

BEST GREEN PRODUCT INNOVATION

With the substantial sustainability improvements in the manufacture, use, disposal of products and other impacts, this award is for true innovation. This Award is to recognise initiatives that incorporate a genuine sustainability benefit, whilst meeting consumer needs for products and services. We use the terms "green" and "sustainable" to refer to products, services, and practices whose manufacturing, purchase and use allows for economic development while still conserving resources, for future generations. The product must exhibit sustainability through the entire supply chain, including the marketing and communications for the product and aspire to be a standard others will follow and seek to achieve. As a service, it will provide all the tangible benefits people accept as standard but in a way that lowers the negative impact that may be embodied in providing the service.

Category Specific Criteria to Consider

- The product must have been launched or commercialised between September 2009 and September 2011.
- Ground breaking initiatives in comparison to existing in-market alternatives, including non-sustainable options.
- A product that meets an existing in-market need, rather than creating a new niche for consumption.
- New products and processes that provide customer and business value and significantly decrease environmental impacts.
- Example of products on the market that support sustainable development include products made from recycled goods; products that can be recycled or reused; efficient products, which save water, save energy, save money and reduce environmental footprint; products with environmentally responsible packaging or organic products which offer promise of quality.

1. Summarise your entry, citing reasons why you deserve an INTERNATIONAL GREEN AWARD. (max 250 words) *

2. Briefly describe the product idea. Please focus only on the business idea, including the niche it caters to and existing in-market products. We would like to know if your product has been able to/ has potential to replace any existing eco-unfriendly products. (max 250 words)*

3. Please elaborate on the design of the product, with specific details on the materials used, including raw material sourcing. We want to know how the design of this product is sustainable, and what aspects make it 'greener' than market alternatives. (max 250 words)*

4. Please provide details pertaining to the commercial availability of the product, in terms of its launch date, launch markets and price point. If the market has expanded since the launch, please specify details of the additional areas/regions. (max 250 words) *

5. Describe the marketing activities used for this product; including launch and sustained activities. We want to see sustainability in your promotional activities, and if there are innovative messages or ways to promote the product. (max 250 words) *

6. How is the product financially sustainable? Provide ROI figures if available. (max 250 words) *