



City of Brantford Environmental Recognition Award Categories and Evaluation Criteria

The City of Brantford will present Environmental Recognition Awards in a variety of categories.

Lifetime Achievement honours an individual who has made a substantial contribution to green/environmental issues over many years, typically after many years of activity and measurable improvements in sustainability, education, advocacy, green infrastructure, or environmental clean ups and restoration.

Evaluation criteria:

- *Years of dedicated services (50%)* – **corresponding questions for weighted review on marking will include only question 7.**
- *Measurable improvements in sustainability, education, advocacy, green infrastructure, or environmental restoration (50%)* – **corresponding questions for weighted review on marking will include all answers with emphasis on question 6.**

Green Non-profit in Brantford recognizes a government agency, institution or non-profit organization for its contribution to maintaining a healthy environment. This is typically where educational and healthcare projects may apply. Examples include community gardens, community clean ups, initiatives which preserve and/or restore local ecosystems and wildlife habitats, and activism to establish and sustain protected areas. This also includes examples of non-profits that are taking the lead in improving the environmental sustainability of their products/services, administrative policies, programs and/or operations.

Evaluation criteria:

- *Community Involvement: How does the company support the community in environmental initiatives? (i.e. sponsorship, community cleans up, etc) 25%* - **corresponding questions for weighted review on marking will include only question 4.**
- *Impact on Brantford: Does the company directly impact the environmental health in Brantford? (25%)* – **corresponding questions for weighted review on marking will include only question 5.**
- *Resource Use (Energy, Water and Waste Diversion): How does the company reduce water and/or energy use or divert waste? (50%)* – **corresponding questions for weighted review on marking will include only questions 1, 2 and 3.**

Green Business in Brantford honours a business for its focus on the green/environmental health of Brantford. The Green Business award recognizes businesses for excellence in green practices, strategies and products that benefit the city of Brantford. Examples of businesses eligible for this award include those that are taking the lead in improving the environmental

sustainability of their products/services, business practices, programs and/or operations, developing technology to reduce resource consumption, and diverting waste from landfill by developing manufacturing processes and/or products using those materials.

Evaluation criteria:

- *Resource Use (Energy, Water and Waste Diversion): How does the company reduce water and/or energy use or divert waste? (20%) – corresponding questions for weighted review on marking will include only questions 1, 2 and 3.*
- *Community Involvement: How does the company support the community in environmental initiatives? (i.e. sponsorship, community cleans up, community engagement etc.) (20%) - corresponding questions for weighted review on marking will include only question 4.*
- *Impact on Brantford: Does the company directly impact the environmental health in Brantford? (20%) - corresponding questions for weighted review on marking will include only question 5.*
- *Innovation in sustainability: To what extent is the business moving the needle on sustainability through its product, process, research & development, and/or leadership (40%) – corresponding questions for weighted review on marking will include question 6.*

Greenest Family in Brantford recognizes a family for outstanding achievement in reducing its environmental footprint. These measures are limited to the family practices but might include an improved streetscape, water reductions, energy efficiency, clean ups and restorations of natural habitats, natural gardening practices and/or street wide green awareness.

Evaluation criteria:

- *Resource Use (Energy, Water and Waste Diversion) How does the company reduce water and/or energy use or divert waste? (50%) – corresponding questions for weighted review on marking will include only questions 1, 2 and 3.*
- *Community Work: How does the family support environmental initiatives in the community? (i.e. participation in cleanups, restoration, green awareness) (50%) - corresponding questions for weighted review on marking will include only question 4.*

Environmental Volunteer recognizes those involved in environmental initiatives as a volunteer. This would apply to tree planting, river clean ups, awareness raising, and advocacy through an organization, non -profit or institution. These are unpaid volunteer hours for green/environmental actions and projects.

Evaluation criteria:

- *Volunteer time commitment (50%) - corresponding questions for weighted review on marking will include only question 7.*

- *Measurable improvements in sustainability, education, advocacy, green infrastructure, or environmental restoration (50%) - corresponding questions for weighted review on marking will include all applicable questions with emphasis on question 6.*

Young Environmental Champion – Elementary Age recognizes children aged 6 to 13 years who demonstrate environmental leadership and impact. Examples of projects eligible for this award include those which naturalize school grounds, reduce waste, recycle, conserve energy, protect wildlife, fundraise, and educate others. Students are typically nominated by a teacher, parent, peers, or educator.

Evaluation Criteria:

- *Youth initiative: What leadership was demonstrated by the youth? (50%) - corresponding questions for weighted review on marking will include only question 8.*
- *Environmental Impact: How did this project positively impact the environment? (50%) - corresponding questions for weighted review on marking will include all applicable questions with emphasis on question 5.*

Young Environmental Champion – Secondary Age recognizes young people aged 14 to 18 years who demonstrate environmental leadership and impact. Brantford's youth are passionately involved in a variety of environmental initiatives within their schools, communities and organizations. The Young People Award recognizes the leadership of young people in projects which create a cleaner, greener Brantford. Examples of projects eligible for this award include those which naturalize school grounds, reduce waste, recycle, conserve energy, protect wildlife, fundraise, and educate others. Students are typically nominated by a teacher, parent, peers, or educator.

Evaluation Criteria:

- *Youth initiative: What leadership was demonstrated by the youth? (50%) - corresponding questions for weighted review on marking will include only question 8.*
- *Environmental Impact: How did this project positively impact the environment? (50%) - corresponding questions for weighted review on marking will include all applicable questions with emphasis on question 5.*