



CALL FOR ENTRIES

IN BUSINESS magazine invites your participation in the second annual **Business Sustainability Awards**. The winners in each award category will be unveiled at an awards luncheon at the In Business Expo & Conference on October 19, 2011 at the Alliant Energy Center Exhibition Hall. The winning companies will also be featured in an online article on IBMadison.com.

AWARDS

One award will be given out in each of the award categories. Each winner will be recognized at the awards luncheon.

AWARD CATEGORIES*

- **Eco-Product of the Year**
This award recognizes a new product 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.
- **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.
- **Sustainable Workforce Development of the Year**
This award recognizes a company's commitment to creating jobs that positively impact the environment, or provide training to its current workforce on issues of sustainability.
- **Sustainable Manufacturing Initiative of the Year**
This award recognizes a manufacturer's commitment to creating processes that positively impact the environment.
- **Eco-Efficiency Initiative of the Year**
This award will be given to a company that has made significant improvements in its facility or practices that improve material, water and/or energy efficiency.
- **Sustainable Small Business of the Year**
This award recognizes a small company demonstrating a comprehensive sustainability effort that improves environment, social, and economic performance. (Open to companies with up to 100 employees.)
- **Sustainable Large Business of the Year**
This award recognizes a large company demonstrating a comprehensive sustainability effort that improves environment, social, and economic performance. (Open to companies with 100 employees or more.)

- **Sustainable Visionary of the Year**

This award recognizes an individual who has demonstrated outstanding commitment to sustainable business practices in Dane County. (Open to individual applicants; not companies.)

**Companies may enter more than one category when applicable.*

JUDGES

IN BUSINESS magazine has established a panel of judges with a wide range of expertise in eco-responsibility. Judges have been recruited from outside of the Madison area to ensure non-bias.

Judge evaluation will consider the following areas:

- Measurable results
- Collaboration within an organization to achieve innovative efforts
- Ongoing commitment and/or leadership in sustainable business practices

ELIGIBILITY

Nominated companies must be in Dane County.

Past Business Sustainability Award winners must wait two years before applying to the category it was previously recognized in. The date restriction does *not* apply to previous winners when applying to a *different* category. (i.e. The 2010 winner of the Sustainable Small Business award may not apply to the Sustainable Small Business award category until 2012, but may apply for the Eco-Service Award this year.)

All participants substantially contributing to the initiative(s) must be given credit as part of the submission.

NOMINATION MATERIALS

Nomination materials may be downloaded at **IBMadison.com/green**. Please note: each award category has a unique nomination form that must be completed.

Nomination materials must be received by IN BUSINESS magazine no later than **August 31, 2011**.

Nomination Materials must include the following:

1. Completed entry form
2. Completed project statement questionnaire
3. Any photographs or supplementary material to support your company's submission
4. One CD with electronic copies of all entry materials – including all written statements saved as Word documents. (This information may also be emailed to events@ibmadison.com.)

IN BUSINESS magazine does not accept responsibility for errors in submitted material. By making a nomination, each entrant gives IN BUSINESS magazine permission to publish the information and photographs.

All winning companies will be notified. By submitting an entry form, the winning company agrees to be present at the awards luncheon.

DATES, FEES AND MAILING INFORMATION

Entry Forms & Nomination Materials must be mailed to IN BUSINESS magazine with entry fee no later than **August 31, 2011**.

Entry Fees: \$35 per project submitted in each category. If you are submitting one project in multiple categories, you will incur a \$35 fee per category. Checks can be made payable to IN BUSINESS magazine and must be included with your entry materials.

Send entry materials to:

Business Sustainability Awards committee
IN BUSINESS magazine
200 River Place, Suite 250
Madison, WI 53716

Materials may also be sent via email to events@ibmadison.com.

INQUIRIES AND RETURN OF ENTRIES

Entry materials will be returned only upon request. If requested, materials will be returned within 30 days after use by IN BUSINESS magazine for publicity in the interest of the profession. Earlier return may be requested. All requests for return must be made by August 31, 2011.

QUESTIONS?

Contact: Jessica Hamm at 608-204-9655 x35 or via email at jessica@ibmadison.com.