

## 2020 Ashden Awards

**Please note this is a copy of the information available online at <https://apply.ashden.org> which is where you must fill in the application form.**

Before starting your application for an Ashden Award, make sure you have read the information below and that your work is eligible for one of the 2020 Ashden Awards. You may also find it helpful to read some of the case studies of previous winners on our website ([www.ashden.org/winners](http://www.ashden.org/winners)) before applying.

If you would like a preview of the application form, there is a [copy of the form](#) here. Note that not all of questions you see in this copy will appear when you complete the actual form online, as some are shown or hidden based on your answers to earlier questions. The copy of the form is for reference only – the form must be completed online for your application to be considered.

If you want to discuss whether your work is relevant to the Ashden Awards, or have questions about the application process, please contact us on +44 (0) 20 7410 7023 or [apply@ashden.org](mailto:apply@ashden.org)

All information submitted may be seen by the Ashden team (including [judges](#) and assessors). All our judges and assessors are required to sign a confidentiality agreement before viewing any application materials.

It is a condition of your entry to the 2020 Ashden Awards that Ashden has the right to publicise your involvement through its communications channels (including but not limited to its website, social media platforms and Ceremony programme). All shortlisted applicants, and particularly winners, may be required by Ashden to participate in publicity opportunities such as media interviews.

If you decide not to complete your application for any reason then you may withdraw using the 'Withdraw Application' button in the right-hand column of the online dashboard.

**Applications must be received by Wednesday 11 December 2019, 23:59 GMT.**

### Information for applicants

Ashden awards enterprises and programmes that are tackling climate change *and* that promote a fair transition through innovation with the potential for huge impact. We are seeking solutions ready to scale that contribute to decarbonisation, the reduction of inequality or positively contributing to social justice issues. We favour solutions that encourage participation and democratisation and deliver increasing resilience to climate and economic impacts. We always seek to understand and highlight the additional benefits such as improved health, reduced pollution and better livelihoods embodied in great applications.

In 2020, we expect **to make at least 10 awards**, seven with an international focus and three focused on the UK. The **winners** will receive prize funds of **£10,000 or £20,000** each, depending on which Award they win.

### The benefits of winning an Ashden Award include:

- Prestige of winning one of the world's top sustainability awards. The rigour of our assessment process is well known to investors, policymakers, academics and other experts in the sustainable energy and climate change sector around the world.

- Membership of an alumni network of Ashden Award winners, which facilitates learning and opportunities to create productive partnerships.
- Opportunities to present your work to large and influential audiences at the Ashden Awards Ceremony and other Ashden events.
- The chance to have your work profiled in regional, national, international and specialist media. Ashden's communication team works to get winners exposure in newspapers and magazines, on television and radio, and on a wide range of online platforms. This continues long after the award ceremony – Ashden regularly secures coverage for winners months and even years after they win their award.
- Promotional material including photographs, print material and broadcast quality video for winners to use in their own marketing efforts.
- Where it can have a significant impact, tailored support from our programme team to grow or replicate your work: this can include professional mentoring, training, help raising finance and investment, and media and communications support.
- Where it can have significant impact, introductions to influential policy and decision makers, and an opportunity to make your voice heard.
- We also seek to integrate UK based winners into our [Liveable Cities](#) programme of work, where we embed our winners' approaches into policy and practice. We have recently published a climate action co-benefits toolkit for local authorities, featuring great case studies from our alumni which has been downloaded over 3,000 times. We run a network of city region sustainability lead officers, with regular meetings where we showcase our winners' solutions.
- Additionally, there is opportunity for our winners to participate in a programme of free masterclasses which help them to get to grips with a wide range of practical issues. This can be anything from customer experience, developing a communications strategy or getting investment ready.

## Who can apply for the different Ashden Awards?

Businesses, NGOs, government organisations, and social enterprises (both for-profit and not-for-profit, including community groups) are all eligible. Each award is limited to work in certain parts of the world.

### **Impax Ashden Award for Energy Innovation, and the UK Ashden Award for Clean Air in Towns and Cities**

These awards are primarily for work in the UK. However, we will also consider work that is being carried out in Europe, if the applicant aims to bring it to the UK market or is willing to see it replicated in the UK. In these cases, the purpose of the award would be to help the applicant raise their profile in the UK and bring their work here, and the prize would need to be spent in support of this goal.

### **UK Ashden Award for Sustainable Buildings**

Work submitted must be carried out in the UK. However, the applicant may be based outside the UK.

### **International awards**

See [here](#) for a list of eligible countries.\*

\*Ashden reserves the right to exclude applicants from the assessment process at any stage if the British government guidelines advise against our assessors travelling to that region.

## What are we looking for this year?

In 2020, we will be awarding work that fits into the following categories and meets the criteria listed on the following pages. When completing your application, please indicate the specific category/categories you feel are most relevant to your work. We will consider your application in categories other than the ones you have indicated if we feel they fit your work more closely.

<p><b>The Ashden Awards are a showcase. We want to reward leading work that is delivering, or enabling the widespread use and delivery of, sustainable energy. Please apply if you are doing innovative work in this area.</b> If you feel your work doesn't fit into any of the categories listed below, please contact <a href="mailto:apply@ashden.org">apply@ashden.org</a> to discuss your eligibility.</p>	
<p><b>Impax Ashden Award for Energy Innovation (UK)</b></p>	<p>We would like to receive applications from organisations that have developed innovative technologies, products, services or programmes to deliver sustainable energy. These must be on the market, have the potential to scale up and result in significant net reduction in CO<sub>2</sub> emissions by 2030, for example by decarbonising heat, reducing energy consumption or increasing renewable energy generation.</p>
<p><b>Ashden Award for Sustainable Built Environments (UK)</b></p>	<p>We are looking for organisations responding to the climate emergency by retrofitting and developing zero carbon buildings, infrastructure and public spaces. The award will look holistically at the built environment, considering how elements such as green walls, natural landscaping, rainwater management and food growing can be used alongside low-carbon retrofit and construction techniques to bring both embodied and operational CO<sub>2</sub> emissions to net-zero and increase resilience to climate change. It will also highlight the integration of buildings with local mobility, such as providing improved walking and cycling routes, space for cycle storage, public transport access and electric vehicle charging.</p>
<p><b>Ashden Award for Sustainable Built Environments (International)</b></p>	<p>We are looking for organisations working in the built environment that are responding to the climate emergency and the lack of housing of a good standard, through retrofitting existing buildings and the development of zero carbon buildings, infrastructure and public spaces. This award will look holistically at the built environment, considering how elements such as green walls, natural landscaping, rainwater management and food growing can be used alongside low-carbon retrofit and construction techniques to bring both embodied and operational CO<sub>2</sub> emissions to net-zero, and increase resilience to climate change. It will also highlight the integration of buildings with local mobility, such as providing improved walking and cycling routes, space for cycle storage, public transport access and electric vehicle charging.</p>
<p><b>Ashden Award for Sustainable Mobility (International)</b></p>	<p>This award recognises innovative enterprises or programmes that are improving access to sustainable transport and mobility services for those who currently have inadequate access allowing better participation in the economy and in education, whilst having a measurable impact on greenhouse gas emissions, air pollution or congestion. All forms of sustainable mobility are eligible, but we particularly welcome applicants who are promoting walking and cycling. Winners could come from the private, public or third sector, and innovation could range from technical developments and infrastructure improvements to behavioural change and provision of travel information [or the application of digital, AI, big data and communications technologies]. The award will recognise the need for an integrated transport system, where the private car is deprioritised and ease of using and switching between more sustainable transport modes is promoted. Urban planning initiatives that discourage car use, e.g. through land use policies or transit-oriented development, are also eligible. We are particularly interested in work that improves more inclusive access to sustainable mobility for groups such as families/caregivers with</p>

	<p>young children, the elderly and people with disabilities – this could be through technological innovation and/or policy e.g. fare structures.</p>
<p><b>Ashden Award for Clean Air in Towns and Cities (UK)</b></p>	<p>We are looking for applications from organisations, projects or programmes cutting air pollution in urban areas by making transport more sustainable, while providing social and economic benefits to residents and businesses. The winner will have the potential to scale up to work across wide areas, and/or to be replicated in other towns and cities. All sustainable forms of mobility and goods transport are eligible, as are policies put in place by local authorities. Innovation could range from technical developments and infrastructure improvements to behavioural change and Apps that encourage active travel or public transport use. We are particularly interested in work that encourages walking and cycling as well as work that reduces the need for transport, for example through planning policies.</p>
<p><b>Ashden Award for Energy Access Policy, Planning &amp; Finance (International)</b></p>	<p>Systemic change is needed if we are to achieve universal access to modern, clean and affordable energy by 2030. We are looking to highlight innovation needed to achieve the necessary pace and scale of change, with particular attention to the hardest to reach. We are seeking applications from initiatives focusing on aspects of sustainable energy finance, policy and planning, and are particularly interested in work which takes an integrated, collaborative approach, bringing together key stakeholders and considering the energy system holistically.</p>
<p><b>Ashden Award for Energy Access Finance or Business Model Innovation (International)</b></p>	<p>We are looking for organisations or programmes improving access to energy through innovations in financial mechanisms and business models. The work must be benefitting those in areas where energy access rates are low and the market for sustainable energy products and services is underdeveloped.</p> <p>Work can be in one or more of the following areas:</p> <ol style="list-style-type: none"> <li>1) Innovative financial mechanisms or business models which make products more affordable and accessible for customers and/or end-users (e.g. use of innovative payment mechanisms and end-user/distributor finance);</li> <li>2) Innovations which improve the financial viability of enterprises to bring <i>affordable</i>, sustainable energy products and services to market (e.g. process efficiencies, tertiary business services, structured access to finance);</li> <li>3) Innovations which reduce risk and cost of capital associated with investing in underdeveloped markets (e.g. innovative early-stage finance and support, market-building and information services, interventions to reduce policy-side risk).</li> </ol>
<p><b>Ashden Award for Humanitarian Energy (International)</b></p>	<p>We are looking for outstanding initiatives providing clean, safe, reliable and accessible energy in humanitarian settings. This work will relate to electricity, cooking or energy efficiency and may feature new, inclusive delivery models, innovative end user or programme finance, multi-stakeholder collaborations, examples of operational best practice or innovation in other areas. It is important that the work is collaborative, ideally involving partnerships between people affected by crisis, support agencies and local authorities and demonstrates inclusive approaches to ownership and management. We are especially interested in holistic approaches which involve coordination with national government authorities and energy provision that benefits the host population as well as displaced people.</p>

<b>Ashden Award for Sustainable Energy and Livelihoods (International)</b>	<p>We are looking for organisations or programmes using sustainable energy to improve the livelihoods of the world's poorest communities. This award seeks examples of 'productive' uses of sustainable energy that improves people's ability to earn a living and meet their subsistence needs.</p>
<b>Ashden Award for Natural Climate Solutions (International)</b>	<p>Forest ecosystems play a huge role in capturing and storing CO<sub>2</sub> and reducing greenhouse gas emissions. Indigenous Peoples and local communities play a vital role in conserving these ecosystems and should have the right to benefit from their sustainable use and management. We are looking for initiatives which are conserving and restoring forests whilst protecting the rights and economic needs of communities who depend on forest resources. This could consist of strengthening governance rights for Indigenous Peoples and local communities, finance initiatives to support community forest enterprise, agroforestry and permaculture programmes, market creation activities for sustainable forest-products, inclusive, sustainable business models, collaborations between the 'forest-product' sector and the conservation sector, amongst other approaches. This award will focus on solutions that either exist within or have the potential to create impact on the critical basins of the Amazon, the Congo and the rainforests of South East Asia.</p>
<b>Ashden Award for Cool Cities (International)</b>	<p>This award focuses on how cities can adapt to rising temperatures by using passive cooling approaches as part of the built environment. It will look for passive ways to reduce the demand on air conditioning and protect human health by making indoor and outdoor environments safer and more comfortable. We are especially seeking initiatives which are protecting people most vulnerable to dangerous heat stress, such as those in informal settlements and who work outdoors. We are interested in several areas, including:</p> <ul style="list-style-type: none"> <li>• work that is reducing temperatures at a street or district level, for example through planting, shading, evaporative cooling or maximising cooling from wind and water.</li> <li>• passive measures to reduce temperatures in and around buildings, such as shading, insulation and ventilation.</li> <li>• heat action plans or other policy instruments, to preserve life during heatwaves, the creation of 'cool zones' in cities for those with no access to cooling at home, and other adaptation measures.</li> <li>• innovation, whether technical, financial or behavioural, that increases the rate of installation of sustainable cooling measures.</li> </ul> <p>We have a particular focus on the cooling solutions for existing cities, although new developments that reduce heat stress and demand for air conditioning are also of interest, as is any work to overcome barriers such as political will, finance, competing uses for public space and incentivising the private sector to take action.</p>

### Key criteria for the Ashden Awards

To be shortlisted and win an Award, all applicants must satisfy these eligibility criteria:

1. **The applicant must have products, services or programmes currently available for customers, clients or beneficiaries.**
2. **The applicant must show an innovative approach to sustainable energy.** Many award winners use established technologies, but there must be innovative aspects to the work as a whole. These could include innovative approaches to marketing and distribution; improved



financing mechanisms, a new way of sharing training and skills; introducing a technology to a country or region; or employing an innovative business model.

3. **The applicant must be putting forward innovation with the potential to create significant impact.** This might be achieved by their growth as a business or organisation, or the replication of their innovation around the world. Applicants must be willing to work with Ashden and others to achieve this goal. ‘Significant’ impact could be a large reduction in emissions, a mitigation action that addresses a serious threat to people’s wellbeing, or a transformation in people’s quality of life – particularly the most marginalised.
4. **The applicant must show good governance and management.** We are looking for efficient use of funds and a strong plan to generate further income, whether from sales, grants or any other source. Organisations can be for profit or not-for-profit. Winners must have sustainability embedded in their values and practices.

Eligible applications will be judged against the following general criteria, and any additional criteria specified in the application form:

1. **Radical decarbonisation:** The applicant is contributing or has the potential to contribute to radically reducing carbon emissions before 2030, while recognising people’s right to a good quality of life.
2. **Reducing inequality:** The applicant is contributing to a fair transition to a sustainable society, where nobody is left behind, and inequality is reduced.
3. **Participation and democratisation:** The applicant’s work is participatory and inclusive, for example involving or consulting with the community, customers or beneficiaries. Where possible, democratic principles are applied in ownership, decision making and distribution of benefits.
4. **Resilience:** The applicant’s work builds resilience to climate change impacts and economic shocks and is appropriate to the context it operates in.
5. **Additional benefits:** The applicant’s work brings other benefits alongside decarbonisation, such as positive health and wellbeing outcomes, improved air quality, community cohesion or new and better jobs.

### **What will happen if you are longlisted**

If your organisation is longlisted, we will get in touch by January to ask for the following, to better understand your work and assure ourselves of your financial viability:

1. Answers to some additional questions about your work.
2. A copy of your published accounts for the past two years.
3. A copy of your draft accounts for the current financial year.
4. A short informal video summarising the work you do, why it deserves an Ashden Award, and how the award would benefit you.
5. Contact details for two referees

### **What will happen if you are shortlisted**

If you are shortlisted, we will get in touch to arrange a visit to assess your work. For applicants based in the UK or Europe, the judging visit usually takes a whole day, and involves one or two people from Ashden and sometimes a representative from the funder of the award. For applicants with work based in other countries, the visit usually lasts one to three days, and involves one Ashden assessor. The visit will include meetings with key staff such as your chief executive, financial officer, the person in charge of the work submitted for an Award, and other employees. It will also include seeing the work submitted in operation, usually through site visits, and meeting customers or clients. Applicants

that are chosen to be visited will be credited as runners-up if they do not become winners. We may ask you not to share news of your longlisting, shortlisting or award win until a certain date.

### What will happen if you win an award

As an Ashden Award winner, you will:

1. Travel to London at Ashden's expense to take part in the awards week events which are expected to take place in June 2020. **Winning an Ashden Award is contingent on taking part in the awards week activities.**
2. Receive a visit from our video producer and in some cases a photographer.
3. Be expected to participate in media interviews that we may be able to arrange.
4. Agree with Ashden what you will spend the prize fund on and any business support you may receive.
5. Provide monitoring data about the progress of your work after one, two and three years.
6. Earn the chance to join our global alumni network of over 200 winners, a unique opportunity for learning and collaboration.

### Awards process and timetable for the 2020 Ashden Awards

11 December 2019	Deadline for receipt of applications.
January 2020	About 40-50 applicants chosen to send additional information, financial accounts and references. All other applicants told they have not been successful.
Early February 2020	Deadline for receipt of additional information, audited accounts and references.
February 2020	Judging panels meet to shortlist about 20 applicants. All other applicants told they have not been successful.
March and early April 2020	Assessors visit the shortlisted applicants.
April 2020	Judging panels meet to select up to 10 award winners. All other shortlisted applicants told of the outcome.
April to June 2020	Preparation of publicity material about all shortlisted applicants. Detailed case studies written about winners' work. Film crew visit award winners.
Late June 2020	Awards week: winners in London for awards ceremony and related events. Confirmed date to be released as soon as available.

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