

CRITERIA

The four key areas central to this award are: Conservation Benefits; Business Benefits; Beneficial Uses of Technology; and Managerial Innovations. Each category is weighted as indicated.

To assist you in preparing your entry, we have listed below a few of the many types of measurements in each category that you might consider in your summaries. These lists are by no means requirements for a successful entry. They are only intended as examples of the kinds of measurements that you might find applicable. You may find that few or none of these examples match your project. This will in no way impact your score or your opportunity to be selected as the winner of this award. These lists are intended to assist you in focusing on the kinds of outcomes that your project created.

1. CONSERVATION BENEFITS

Project's impact on fostering environmental stewardship through the conservation of ecosystems, reduction in waste products, reuse of waste products, protection of wildlife and physical sites, and/or development of long-range land use practices and implementation of sustainable development techniques that reduces environmental stress and loss of assets.

- **Weight: 35%**

The following are only examples and may not apply to every project.

- Numbers of acres conserved
- At-risk species conserved
- Reduction in waste products
- Reduction in emissions
- Execution of land-use practices that measurably increase or conserve biodiversity in designated area

2. BUSINESS BENEFITS

Project's positive impact on profitability, competitive advantages, and increased core competencies of PBEC member company.

- **Weight: 35%**

The following are only examples and may not apply to every project.

- Dollar amount saved as a result of project in terms of material costs, and/or transport and/or storage of hazardous materials and chemicals
- Increased profits as a result of the project, its core competencies enhanced by the project, and/or profitable product lines or product positioning that resulted from project

- Increased global competitiveness of the company as a result of the project
- Improved cycle times and/or production processes as a result of the project
- As a result of incorporating environmentally responsible practices, reduced the cost of complying with environmental regulations
- Reduced the cost of waste management

3. **BENEFICIAL USES OF TECHNOLOGY**

Project's use of, or development of, technology that supports conservation, hazards management, biodiversity management, and/or advances scientific knowledge beneficial to the environment. This includes, but is not limited to, technology that abates contaminants or mitigates hazards, which impact human populations and ecosystems.

- **Weight: 15%**

The following are only examples and may not apply to every project.

- Use of emerging technology such as: remote sensing, computer modeling, and geographic information services
- Use of on-site mitigation technologies for flood management, hazards reduction, and/or chemical waste containment
- Reuse of waste materials, chemicals, and/or restructuring manufacturing processes to reduce or reuse these materials
- Use of technologies to abate contaminants and/or to remediate sites

4. **MANAGERIAL INNOVATIONS**

Project's development or use of new environmental management techniques or methods. This includes, but is not limited to: innovative land-use policies and land-use planning; managerial techniques for sustainable development; or new financing programs that encourage conservation; compatible development; and sustainable communities.

- **Weight: 15%**

The following are only examples and may not apply to every project.

- Low-intensity development for long-term use and health of area impacted by project
- Integration of core needs and land uses of community and company with conservation program in existence or created for the area
- Loans, seed funding, or capital provided for conservation activities, programs that sustain biodiversity in area, forestation of at-risk areas, and comprehensive land-use planning that features environmental protection and sustainable development solutions
- Development of programs which incorporate and respect traditional practices, or those of the indigenous community, toward the development of products in an environmentally sensitive manner