



AWARDS | 2011  
ECO-SERVICE OF THE YEAR  
ENTRY FORM

Company Name

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Physical Address

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Mailing Address (if different than physical address)

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Phone Number

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Website

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Award Category (see "Call for Entries")

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Submitted By (Name, Phone, E-mail Address)

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By submitting an entry packet, you are confirming that the information reported is accurate to the best of your knowledge. A member of your company's senior management team must give final approval of all entry materials. Please include a signature below.

Approved By

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Name, Position)

\_\_\_\_\_  
(Phone, E-mail Address)

## ECO-SERVICE OF THE YEAR PROJECT STATEMENT QUESTIONNAIRE

### Category: Eco-Service of the Year

This award recognizes a new service introduced to the market that addresses one or more of the following areas: helps to solve an environmental problem, demonstrates a superior environmentally-conscious design, or helps an individual better manage his or her environmental footprint.

### Apply for the Eco-Service of the Year Award

Please answer the following questions in an electronic format. Limit responses to 400 words per question.

1. Service Name:
2. Describe your service. (When answering, please explain the innovative service technique used and how it achieves an eco-objective. Does it reduce emissions, remove harmful substances from the environment, or provide an eco-friendly alternative to a similar service?)
3. Describe in quantitative terms the benefits of the new service versus the original or competition. Please address each of the following areas. *(If a category does not apply, write "N/A".)*

Energy Use:

Water Use:

Materials Consumption:

Polluting Emission:

Product Durability:

End-of-Life Issues *(areas to consider: reusability, recyclability, biodegradability):*

Other:

4. Describe your company's performance since the launch of the service.
5. Describe how this service has impacted other aspects of your company.
6. Describe how you have communicated your efforts and demonstrated your commitment to the environment to the following audiences: your company, your industry, your supply chain, and the general public.
7. If you had to start over again, what would you do differently?
8. Please list the names, companies and contact information of any key suppliers, customers or other collaborators who were involved in the development of your service.

**Send Entry Materials Via Mail or E-mail**

Business Sustainability Awards committee

Mail to: IN BUSINESS magazine | 200 River Place, Suite 250 | Madison, WI 53716

E-mail to: [events@ibmadison.com](mailto:events@ibmadison.com)

Enclose \$35 entry fee per project per category submission made payable to IN BUSINESS magazine.

**Check here if you would like your materials returned.**