly, while workshops and biannual personal development reviews provide a forum for new ideas to improve operational performances and drive new business across the impact targets.

Notable internal achievements include sending 0% of waste to landfill and reducing total waste by an average of 35kg per month. Paper usage has been reduced by 25%, while carbon emissions (per capita) and water usage have been reduced by 11% and 23% respectively.

A regular newsletter, blogs and thought-leadership pieces in external press outlets are all used to help share Forster's sustainability commitments and purpose. The organisation has also appeared at events such as the UN SDG Business Forum and World Business Council for Sustainable Development Leadership meeting in New York.

WHAT THE JUDGES SAID:

"The Forster Communications entry inspired the judges with its wide array of projects, supported by clear data on their impacts. Forster's work on raising awareness of the Sustainable Development Goals is also very welcome and the company clearly combines a strong sustainability culture with very good customer service."

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AECOM

Through its forums on circular economy and natural capital principles, AECOM is empowering its clients to re-think their approaches to procurement, resource efficiency and carbon. This approach has enabled the consultancy to save several of its utility clients millions of pounds collectively, by helping them to assign a value to natural assets. AECOM is additionally the only consultancy to have partnered with climate action NGO GNIPlus – a move which is enabling it to help nations develop plans to meet their Paris Agreement commitments. Within its own operations, AECOM surpassed its "20% by 2020" emissions goal in 2017 and has now set science-based targets.

Bioregional

Bioregional prides itself on "embedding" itself into the sustainability teams of its client organisations, helping them to build the business case for setting ambitious waste, water and carbon targets that are grounded in science. Among its recent achievements are helping B&Q to reduce its absolute emissions by 40% and enabling Kingfisher to embed circular economy principles in its value chain. Bioregional was also key in helping to build the UK's first large-scale "eco-village" BedZED, where it is now based.

EVORA

EVORA is a sustainability consultancy for the real estate sector with 35 employees. Through innovation, investment and thought-leadership, the company is helping investors, housebuilders and other sector stakeholders across the UK and Europe to achieve reductions in their energy, waste and carbon footprints, and to achieve LEED or BREEAM certification for their buildings. One recent project saw EVORA achieve a 30% reduction in energy consumption at 110 Queen Street in Glasgow – a new build which had already achieved a BREEAM Excellent rating – with other clients recording similar reductions. The firm recently invested £2m in developing sustainability software for the sector, in a bid to drive wider change.

Radley Yeldar

Having helped multinationals, startups, private companies and public bodies develop and communicate ambitious sustainability strategies for three decades, Radley Yeldar is now a key contributor to the publication of 50 sustainability reports each year. Each of the consultancy's projects is led by a team of three staff – a strategic consultant, creative designer and client manager – to ensure that guidance is bespoke. One of Radley Yeldar's most recent achievements was its work with non-profit WRAP in boosting nationwide recycling rates in the wake of Blue Planet 2. Run in partnership with non-profit A Plastic Planet, the campaign reached more than 10 million people, generating engagement rates 800% greater than comparable schemes.

SustainSuccess

Consisting of just two employees, Manchester-based SustainSuccess has been helping clients to "achieve more with less" for more than a decade. While providing traditional consultancy services in the form of advice on technology, compliance and management systems, SustainSuccess has also developed a range of support tools and decision-making training to help clients weigh up the pros and cons of each sustainability-related decision they make. Notable achievements include guiding property firm Peel Group to achieve ISO 50001 certification and a 30% reduction in energy use across its portfolio and helping The World Bank to develop its Marginal Abatement Cost Tool, which is now used by policymakers worldwide.

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Barley Communications

Barley Communications helps charities, commercial businesses and public sector organisations to communicate their green messages in a way that engages stakeholders and results in behaviour change. Last year, the company was chosen by the London Waste and Recycling Board (LWARB) to lead a campaign encouraging young Londoners to become more resource-efficient. Called #LoveNotLandfill and backed by the likes of journalist Stacey Dooley and model Lily Cole, the campaign reached 1.2 million social media users within a fortnight. Elsewhere, its work with Hubbub on a resource efficiency campaign in London's Square Mile caught the attention of Starbucks, leading the coffee chain to work with the environmental charity to tackle coffee cup waste.

Eight Associates

With just 17 employees, Eight Associates provides a personal approach to its clients in the private, charity, non-profit and public sectors, while still giving them access to expertise across a range of topics. During the 2017-2018 financial year, the consultancy worked on 480 sustainability projects, including 229 BREEAM assessments, helping dozens of clients to achieve more energy, carbon and water-efficient buildings. In a drive to create a wider impact outside of its client base, Eight Associates recently published a series of eBooks on its website, giving all internet users free access to information on the impact of green spaces, building emissions and air pollution.

Simply Sustainable

Working exclusively with big-name brands, Hertfordshire-based Simply Sustainable encourages clients to go beyond best-practice, helping them to set and achieve ambitious goals. The company has worked with the likes of Costa, Azzurri Restaurants and Manchester Airport, providing support at every stage of each corporation's sustainability journey – from the creation of the first sustainability report, to bolstering climate resilience measures in line with the Taskforce for Climate Related Disclosures (TCFD) recommendations. The firm's staff continually update their knowledge by attending events and roundtables, passing key learnings onto clients in the form of blogs, newsletters and conferences, and notably founded the CSR Club North of England to host regular knowledge-sharing forums.

Syzygy Consulting

By helping property sector stakeholders embed zero-emission energy generation projects into their portfolio, Syzygy Consulting delivered 2.6MW of renewable energy projects in 2017, preventing the emission of 9,000 tonnes of CO_2. The consultancy has worked with every FTSE100 firm in the real estate sector, helping them reduce energy consumption across their estates by up to 20%. To help clients realise their ambition for installing solar arrays at buildings they own but do not occupy, Syzygy Consulting recently created a deed that facilitates landlord and tenant agreements on roof liability - a move that has facilitated the delivery of the UK's largest rooftop solar array at a retail outlet.

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WINNER:
INNOCENT

The innocent sustainability team combines an array of technical and personal skills to cover every inch of the company's internal and external workings – from fruit-sourcing suppliers to other departments within the business.

(L-R) Presenter Azhar Zaman, head of direct sales, CTRL Print, innocent team and compere Michaela Strachan

The innocent brand is in an interesting position when it comes to sustainability. Packaging has become a notorious issue for consumers and a material focus for the company alongside less-visible, yet equally important concerns regarding human rights in a supply chain that delves into developing nations.

It is commendable that a team a of six individuals have pushed sustainability out of departmental confines and embedded it within each worker representing the company.

The team consists of head of sustainability & nutrition Rozanne Davis, sustainability leader and head of the circular economy Lou Stevens, sustainability manager Simon Reid, sustainable ingredients officer Ben Summers, sustainability officer Katie Leggett and sustainable ingredients officer Atha Mandis. Each one brings their own unique strengths and skills to complement the overall ambitions of the team.

Since joining the team early last year, head of sustainability Rozanne, for example, has pushed the team to go further and faster than before. This culminated in innocent realising its ambition to become a B-Corp, which has further increased the reach of the sustainability message the team is embedding at the company.

The team's "Dame Plastics" Lou Stevens has driven work across the key area of resource efficiency that has seen innocent launch an industry-first bottle combining recycled and plant-based plastic, while also committing to having all of its bottles made from 100% renewable material by 2022.

Sustainability manager Simon has worked tirelessly with the team to commit the firm to a science-based target for greenhouse (GHG) emissions and has helped deliver a 5% reduction in emissions per bottle over a two-year period. This has been achieved in partnership with innocent's supply chain – notably through a "hero supplier programme" introduced by the team.

innocent's supply chain isn't just important for the packaging it uses, but also the fruit that is used for its drink products. A long and complex supply chain spans all the way to Africa and the team has gone to great lengths to ensure the fruit is sourced in a sustainable manner that doesn't negatively impact the environment or workers along the supply chain.

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Sustainability officer (since promoted to manager) Katie spearheads the human rights focus, including a 10-pillar policy that the company adheres to, alongside a Modern Slavery statement. Closer to the ground, Ben and Atha have engaged suppliers to put innocent ahead of target to improve sustainable practices and ensure that suppliers are accredited to Farm Sustainability Assessment (FSA) bronze level. Notable projects have been rolled out to farmers in Zimbabwe and Nicaragua to improve the resiliency and sustainability of the supply chain.

Internally, Katie has led an engagement framework that has seen every single employee at innocent have a formal working objective linked to sustainability.

This approach has created a virtual army of sustainability workers within the company – expanding the reach and focus of the team to near immeasurable levels. A similar enthusiasm for sustainability can be found within innocent's supply chain, an engaged group of workers that regularly report back to the team on progress in areas related to sustainability, including the resource productivity of packaging and certain farming practices.

The team is rightly convinced that this all-encompassing approach is working, and it seems to be reflective of consumer and industry views. Last year, innocent was voted the 3rd best company to work for in the UK by the Sunday Times.

However, momentum and motivation can be fleeting, and innocent's sustainability team realises that actions orientated towards sustainability need to become a discipline. Alongside the specific working objectives for each worker, the team has hosted various internal events to keep sustainability and climate change as a focal point within the company.

A mock Paris Agreement climate ceremony, for example, saw numerous people from the business publicly commit to hitting their own team targets.

The B Corp accreditation, science-based targets and ongoing plastics revolution have created public goals and ambitions that will help the team drive sustainability to even greater heights in the coming years, with the personnel perfectly set-up to deliver.

The team combines deep-seated passion, unprecedented business and worker knowledge and meshes it with technical climate change skills and exceptional engagement abilities to create a team that works tirelessly for one another that ultimately acts as a catalyst for change and ambition.

WHAT THE JUDGES SAID:

"Innocent have a highly engaged and collaborative team that is innovating not just internally but across a wider spectrum. The judges say they are the embodiment of a values-based team with the entry showing extensive evidence of delivery and impact."

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Marston's PLC

Marston's was the first pub hospitality group to operate zero-waste-to-landfill. What's even more impressive is that this was achieved through a team of three that has consistently developed business critical plans with sustainability embedded as a key ethos. Through streamlined efficiency, the Marston's sustainability team has developed a structure that champions resource efficiency and engages it across the business, from the executive board to the pubs they run and operate. Each member is proactive in initiating change across the wider company, by combining industry and sustainability expertise with sheer enthusiasm for the job.

Shire plc

Global biotechnology firm Shire has coupled a business mission to serve patients with rare diseases and specialised conditions with a tireless ambition to operate sustainably. Led by five key members, the Shire team has embarked on a year-long journey to revamp its responsibility strategy and set a science-based target for emissions reductions. The team has portrayed passion in creating a newfound sense of purpose and culture around energy and climate change within the business. Impactful messaging, communications, leadership skills and dedicated education events have helped spread the understanding and desire to act sustainably across the business.

NatWest

The risk-averse nature of the finance sector makes it difficult to ignite a transition towards more sustainable actions. However, the Climate Strategy and Sustainable Energy Forum (SEF) team at NatWest has not only pushed the bank towards lofty new ambitions but has also worked to support customers in their ambitions to mitigate their emissions, save energy and reduce costs. The bank-wide team meets regularly to deliver impressive commitments to mitigating climate change, including setting a global commitment to the RE100 renewable energy initiative and setting a target of funding £10bn to the Sustainable Energy sector by 2020.

West London Waste Authority

Each year, the West London Waste Authority (WLWA) waste minimisation team delivers campaigns across six constituent London boroughs that aim to minimise the seven key waste streams of food, textiles, waste electrical and electronic equipment, nappies, bulky household waste, plastics and dry mixed recycling. Conveying the correct instructions and advice to such a multi-cultural audience requires careful messaging and a willingness to go above and beyond to engage with individuals. The team has delivered tangible results, including 110 events, 8,718 waste reduction tools and 6,065 of residents engaged, all while showing a desire to empower and inspire communities to deliver and drive change.

ISS Facility Services UK

The ISS Waste, Innovation and Disruption (WIND) team has voluntarily worked to embed sustainable innovation and tweak behaviours regarding waste management, all while working collaboratively to instigate a culture change across the organisation. The team has worked tirelessly to redefine excellence in waste, with internal behaviour change campaigns reaching more than 28,5000 people across 84 countries. The team was formed under a shared desire to elevate waste as an environmental issue and has used this shared passion to drive alignment to sustainability across the organisation. Gamification, incentivisation and personal communications have all been championed by the team to motivate a wider audience to engage with waste reduction.

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RISING SUSTAINABILITY STAR

WINNER:
CHARLIE JARDINE, FOUNDER EO CHARGING

Charlie Jardine founded electric vehicle (EV) charging manufacturer EO Charging in 2015 and has grown the business from a small start-up operating out of a pig shed on his grandfather's farm, to a company with a global footprint that is present in more than 25 countries around the world.

Now managing a team of more than 20 employees and an international distribution network that includes partners in Norway, Thailand and Australia, Charlie is pushing towards a company vision of helping individuals to remove their dependency on the grid through integration with renewable energy generation and storage devices.

For Charlie, who was 28 years old at the time of his entry submission, EV charging is the first piece of the puzzle in the company's renewable energy vision.

EO Charging was conceived from Charlie's vision of 'Electricity Online', where chargers act as more than just a plug, but rather a gateway to a revolutionised grid system that integrates e-mobility into the ongoing low-carbon transition.

Despite the firm's infancy, EO Charging has already secured contracts with huge UK-based logistic firms and global blue chips such as Uber, Addison and Google. At a personal level, Charlie is spearheading innovation in the sector by leading a 'Low Emission Freight Trial' with Gnewt Cargo and 'V2GO' – an Oxford-based consortium of eight businesses developing a vehicle-to-grid (V2G) charger that allows for bidirectional charging.

Both the projects are supported by Innovate UK, but it is the Low Emission Freight Trial – aimed at demonstrating commercial benefits of EVs for final-mile delivery in London – where EO Charging and Charlie have been able to compile compelling evidence that supports the firm's EV vision.

Driven by Charlie's leadership skills and passion for the sector, the trial has uncovered notable environmental and economic findings that have helped to build the business case for e-mobility.

The trial found that one large diesel van consumes the same amount of equivalent fuel as six electric vans, while one diesel LGV (Large Goods Vehicle) is 45% more expensive to operate per km than an electric equivalent.

(L-R) Presenter Sarah George, reporter, edie, Charlie Jardine and compere Michaela Strachan

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RISING SUSTAINABILITY STAR

The trial has also suggested that a London-based EV revolution could provide up to a £60m benefit to the environment, and a total cost reduction of £1.7bn to LGV operators.

However, Charlie views EV charging as a piece of a wider, low-carbon transition and is currently focusing on integrating third-party software into EO's cloud platform - including fleet telematics providers. These integrations will enable businesses to clearly see the financial and environmental benefits of electrification, similar to those highlighted as part of the trial.

EV chargers are just the first step for EO Charging. The company is planning to move into producing an integrated renewable energy ecosystem that includes solar PV, battery storage and emerging technologies that all interact and support each other as part of a low-carbon future.

As with any start-up, EO Charging has faced numerous hurdles in developing products and generating revenue. But driven by Charlie's leadership, the company has successfully established itself as an innovative mainstay in a fast-paced and constantly evolving sector.

Currently present in 25 countries globally, Charlie plans for EO Charging to roll out its technologies and future innovations to all markets. In fact, Charlie has global aspirations for the business and plans to begin manufacturing and distributing proprietary hardware in a number of other countries.

Global aspirations will likely be supported by the number of large contracts that firm has secured to date, including assisting the likes of Uber, Ikea, Ocado, DHL and Hampshire Police Force switch their fleets to electric.

Charlie's dedication to the EV market doesn't just account for his clients. Almost all of his employees have been given access to or drive an EV, including access to free-to-use chargers installed outside of Charlie's office. Charlie is currently working to improve the sustainability of the office. The company is exploring ways to utilise more recycled product packaging and increasing recycling within the office. Charlie is also examining the viability of switching to green energy providers to power the office in the near future.

But despite managing this team of more than 20 people, Charlie still regularly meets with installers and sustainability professionals to answer any questions or discuss the latest developments in the industry. In fact, Charlie is still the first port of call for all clients that have installed large EO Charging infrastructure.

Charlie wants to become a leader of tomorrow, across the automotive, renewable and energy sectors. His success to date with EO Charging demonstrates the trajectory in which he has set for personal, business and leadership growth.

WHAT THE JUDGES SAID:

"Charlie is what this new award is all about, changing an industry and cutting carbon emissions in an extraordinarily short space of time. Charlie's bravery, determination and innovation should be an inspiration to anyone in the sector."

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RISING SUSTAINABILITY STAR FINALISTS

Chloe McIvor, senior account manager, Ketchum

As senior account manager at communications firm Ketchum, Chloe McIvor has worked with some of the biggest corporates to help them understand that talking about sustainability can be just as impactful as acting on it. Working with the likes of Unilever, Volvo, IHG, P&G and Quorn, Chloe has strived to push clients out of their comfort zones to exact real change in their organisation. Through strategic counselling and innovative communications campaigns, Chloe has advised global businesses on how to support and act on issues impacting the planet. Internally, she has coached junior colleagues to highlight new business opportunities in the sustainability space.

Eilidh Johnston, graduate environmental advisor, Laing O'Rourke

Eilidh first joined construction firm Laing O'Rourke as the business' first environmental scholar in 2015 and has since formed key collaborative relationships across the environmental team and other stakeholders to ensure that sustainability aspects are built into projects at the planning phase. Her enthusiasm to learn, lead and educate has been instrumental in the success of the Tideway tunnel project, which has also been shortlisted for a Sustainability Leaders Award. Eilidh displays demonstrable leadership to drive sustainability in the construction industry and in the ability to influence others, including getting site operatives involved in daily litter picking routines. Eilidh is also an ambassador for gender parity in construction.

Eleanor King, sustainability consultant, AECOM

Winning repeat business is an achievement and contribution normally associated with more experienced consultants, yet Eleanor King has already showcased exceptionally strong delivery for consultants AECOM that has delivered successful sustainability projects and strengthened client relationships in the process. Eleanor's skillset has seen her make a positive contribution to sustainable development which has consistently delivered across areas of carbon reduction, transparent supply chains and sustainable consumption and the circular economy. Having made influential contributions to AECOM's Business Sustainability practice, Eleanor has the ability to think strategically, articulate stakeholder concerns and deliver a project from the clients' point of view.

Jonathan Mobbs, UK environmental business partner, ISS Facility Services UK

Jonathan Mobbs was appointed ISS Facility Services' UK Environmental Business Partner nearly two years ago, and has acted as a driving force for the firm's sustainability and environmental compliance agenda. Having built a key ability to lead, Jonathan's approach to engaging the business on cross-functional initiatives has helped embed environmental compliance practices holistically. He has driven a sea-change in attitudes towards the environment through his infectious can-do approach, from creating toolbox talks that benefit site teams to engaging the business at a boardroom level. Jonathan has been key to a successful transfer of ISO 50001 to a new certification body for ISS UK.

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Joshua Davies, senior sustainability manager, Multiplex Construction Europe

Joshua started at Multiplex in July 2015 as a sustainability advisor and has used his strong initiative and commitment to excellence to climb the ranks and become the construction firm's senior sustainability manager. With a key ability to emphasise and put people at ease, Joshua has helped spread Multiplex's sustainability aspirations across the business and out towards clients. Now leading a host of working groups, including those on carbon and waste initiatives, he has shown a great commitment towards Multiplex's vision to become a net-positive business. Joshua was instrumental in collating data for the firm's science-based target and is responsible for line management of junior members in the sustainability team.

Lizaveta Troshka, assistant sustainability consultant, AECOM

Liza is a climate change and a sustainability specialist at AECOM who has a razor-sharp focus for delivering sector-leading solutions that ensure major clients embed long-term thought processes to improve resilience to future environmental, social and economic challenges. As an AECOM 'Collaboration Champion', she has been responsible for embedding a collaborative working culture within the company and has pioneered new approaches to integrating complex climate science into asset management. Her passion for sustainability extends beyond her day job and she uses her spare time to volunteer on circular economy and zero waste approaches in her native Belarus and to promote wellbeing as an Equality, Diversity and Inclusion Champion.

Samantha Carlsson, senior sustainability consultant, Hoare Lea

Sam started as a graduate within the Hoare Lea Sustainability Group in September 2014 and has since been promoted to senior sustainability consultant. Now a qualified BREEAM Assessor, as well as passing exams to become a BREEAM and WELL Accredited Professional, Sam is responsible for a range of built environment projects and manages small teams that continuously deliver high-quality outputs. As well as building and maintaining relationships internally and externally that have helped spread the importance of sustainability, Sam has shown an underlying skill for influencing wider team priorities while meeting her own deadlines.

Pavan Juttla, sustainability manager, Multiplex Construction Europe [HIGHLY COMMENDED]

Pavan joined Multiplex as a graduate in August 2015 and she has since progressed to become a sustainability manager. Her work on complex construction projects, which often involve communicating with numerous subcontractors and hundreds of operatives, has been influential in embedding sustainability into the planning stages of projects. Internally, Pavan's work on science-based targets and the Sustainable Development Goals (SDGs) have both been endorsed in the boardroom as part of a wider sustainability strategy. In 2018, the sustainability director recognised her capabilities and moved her to lead the carbon and water group, which consists of three other sustainability colleagues more senior than Pavan.

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MISSION POSSIBLE: SUSTAINABLE BUSINESS OF THE YEAR

Inspired by MISSION POSSIBLE
Achieving a sustainable future

WINNER: HEATHROW AIRPORT

Against a backdrop of campaigning and activist concerns regarding the approval of a third runway, Heathrow Airport has ignited a step-change in its approach to sustainability, one aimed at pushing an entire sector towards a low-carbon future.

The Government's contentious decision to approve the third runway at Heathrow tasks the airport with delivering a transport hub the UK needs to compete in the world. Concerns over the environmental impact of this expansion have been met by Heathrow 2.0, a sustainability strategy that engages with every aspect and team member at Heathrow Airport.

Launched in 2017, Heathrow 2.0 commits Heathrow to ensure that as the organisation thrives, so too will its people, communities, local environment and our world. Spearheaded by the firm's chief executive John Holland-Kaye, who believes that sustainable growth is of critical importance to business success, the new strategy will see Heathrow address environmental concerns while igniting new approaches to sustainable business within the sector.

The strategy has been aligned with the Sustainable Development Goals (SDGs), with the 2017 sustainability report detailing how Heathrow 2.0 can directly support 14 of the 17 Goals. Heathrow has also set science-based targets for its operation's carbon emissions up to 2050 and is developing targets for scope 3 emissions including the supply chain.

Since 2017, the strategy has driven accelerated transformation within the organisation. Heathrow is now

(L-R) Presenter Ishan Perera, director IT, Ravana Garden, Heathrow team and compere Michaela Strachan

powered by 100% renewable electricity and since June 2018, Terminal 2 has been 100% renewably powered, with green gas supplementing energy from a biomass boiler.

The organisation has committed to recovering all its 13.5 million recyclable cups this year, to reduce single-use plastics. In 2017, Heathrow worked with airlines to increase the waste recycled from cabins – a notoriously difficult task – by 4%.

Heathrow has already exceeded a target of converting 50 vehicles to electric or plug-in hybrids, meaning it now operates the second largest electric corporate fleet in the UK. In fact, Heathrow has the highest density of electric vehicle (EV) charging infrastructure in Europe, thanks to the £5m it has invested.

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MISSION POSSIBLE: SUSTAINABLE BUSINESS OF THE YEAR

Other notable achievements driven by the 2.0 strategy are becoming Living Wage-accredited, training 100 colleagues to lead sustainable growth through a leadership development programme and reducing late-running flights by 30% compared to 2016, a welcome improvement for nearby communities.

Heathrow has also launched a Centre of Excellence, which uses applied research and demonstration projects to bring to fruition radical new ideas and innovation across every aspect of sustainability in aviation. The Centre was accompanied by a £20,000 innovation prize, which has been awarded to Energy Crop Solutions.

The company will now use the airport as a test-bed to explore how willow varieties can provide acoustic, air quality and aesthetic improvements.

Delivery of Heathrow 2.0 is supported by an accounting tool to quantify sustainability benefits and performance is reviewed monthly by a team of directors and reported to the board quarterly. Delivery has also been devolved internally to departments and tracked through Sustainability Improvement Plans. The sustainability team supports departments on delivery, with the completion of objectives linked to bonuses.

By the end of 2018, all senior managers will have completed a sustainability leadership programme, and it will continue into 2019 for management colleagues. Sustainability is also integrated into Heathrow's graduate programme, enabling new workers and future leaders to develop skills to deliver sustainable growth.

While operational improvements over the past two years have pushed Heathrow into the vanguard of sustainability leadership, some changes – notably the runway - will be contentious, so Heathrow is taking steps to reduce noise and offset emissions.

Concrete will be the biggest source of carbon from the construction of the new runway. In response, Heathrow has commissioned studies into low/zero impact options which could influence the sourcing of one million cubic metres of alternatives. Flights are also a huge climate issue for aviation. Heathrow is a founder member of Sustainable Aviation, which has created a carbon roadmap of how more efficient operations, new aircraft/engine technology, and sustainable fuels will allow growth in flights to be decoupled from growth in emissions.

Part of Heathrow's aspiration is for growth in flights to be carbon neutral. Offsetting will play a key role and pilots of UK peatland restoration are already underway. Heathrow will also encourage airlines to invest in similar projects.

Achieving its goals will require Heathrow to work with the 400 organisations at the airport. The Heathrow Sustainability Partnership convenes them to develop a common agenda covering workforce skills, energy reduction and sustainable transport. Ultimately, Mission Possible' means demonstrating leadership on previously intractable issues, in this case in the aviation sector. Heathrow has emerged as a sustainability leader for its recent work; if these efforts can be matched during the expansion, it can solidify its position for years to come.

WHAT THE JUDGES SAID:

"Heathrow has adopted a sector-leading position on sustainability over the past couple of years, thanks to strong governance at a top level. Through it's Heathrow 2.0 strategy, the airport has put sustainability front-and-centre of its expansion plans, and is showcasing leadership on challenges outside of its scope."

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Brau Union Österreich

Part of the Heineken family since 2003, Brau Union Österreich (BUÖ) is the biggest brewing firm in Austria and produces more than five million hectolitres (hl) of beer annually. With a goal in place to create the best beer culture for the future, BUÖ has rolled-out a number of outstanding projects that deliver impressive environmental benefits. The brewer established the world's first carbon-neutral brewery back in 2016 and has followed that up with major projects such as a district heating system powered by waste heat from its Puntigam brewery.

Cranswick plc

Over the past 12 months, Cranswick has embraced the 'Mission Possible' ethos, introducing a new Second Nature sustainability strategy that aims to deliver decisive action on key environmental and societal issues, including climate change, food waste and the war on plastics. The new strategy sets ambitious targets to source 100% renewable electricity and reduce plastics usage by 50%. These targets will be driven by internal actions that engage and motivate the firm's 10,000 employees, therefore integrating sustainability into the heart of the business as 'second nature'

Princes

Over the past 12 months, food and drinks group Princes has embarked on a number of key projects that not only demonstrate the importance and value of sustainability to the company, but also to its supply chain. Progress in areas such as sustainable tuna and resource-efficient packaging have not merely arrived in response to media and consumer pressure; instead, they are the product of years of proactive work that link corporate commitments with global necessities. A partnership-led approach with suppliers and customers has helped drive efficiencies related to plastics across the value chain as the company strives to deliver on its vision of improving the lives of workers in its supply chains.

Pure Planet

Pure Planet is Britain's first app-based energy supplier and also the first domestic suppliers to offer 100% renewable electricity and 100% carbon-offset gas. The business offering is a compelling one for consumers, based on a simple proposition: green power for less cost than polluting equivalents. A digital membership model enables Pure Plant to charge rates based on wholesale energy prices, meaning margins are detached from members' energy usage. This creates an honest and transparent advice offering to potential customers looking to improve energy efficiency. Pure Planet is also the only small independent energy supplier to be a signatory of the UN Global Compact

Tideway

The Thames Tideway Tunnel has embedded sustainability into every aspect of the project, aligning with the Tideway company's overall vision to "reconnect London with the River Thames". Construction will have a clear environmental impact by cleaning the river of sewage and litter that is discharged, while also improving water quality. However, Tideway has elevated the project by financing it through green bonds and becoming the largest green bond issuer in sterling at £775m. Assessments suggest that £3.19 in societal returns will be generated for every £1 spent on the project, which also has a strategy in place to reduce HGV pollution, source materials responsibly and improve riverside biodiversity.

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MISSION POSSIBLE: SUSTAINABLE BUSINESS OF THE YEAR FINALISTS

Carbon Free Group CIC

Last year, built environment project manager, Carbon Free Group, radically restructured its business model, converting from a Limited company to a Community Interest Company to more efficiently deliver sustainability initiatives. The Group works with 150 businesses and professionals seeking to place innovate approaches to sustainability in the built environment sector, focusing on microgrids, and distributed ledger technologies for peer-to-peer trading and information management. The Group is pioneering new approaches to sustainable resource use, building on a decade of disruptive trials across numerous buildings in the UK.

Procter & Gamble Family Care

P&G Family Care, and its three brands, Bounty, Puffs and Charmin, have been focusing on sustainability and responsible consumption for decades. Sustainability is viewed as both a responsibility and a business opportunity and the company is keen to drive this view across the supply chain. By collaborating with its suppliers, NGOs, and even its competitors, P&G Family Care has been able to make progress in achieving zero-net-deforestation goals and protecting habitat which benefits people, business, wildlife and local economies. The company continues to drive progress for responsible forest management by increasing the supply and demand of certified sources and launching various conservation groups across the US.

Signify

Since its launch in 2016, Signify's sustainability program has achieved significant success. In 2017 it reduced its carbon footprint by 20% year-on-year and increased the use of electricity from renewable sources to 80%. The amount of waste delivered to landfill decreased by 26% compared with 2016, with 87% of industrial waste now recycled. In total, 77% of the company's revenues came from sustainable products, systems, or services. By delivering 1.2 billion LED lamps and luminaires since 2015, the company has helped avoid the emissions of approximately 30,000 kilotonnes of CO2 into the atmosphere. Additionally, the firm has achieved carbon neutrality in a number of key markets including the UK & Ireland, China, the Middle East and the US..

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SUSTAINABILITY LEADER OF THE YEAR

WINNER: JANICE LAO, DIRECTOR, CORPORATE RESPONSIBILITY AND SUSTAINABILITY, THE HONGKONG SHANGHAI HOTELS

Janice has exhibited exemplary leadership on sustainable business. She has shown ability to generate ground-breaking efforts on new issues in new contexts, driving progress on innovative financial instrumentsand initiatives. These have been followed by different industries in seafood, plastics and carbon trading, and in the luxury sector not traditionally focused on sustainability.

In the past year, Janice led the implementation of a global approach to single-use plastics, one of the first in the world to do so in a comprehensive manner. She also led more cross-engagement between some of their biggest clients in the luxury sector, such as Kering and Richemont, to move the sector much more effectively as truly sustainable businesses.

She is working with some of the world's foremost seafood and fisheries experts to develop a sustainable seafood tool that takes into consideration the challenges of an Asian setting - this is crucial given how much seafood is consumed in this part of the world and Janice is sharing this tool freely. She has also started a working group looking at water stress issues in Southern China, one of the most water-stressed regions in the world. She has expanded its skills training programme to include not only minorities in the cities they operate in, but also, where possible, refugees.

Janice has maintained a high energy level even in the face of adversity. For example, when her previous company Cathay Pacific Airways instituted its sharkfin ban, this was a heatedly debated topic and lobbied issue, especially against high-profile stakeholders along the supply chain. She championed a win-win outcome by gathering key stakeholders, including Cathay's senior management, international NGOs such as the International Union for Conservation of Nature (IUCN), the world's foremost shark experts and traders.

She faced similar opposition when she lobbied for a fairer carbon trading solution and mathematical model for airlines. Through sheer tenacity, she managed to convince the Asian airlines to help build on her model; then the European airlines, Middle Eastern and finally the US airlines to agree. This is now the basis for the United Nation's ICAO carbon offset scheme, the only one in the world. Now at Hongkong and Shanghai Hotels, she spent a year engaging with colleagues around the world, understanding how sustainability can support the business and make it more purposeful.

(L-R) Presenter Liz Goodwin OBE, Director of food loss & waste, World Resources Institute, Janice Lao and compere Michaela Strachan

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She revamped the company's Vision 2020 Sustainable Luxury strategy on how sustainability can be better integrated into HSH's luxury offering. Janice is integrating this into risk-management, finance, and other parts of the business not normally open to sustainability, especially in Asia.

She knows that only if people understand what sustainability is about that they can come on board and do it. Hence, she made the bold decision to base her former Hong-Kong based employer MTR Corporation's report on a storytelling approach, which was the first of its kind in the world. This then led to her senior management understanding sustainability more fully and to release one of Asia's first and successful green bonds, paving the way for other companies to do so. Eventually, this led to MTR being placed on the Fortune Change the World list in 2017.

Her consistency of delivering to international best practices for Asian businesses is second to none. While her approach can seem meticulous and slow; seeking buy-in, collaboration from as many colleagues as possible, this is usually the appropriate approach particularly in a very traditional and hierarchical society such as in Asia. But this approach yields more dividends as Janice aims to set deep roots of the motivations of any sustainability decision.

The initiatives led by Janice have grown and borne fruit, giving confidence to her colleagues that sustainability is not as tough as people think it is and that it can have enormous positive implications when done properly and for the right reasons.

What Janice has done, specifically for Asian businesses with global footprints, is to instil the discipline and practice of considering sustainability issues into the business; eventually showing (instead of telling) her senior management the benefits of integrating sustainability further into the business. She has done this consistently throughout all the companies she has worked for.

She is now looking into developing the next phase of their strategy, starting from identification of emerging trends and potential future scenarios; this strategy will be restorative and much more integrated into the business and will involve a lot more collaboration with other stakeholders in order to achieve a sustainable future.

She is also eyeing to share as much of the tools they develop in order to move as many of their peers into the sustainability space.

WHAT THE JUDGES SAID:

"Janice is an exceptional business leader. Having worked tirelessly right across the business, socially and environmentally, Janice has shown the courage to think outside of the box and attempt new approaches in areas ranging from sustainable seafood and plastics and through to carbon trading – and all this within Asian-listed companies, where traditional commercial considerations are often paramount."

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Emily Auckland, UKSSD

Emily is the driving force behind the UK Stakeholders for Sustainable Development (UKSSD), which she played a lead role in creating in 2015. Under Emily's careful stewardship, UKSSD has become a leading voice on the UN Sustainable Development Goals (SDGs) in the UK, with more than 95 partners and 1,000 network members. This year, Emily led an ambitious project to produce the UK's first comprehensive review of its performance against the SDGs. The stakeholder-led Measuring Up report has received recognition both at home and abroad, and is set to inspire businesses and policymakers to deliver a sustainable and prosperous economy.

Isabel McAllister, Mace

Isabel's consistent drive to change the way the industry tackles sustainability has culminated in the delivery of Mace's responsible business strategy. Her inspirational and persuasive manner encouraged the board to adopt responsible business as one of the four elements of its business strategy. Isabel was responsible for the development of Mace's award-winning Energy Hub and partnership with Ecotricity that has saved around £5.5m since 2013. She has also instrumental in signing up Mace as a member of the RE100 platform, with a commitment to source 100% renewable energy by 2022.

James Pitcher, Whitbread

James has personally driven the development of a new industry-leading sustainability strategy for the UK's largest hospitality firm. He created the company's new programme, Force for Good, in July 2017, which focuses on the issues that are most material for Whitbread's brands, team members, society and the environment. There have been a number of commendable results in the past year, with Whitbread diverting 100% of waste from landfill, establishing the UK's largest in-store cup recycling scheme, and now generating electricity through solar panels at 20% of Premier Inn hotels.

James Robey, Capgemini

James has led the Capgemini Group sustainability agenda since setting its first carbon targets a decade ago. He has played a critical role in driving down the company's impacts despite business growth, putting sustainability firmly onto the board agenda. Under James' leadership, Capgemini has achieved global ISO 14001 certification for its environmental management system, and become the first IT services and consultancy firm in the UK to have its science-based targets approved. James has driven an industry-leading commitment to help clients save 10 million tonnes of CO2e, and led work in integrating climate-risk management into the business.

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Joanne Holden, Peel Land and Property Group

In less than two years, Jo has made sustainability front and centre of a major land and property company. Thanks to the hard work of Jo, nine in 10 (88%) staff are now aware of, and understand, the company's sustainability strategy, a 15% increase on last year. In 12 months, the company's first green roof has been installed at TraffordCity, EventCity has embarked on the ISO 20121 sustainable venue standard, a £1.5m-a-year energy savings milestone has been exceeded and UN Sustainable Development Goals (SDGs) have been embedded. Additionally, Jo leads ground-breaking work on how the property sector can deliver natural capital net-gain in new developments.

Jose Villalon, Nutreco

Jose is responsible for developing and implementing the sustainability strategy for a multinational with annual sales of €5.9bn. He has navigated Nutreco through the challenges of signing on as one of 26 founding signatories to the Business Statement of Support to the NGO-led Cerrardo Manifesto to address deforestation in the Cerrardo Biome in Brazil. Jose has also been pivotal in the development of a Nutreco Life Cycle Assessment (LCA) tool which enables Nutreco to scientifically measure the environmental impacts of specific products when used by the customer.

Katerina Robinson, Freedom Group

Since joining Freedom in 2016, Katerina has produced the company's first sustainability report, helped the firm achieve CEMARS carbon certification and driven carbon reductions of 43%. She has also been instrumental in Freedom's zero-waste-to-landfill status and delivering environmental awareness training to all operatives and executives. This increased awareness has meant the board directors now incorporate environmental elements in their monthly site inspection. In 2017/18, Katerina obtained senior management buy-in to align the company's sustainability strategy to the UN Sustainable Development Goals (SDGs). Freedom's Report was ranked amongst the top 11 companies for full alignment of their plans, commitments, action and progress on the SDGs.

Katie Buchanan, Virgin Media

Katie has evolved Virgin Media's approach to sustainability into something long-term and strategic, where sustainability is used as a lens to innovate and create value. She has spearheaded a move away from 27 charities, 31 charity champions and 23 sustainability targets to five long-term goals over a five-year period. With one year to go, these objectives are on track and are fundamentally influencing how Virgin Media makes decisions. Katie also pioneered the UK's first fully digital report & world's first 360-degree sustainability video. Her sustainability vision of 'digital making good things happen' has even gone on to be adopted as the Virgin Media purpose..