

Scotiabank's EcoLiving Awards

Business
Leadership
Award

\$50,000

This award recognizes a business leader who has launched, or has an established product or service, that can offer significant residential energy reduction solutions and offers a positive environmental benefit. The **Scotiabank**

EcoLiving Business Leadership Award

will be awarded to a business which has shown an innovative approach to conserving energy in the home which results in savings in both energy and operating costs. The judges will look at the scope of the product or service, its impact and effectiveness, and most importantly the significant savings achieved compared to previous energy usage.

Who is eligible to apply?

Any established Canadian corporation, sole proprietorship, partnership or individual.

How are submissions judged?

Applicants will be assessed on the degree to which they demonstrate innovative and progressive actions in terms of residential home energy solutions. Criteria and additional guidance is provided.

All submissions will be treated with discretion and stored in a secure location. Applicants are not expected to provide sensitive or confidential business information, and it is not necessary to do so to be selected as an award recipient.

Executive Summary of Submission

Please provide a clear, concise summary of your submission

Provide a 100 word summary of the submission that includes a description of the product or service and the key benefits and positive impacts. (This will be used as the basis for preparing a summary of your / your business' achievements for script and online profiles).

Leadership and Vision

Please describe the history of the product or service, and the leadership that led to its development

- Provide a brief history of how the product or service emerged

- Briefly describe key leadership personnel and how their vision led to the development of the product or service

Leadership and Vision

Please describe the history of the product or service, and the leadership that led to its development

- Briefly describe additional team contributions

- Indicate if the product or service is the result of significant collaborations with other parties

Description of Product or Service

Please describe the challenge that your product or service seeks to address, and how the product or service will help to address it

- Describe the specific energy-related challenges your product or service seeks to address; if possible, include reference to research to support the existence and scale of the challenge

- In general terms, describe how the product or service addresses the challenge outlined above - why does the residential housing market need your product or service?

Please describe how the product or service works

- In more specific terms (i.e. technical), describe the product or service and its functions

Description of Product or Service

- Describe the technologies used and why

- Describe how the product or service is installed and operated, and the life expectancy of the product or service

- Describe the degree of effort/expense required from the customer or other party throughout the life of the product or service

- Describe what is required at the end-of-life of the product or service, including disposal, reusability, recyclability, etc.

Description of Benefits and Positive Impacts

Please describe the positive impact on energy and/or greenhouse gas emissions (GHGs) the product or service offers

- Describe how the product or service is expected to directly or indirectly result in the reduction of home energy use and/or GHGs

- Indicate the expected or realized annual reduction in energy usage and/or GHGs (provide details on how any calculations or quantitative performance data were derived)

Please describe the benefits (direct or indirect) to the customer of the product or service

- Describe the short and longer-term benefits to the user of the product or service. Besides the environmental benefits, why should a customer (e.g. a homeowner) want the product or service? (e.g. reduced energy costs, improved energy security in case of storms, etc.)

- Describe if, and how, the product or service is cost effective – what is the return on investment for the customer?

- Describe any other benefits of the product or service to the customer (e.g. reduced waste, improved air circulation, etc.)

Marketability and Scale

Please describe the specific advantages of the product or service compared to other similar products or services available in the market

- Describe the competitive advantage of your product or service compared to similar products or services available in the market – how is your product or service unique or innovative?

Please describe the current and potential scale of your product or service

- Indicate if your product or service is only viable in certain markets, regions, or other specific contexts

- Describe the current scale of the product and service, and the expected scale in the next five years – where is your product or service currently available, and what is the expected reach in 3 - 5 years?

Please describe how your product or service represents a viable business opportunity

- Describe how your product or service is marketable, scalable, and ultimately, profitable

- Based on any market research you may have conducted, indicate the anticipated market uptake of the product in the short and longer-term

Marketability and Scale

Please describe key current or anticipated challenges related to your product or service

- Describe key current or anticipated challenges you foresee that may impact the viability of the product or service (e.g. related to regulations, technology, scalability and market uptake, operational, etc.)

- Describe the strategy and actions devised to overcome or adjust to these challenges

Testimonials and Recognition

If available, please include testimonials or links to third-party acknowledgement of the product or service

- Customer or client testimonials (include name, location, and organization [if applicable])

- Include quotes or links to media articles or other awards

Presentation

Please ensure the information contained in the submission is presented in a way that is clear, easy to understand, and interesting to read

- Submission is approximately 1200 – 1800 words
- Submission is easy-to-read, and minimizes the use of technical jargon
- Effective use of tables and graphics
- Effective use of photographs and explanatory captions
- Where other forms of medium are included (e.g. videos or articles), they are easily accessible and concise

Additional Information

Please provide any additional information not captured by the criteria above

- Additional information may be integrated into the submission where appropriate, and within the overall word count limit of 1800 words
- To provide any supporting documentation or images, please provide multiple files as a .ZIP file. (max file size 10MB)

How did you hear about the Scotiabank EcoLiving Awards?