



## European Business Awards for the Environment 2010

### Rewarding Innovation for Sustainability



#### Nominees:

AEVG Abfall- Entsorgungs- und Verwertungs GmbH, Austria

Arçelik A.Ş., Turkey

Dr.-Ing. Werner Neu Verfahrenstechnik GmbH, Germany

Ecover Belgium n.v., Belgium

EnergyICT n.v., Belgium

Ferrovial, Spain

The Findus Group, UK

Frigoglass SAIC, Greece

Siemens AG, Germany

Zenergy Power GmbH and Bültmann GmbH, Germany

## 10 pioneering projects in green innovation

Management

Product

Process

International Co-operation

# Greening our future

## Contents

3	Introduction
4-5	Greening our future
6-7	The Management Award
8-9	The Product Award
10-11	The Process Award
12	The International Co-operation Award
13	Special Commendation
14-15	Showing you are the best
16	Useful links

### Legal Notices

The European Business Awards for the Environment are organised by the Directorate-General for Environment of the European Commission.  
Website: <http://www.ebae.eu>

### For further information:

European coordinator

Katarzyna Wolos

The European Commission

Directorate-General for Environment (BU-1 05/165)

Unit F3 – Communication

B-1049 Brussels

Tel.: +32 2 299 79 81

E-mail: [katarzyna.wolos@ec.europa.eu](mailto:katarzyna.wolos@ec.europa.eu)

### European Business Awards for the Environment Secretariat

Cedric Hananel

Tel.: +32 2 340 30 64

Fax: +32 2 345 17 84

c/o PRACSIS

Rue Royale 146

B-1000 Brussels

E-mail: [eu.awards.env@pracsis.be](mailto:eu.awards.env@pracsis.be)

© European Union, 2010

Reproduction is authorised provided the source is acknowledged.

Editorial work and lay-out: PRACSIS

Printed in Belgium on recycled paper that has been awarded the EU Ecolabel for graphic paper



# Introduction



Preserving our environment makes enormous economic, social and business sense and is essential for the future well-being of our planet. While environmental protection may sometimes appear to cost more in the short-term, it pays dividends by improving our quality of life, stimulating our economies and creating jobs. The finalists in this year's European Business Awards for the Environment clearly demonstrate that taking a green approach can make a major difference to their profitability and to our common good through innovative and sustainable eco-technologies and processes.

I am strongly committed to turning environmental protection into environmental value. The Europe 2020 Strategy recently adopted by the Commission follows the same line of thought, recognising that a better environment matters not only for the quality of life of citizens, but also for the economy. The strategy will help prepare businesses for the long-term challenges of resource efficiency and sustainable growth, and it will do this with economic incentives that promote true innovation and creativity.

Forty years of environmental legislation has brought Europe predictability and a level playing field for businesses. These same laws have boosted the uptake of new technologies in our homes and transport, increased the use of renewable energy, and made recycling part of our daily life. The challenge we face now is to manage our resources throughout their life cycle, in a sustainable fashion, and to reduce the environmental impact of their use.

The more we are aware of the real and inherent value of our environment, the more effectively we will combine economic, social and environmental goals. The companies involved in the EBAE are a key element in this – demonstrating clearly their innovative abilities and the economic sense of applying eco-technologies and processes.

A handwritten signature in blue ink, reading "Janez Potočnik". The signature is stylized and fluid.

**Janez Potočnik**  
**Commissioner for the Environment**

# Greening our future

## Rewarding Europe's best green businesses

The European Business Awards for the Environment are presented by the European Commission every two years and recognise European companies that have made an outstanding contribution to sustainable development.

The competition has four award categories: management, product, process and international co-operation. The intention is to reward companies that set an example in each category through a combination of innovation, economic viability, environmental concern and social responsibility. The scheme marks out companies whose activities contribute to economic and social development without detriment to the environment.

To be eligible, companies must first succeed in their national award schemes, which are organised throughout Europe every year. This means that the companies awarded the European prize are 'the best of the best'; the most far-sighted, responsible and innovative across Europe. Companies from all EU Member States and candidate countries can apply for the awards. The submission of entries to the European awards competition is managed by national coordinating bodies.

The competition has been running since 1987 and is an indication of the strong interest taken by businesses in caring for the environment and increased awareness of the economic and social benefits that this brings.

### *The 2010 European Business Awards for the Environment Jury Panel*

An independent panel of 14 Jury members from across Europe met in Madrid from 10 to 12 March 2010 to assess and evaluate the record 141 entries from 24 EU and candidate countries submitted for this year's edition of the awards. The Jury consists of representatives from industry, non-governmental organisations, academia and public authorities. All Jury members are experts in environmental matters.

#### **Members of the Jury:**

##### **Ms Cristina GARCÍA-ORCOYEN TORMO (President)**

Chief Executive, Fundación Entorno-BCSD España; member, WBSCD energy and climate change, corporate responsibility and ecosystems working groups; member, Procter & Gamble International Advisory Panel in Sustainable Development; Spanish MEP 1999- 2004.

##### **Dr Konstantin ARAVOSSIS**

Lecturer, National Technical University of Athens; President, Greek Solid Waste Management Association; Honorary President, Greek Association of Environmental Protection Companies (PASEPPE); member, environmental committee, Technical Chamber of Greece.

##### **Ms Marta Szigeti BONIFERT**

Executive Director, Regional Environmental Centre for Central and Eastern Europe; member, Environmental Management and Law Association; board member, Europosperitas 2010 Foundation; scientific advisor, Agroinnova/Torino University Scientific Committee; head of environmental committee, Hungarian Business Leaders Forum.

##### **Dr John BOWMAN, CBE**

Environmental consultant; jury member, RSA Environmental Management Awards, Vice-President, Business Commitment to the Environment Awards; Chair of the Royal Society of Arts Forum for Environment and Sustainable Development Awards.

##### **Mr Janis BRIZGA**

Head of Board, Green Liberty; project manager and manager of 'sustainable consumption and production patterns' and 'public participation' programmes; coordination board member, European Eco-Forum; board member, Northern Alliance for Sustainability (ANPED).

##### **Professor Wilfried BOCKELMANN**

Former Chairman, BDI environment and technology committee; former Director of Volkswagen Klassik and former Executive Vice-President of Technical Development at Volkswagen.

##### **Dr Gerard DIJKEMA**

Associate Professor of Energy and Industry at Delft University of Technology; member, general council, and PvdA leader, Delfland Water Authority; jury member, Ei van Columbus; member, presidential sustainability initiative committee, Institute of Electric and Electronics Engineers.

##### **Mr Koray ETI**

General Manager, TRICON Environment Energy Construction Consultancy, Turkey; member, ISO Istanbul Chamber of Industry; member, TUSIAD Turkish Industrialist' and Businessmen's Association; Environment and Energy Business Coordinator, Fichtner (Turkey).

##### **Mr Heinz FELSNER**

CEO, KPI Consult GmbH, Switzerland; founding board member, Austrian Business Council for Sustainable Development; Vice-President, Schweiz-Österreich-Liechtenstein chamber of commerce; Chairman, EBAE July 2006, Vienna; member, EBAE 2008 Jury, Ljubljana.

##### **Ms Jatta JUSSILA**

CTO, CLEEN Oy, Finland; former Senior Advisor, Energy Department, Finnish Ministry of Employment and the Economy; member, Finnish Air Pollution Prevention Society; member, Association of Finnish Chemical Societies.

##### **Ms Isabel LICO**

Senior Adviser, Department of Environmental Assessment and Permitting, Portuguese Agency for the Environment; member, Standardisation Technical Committee for Environmental Management; member, Local Agenda 21 Working Group; former coordinator, International Experts Working Group, LIFE Environment Programme.

##### **Mr Godwin C MICALLEF**

Management consultant and financial controller; board member, Malta Standards Authority; member, National Commission for Sustainable Development; Secretary to the Foundation for Human Resources Development; former Senior Vice-President, Malta Federation of Industry Council; member, adjudicating committee, National Environment Award for Industry; member, adjudicating committee, Environment Award of the Regional Activity Centre for Cleaner Production (RAC/CP) within the Mediterranean Action Plan (MAP).

##### **Professor László MIKLÓS**

Member of Parliament; Vice-Chairman, committee for agriculture, environment and nature conservation, National Council of the Slovak Republic; Professor at the Technical University in Zvolen and member of the Scientific Council; leading scientist at the Institute of Landscape Ecology of the Slovak Academy of Sciences; President of the European Association for Landscape Ecology.

##### **Professor Carlo VANDECASTEELE**

Full Professor of Environmental Technology, Department of Chemical Engineering, Faculty of Engineering, University of Leuven.

## *A history of rewarding green innovation: 1987 to 2010*

- |             |  |
|-------------|--|
| <b>1987</b> | Launch of the European Better Environment Awards for Industry on the occasion of the European Year of the Environment  |
| <b>1988</b> | First Better Environment Awards for Industry<br>Ceremony: Brussels   |
| <b>1989</b> | Second Better Environment Awards for Industry<br>Ceremony: London  |
| <b>1990</b> | Third Better Environment Awards for Industry<br>Ceremony: Paris  |
| <b>1992</b> | Fourth Better Environment Awards for Industry<br>Ceremony: Seville   |
| <b>1994</b> | Fifth Better Environment Awards for Industry<br>Ceremony: Copenhagen   |
| <b>1996</b> | Sixth Better Environment Awards for Industry<br>Ceremony: Dublin   |
| <b>1998</b> | Seventh Better Environment Awards for Industry<br>Ceremony: Leeuwarden   |
| <b>2000</b> | Renaming of the European Better Environment Award for Industry:<br>First European Awards for the Environment<br>Ceremony: Brussels   |
| <b>2002</b> | Second European Awards for the Environment<br>Ceremony: Budapest   |
| <b>2004</b> | Third European Business* Awards for the Environment<br>Ceremony: Brussels as part of Green Week 2004.<br>* The word 'business' was added to give well-deserved recognition to companies that have introduced and promoted sustainable development in their activities and practices. |
| <b>2006</b> | Fourth European Business Awards for the Environment<br>Ceremony: Brussels  |
| <b>2008</b> | Fifth European Business Awards for the Environment<br>Ceremony: Brussels   |
| <b>2010</b> | Sixth European Business Awards for the Environment<br>Ceremony: Brussels   |

The EBAE Jury in session in Madrid in March 2010 under the presidency of Ms Cristina García-Orcóyen Tormo

# The Management Award

**This award is for companies with outstanding strategic vision and management systems which enable them to continuously improve their contribution to sustainable development.**

## *Award Criteria*

### **Commitment**

Corporate mission and policy statements – including an environmental policy – must be consistent with the principles of sustainable development.

### **Integration**

Environmental and social issues must be fully integrated into mainstream business management alongside financial performance, with clear objectives and targets for improving performance.

### **Performance improvement**

There must be continuous improvement in performance against the organisation's stated environmental and social objectives as demonstrated by regular monitoring and reporting.

### **Accountability**

There must be regular and systematic dialogue with stakeholders – such as employees, suppliers, customers and non-governmental organisations – with feedback of the results into management decision-making.

### **Employee involvement**

Employees must be closely involved in all aspects of environmental management and there must be capacity-building in other areas of corporate social responsibility.

### **Replication potential**

There must be clear potential for good practice and innovation to be shared with other organisations – for example through involvement in business networks and dissemination at conferences.

*AEVG Abfall- Entsorgungs- und Verwertungs GmbH, Arçelik A.Ş. and the Findus Group were selected by the Jury for the Management Award category of the European Business Awards for the Environment 2010.*

## Reaping the benefits of integrated municipal waste management



### **AEVG Abfall- Entsorgungs- und Verwertungs GmbH, Austria**

AEVG is responsible for the treatment, recycling and disposal of domestic waste from all households and public institutions in Graz, the second largest city in Austria. In 1998, the publicly-owned company started implementing integrated municipal waste management based on the EU Eco-Management and Audit Scheme (EMAS), ensuring continuous improvement and ecological sustainability. Recent improvements include installation of one of the largest solar plants in Europe, consisting of nearly 5 000 m<sup>2</sup> of solar collectors providing 2 000 MW of energy to the local district heating system, and the operation of one of the most advanced recycling centres in Austria.

### **The organisation says:**

*“EMAS was the foundation for creating our integrated waste management system. It helped improve our internal organisation and the interconnection of the various processes. Additionally, EMAS helped in the shaping of opinions for environmental improvements and cost savings. Furthermore, EMAS is compatible with other quality and environmental management systems. Finally, implementation of our integrated waste management system has improved public perception of our activities.”*

**Contact:** Mr Ralf de Roja (r.deroja@aevg.at)

**Website:** <http://www.aevg.at>

### **The Jury's verdict:**

The Jury highly appreciated the combination of integrated municipal waste management and renewable energy systems put in place by the company. Highlights include:

- Installation of one of the largest solar plants in Europe to power a local district heating system;
- Investment in a new advanced recycling centre;
- A more efficient customer service and increase in the waste-recycling rate; and
- The involvement of stakeholders to improve the service.

## Emphasising sustainability as a global business objective



### Arçelik A.Ş. Turkey

Arçelik is one of the leading manufacturers of home appliances in Europe. The company's business objectives and processes reflect its vision: "Respects the Globe, Respected Globally". Its activities are focused on continuous improvement and a responsive approach to the environment as well as environmentally-friendly products. Arçelik implements all related international production and management standards, mainly ISO 14001 Environmental Management System, which is integrated with ISO 9001 Quality Management System.

#### The organisation says:

*"We developed our new vision 'Respects the Globe, Respected Globally' in 2009 to emphasise sustainability, which is an essential feature of our excellence culture. Arçelik practices eco-management principles based on Environmental and Quality Management System Standards. These principles are fully integrated with sustainable development and corporate social responsibility involved in all processes."*

**Contact:** Bahadır Akın – Arçelik Group Quality Systems and Six Sigma Manager  
(bahadir.akin@arcelik.com)

**Website:** <http://www.arcelikas.com.tr/Cultures/en-US/?Language=en-US>

#### The Jury's verdict:

The Jury recognised the holistic approach of this company to all sectors and appreciated the fact that environmental and social issues are fully integrated into business management together with financial performance, demonstrating clear objectives and measurable targets. Highlights include:

- Innovative vision, also shared by their subsidiary companies and partners;
- Strong focus on research and development ;
- Verifiable commitment to corporate and social responsibility; and
- Documented continuous involvement of employees and other stakeholders.

## Ensuring a sustainable future for seafood

WINNER



### The Findus Group, UK

Fish for Life is the Findus Group programme to support a long-term sustainable future for seafood. As a primary link between fishermen and the consumer, the Findus Group is able to make a positive contribution to the responsible management of fisheries and the protection of marine biodiversity. It can also communicate key issues through its business relationships, products and marketing. The business has invested heavily in activities to support its Fish for Life approach since the programme was first initiated by Young's Seafood eight years ago.

#### The organisation says:

*"We have a long-term commitment to contributing to improvement in fisheries management. Not only because this will help secure the commercial future of our business – but also ethically because sustainable practice is vital if seafood is to be preserved as a key source of human food. For these reasons we have invested heavily in building seafood sustainability policies and putting them into practice through Fish for Life."*

**Contact:** Ian Hagg, Director of Corporate Social Responsibility  
ian.hagg@findusgroup.com

**Website:** <http://www.findusgroup.com/>

#### The Jury's verdict:

The Jury selected this company for its initiative in implementing a management system to ensure that profits do not come at the expense of depleted resources in the highly sensitive fisheries sector. Highlights include:

- The setting of a benchmark for responsible fisheries management;
- Promotion and sharing of best practices both locally and internationally;
- Contribution to sustaining biodiversity through long-term business commitment in a sensitive sector;
- Life cycle approach from fishermen to consumers as described in the Group's principles; and
- Strong involvement of employees and other stakeholders.

# The Product Award

**This award is for companies that have developed a new product or related service that makes an outstanding contribution to sustainable development.**

### *Award Criteria*

#### **Innovation**

Substantial innovation in the product or service must bring improvements in environmental performance over comparable alternatives, while maintaining functional performance.

#### **Environmental benefit**

Clear and quantified analysis must demonstrate increased resource efficiency and reduced environmental impacts over the complete life cycle of the product or service – for example through life cycle assessment.

#### **Social benefit**

The product or service must meet the needs of consumers and bring wider social benefits – such as providing decent working conditions, safeguarding consumer health or improving quality of life.

#### **Economic benefit**

Proof must be given that the new product or service is at least economically viable – in terms of sales performance data or credible sales projections.

#### **Commitment**

The senior management must be clearly committed to the development and marketing of the product or service and must indicate its importance in the context of the organisation's overall strategy.

#### **Replication potential**

There must be clear potential for wider adoption of the innovative aspects of the product or service, and willingness to share this knowledge and expertise with other organisations.

*EnergylCT n.v., Frigoglass SAIC and Siemens AG were selected by the Jury for the Product Award category of the European Business Awards for the Environment 2010. Stredoslovenska energetika a.s. (EDF Group) received a special Jury commendation (see page 13).*



### **Frigoglass SAIC, Greece**

Frigoglass is a leading global manufacturer and solutions provider in commercial refrigeration. Its Ecocool range of drinks coolers is designed to minimise the impact on the environment by reducing energy consumption and greenhouse gas emissions. This is achieved through the use of natural hydrocarbon and CO<sub>2</sub> refrigerants and natural substances in the insulation process. In addition, optimised and efficient design, best-in-class components and intelligent energy-management systems make the units significantly more economic to run. Moreover, advanced assembly techniques and the use of fewer materials contribute to increased recyclability.

#### **The organisation says:**

*"This innovative range, a direct result of our commitment to promoting a sustainable business environment, allows beverage companies to offer cold drink availability whilst at the same time reducing their carbon footprint. It is a key element of our market-oriented strategy which aims to reduce the environmental impact of our products by reducing energy consumption and the burden of global warming."*

**Contact:** Mrs Venia Zafolia (vzafolia@frigoglass.com)

**Website:** <http://www.frigoglass.com>

#### **The Jury's verdict:**

The Jury nominated this project for its energy-efficient and environmentally-friendly refrigeration system for commercial ice-cold merchandisers. Highlights include:

- The development of a commercial ice-cold merchandiser, using natural solutions which are environmentally-friendly;
- The incorporation of a smart energy monitoring and control system in commercial ice-cold merchandisers, leading to substantial energy savings;
- The extensive commercialisation of these new merchandisers, showing their business benefits; and
- The development has and can have further major impacts on the adoption of environmentally-friendly and energy-efficient refrigerated food and drink sales units.

## Cutting energy costs and emissions with the world's most powerful gas turbine

**SIEMENS**

### Siemens AG, Germany

The Siemens SGT5-8000H is the world's most powerful gas turbine and in combined cycle operation can achieve an efficiency level of more than 60%, benefitting both the environment and the climate. When installed in a combined cycle power plant (CCPP) with an electrical capacity of 570 MW, the turbine can supply power to a city with a population of around 3.4 million inhabitants – the size of Berlin. The high efficiency of this power plant allows a significant fuel saving of 3.5% more than the previous best available CCPP technology. The innovative construction also allows a saving of up to 40,000 tonnes of CO<sub>2</sub> a year compared with state-of-the-art CCPPs.

#### The organisation says:

*"The average efficiency of combined cycle power plants is around 52% in Germany and 47% worldwide. If all CCPPs in Germany were adapted to generate power using the new gas turbines, natural gas savings of 13% would result, equivalent to 58 PJ/a. CO<sub>2</sub> emissions would be reduced by 3.1 million tonnes. Worldwide, natural gas savings of 22% could be achieved; at 5,182 PJ per year, this corresponds to about a third of the annual primary energy consumption of Germany. The associated CO<sub>2</sub> emission reduction would be 274 million tonnes."*

**Contact:** Willibald Fischer (willibald.fischer@siemens.com)

**Website:** <http://www.siemens.com>

#### The Jury's verdict:

The Jury selected this project for its major improvements to the energy efficiency of large gas turbines. Highlights include:

- This is the first time a power plant has achieved an electrical efficiency of more than 60%;
- The development depends on advances in turbine engineering, materials science and combustion technology;
- The design innovation makes substantial business sense both for the energy generator and for the energy user; and
- Gas-powered electricity will be of major importance over the next 50 years, so the widespread adoption of this technology will have significant energy and financial benefits.

## Huge savings potential through energy monitoring and control

**WINNER**

**ENERGYICT**

### EnergyICT n.v., Belgium

The sophisticated EIServer® energy monitoring and control system incorporates all the vital functions necessary for efficient energy management in all types of building. Implementation of this system by British retailer Tesco has enabled it to reduce energy consumption by 20% across all its UK stores. Energy consumption is measured for electricity and water, as well as for gas and heat. This data is collected and centralised for processing. The system reads more than 10 000 meters in the UK Tesco stores.

#### The organisation says:

*"EnergyICT has contributed greatly to Tesco's awareness of energy consumption, which has generated enormous savings on its energy bills. In addition, the innovative nature of our systems means that not only is EIServer® deployed for energy-management purposes, but it can also act as the central meter data management system for the utility markets to enable and facilitate the rise of smart grids around the globe."*

**Contact:** David Chambaere (d.chambaere@energyict.com)

**Website:** <http://www.energyict.com>

#### The Jury's verdict:

The Jury recognised the project for "walking the talk" on energy efficiency in buildings. This project is an energy monitoring and control system which is being used by a major retailer to achieve substantial reduction in energy use. The Jury highlighted:

- The development and application of a smart energy system;
- Use of data from the smart energy system to achieve substantial energy reductions for a major retailer;
- The application makes sound business sense for the provider of the smart energy system and for the retailer; and
- This example of the application of sound energy-management system could and should be copied by others.

# The Process Award

**This award is for companies that have developed and applied a new production technology that makes an outstanding contribution to sustainable development.**

## *Award Criteria*

### **Innovation**

The technology must include specific innovative elements that promote more eco-efficient production – for example by increasing resource efficiency or reducing waste and emissions.

### **Environmental benefit**

The environmental benefits of the new technology must be clear and quantified – for example through use of eco-efficiency indicators.

### **Social benefit**

Adoption of the new technology should result in either neutral or positive social impacts – such as in terms of employment opportunities, working conditions or effects on local communities.

### **Economic benefit**

Proof must be given that the new technology is economically viable – for example with reference to capital and operating costs.

### **Commitment**

Senior management must be clearly committed to adopting the new process or technique and must show its importance in the context of the organisation's overall operations.

### **Replication potential**

There must be clear potential for wider adoption of the innovative aspects of the technology, and a willingness to share this knowledge and expertise with other organisations.

*Ecover Belgium n.v., Dr.-Ing. Werner Neu Verfahrenstechnik GmbH, and Zenergy Power GmbH and Bültmann GmbH were selected by the Jury for the Process Award category of the European Business Awards for the Environment 2010.*

## Cleaning up with renewable eco-surfactants



### **Ecover Belgium n.v., Belgium**

About 70% of the surfactants used as wetting agents in conventional washing and cleaning products are derived from fossil-based resources, which are non-renewable. After seven years of groundbreaking research, Ecover R&D developed an innovative process using a special 'bioreactor' to produce an eco-surfactant. It is the first time that a surfactant has been produced using an entirely biochemical, low energy process on this scale. Tests show its use provides cleaning that is as powerful as conventional market leaders, as well as fast and complete biodegradability and low aquatic toxicity. The use of eco-surfactants in washing and cleaning products is patented by Ecover.

### **The organisation says:**

*"Since it was founded, Ecover has used renewable plant-based surfactants only. Our eco-surfactant is made through a fully biological process rather than a petrochemical one and production is carried out at 30°C and at atmospheric pressure. The resulting product has a low toxicity to aquatic life, and biodegrades quickly and completely without leaving stable metabolites. By introducing our new eco-surfactant technology, we have not only improved the production process, but also the cleaning performance of our products."*

**Contact:** Ms Effi Vandevoorde (vandevoorde.ffi@ecover.com)

**Website:** <http://www.ecover.com>

### **The Jury's verdict:**

The Jury recognised this project for its production of 'eco-surfactants' through a natural fermentation process, using fully renewable raw materials instead of fossil resources. Highlights include:

- An eco-surfactant produced through natural fermentation at 30°C and at atmospheric pressure so little energy is required;
- *Candida Bombicola*, a type of yeast, produces a surfactant combining sugar and a fatty acid; and
- The process, which is already in routine use, starts from a fully renewable raw material instead of fossil resources.

## Partial melt technique cuts energy and moulding time



### Dr.-Ing. Werner Neu Verfahrenstechnik GmbH, Germany

A new energy-saving polymer-processing method was ramped up to industrial scale for the continuous production of thermoplastic sheets, pipes and rods. Unlike conventional methods, the primary product – in this case spherical or lentil-sized plastic granules – is not completely melted for the moulding process, but only surface-fused. A heated stream of gas is fed into the pile of granules to partially melt them. The outer plastified granules are then moulded in a double-belt press into an homogenous void-free plastic sheet. This process reduces the energy needed to one third of that used by the conventional technique. Based on this lower energy input, the new process also cuts the time for moulding and cooling.

#### The organisation says:

*“This new method enables plastic manufacturers not only to reduce their energy demand, but also to increase the mass throughput and their competitiveness in the field of thick-walled thermoplastic articles. In many cases, it should be possible to replace only the existing heating zone within the processing step rather than having to replace the entire production line in order to introduce the innovative energy-saving technology.”*

**Contact:** Dr Werner Neu

**Website:** <http://www.technopartner.de/>

#### The Jury's verdict:

The Jury recognised this project for offering huge energy savings and higher productivity through surface melting of thermoplastic pellets for moulding. The Jury highlighted:

- A new method, already used effectively in industry, was developed to produce thermoplastic sheets, pipes and rods;
- The primary product – plastic granules – is not completely melted for the moulding process, but only surface-fused; and
- This leads to massive energy savings and reduces production costs by 50%.

## Superconductor coil slashes energy consumption in metal processing

WINNER



### Zenergy Power GmbH and Bültmann GmbH, Germany

In the process of shaping non-ferrous metals such as aluminium, copper and brass, the processing speed and quality depend on the homogeneous distribution of heat within the metal billets. The Magnetic Billet Heater is the first industrial machine based on superconductor technology and a quantum leap in non-ferrous metal processing. The magnetic heating process improves heating quality, resulting in a 25% increase in productivity and substantial quality gains. At the same time, energy consumption is cut by 50% due to the absence of resistive loss in the superconductor coil.

#### The organisations say:

*“Superconductors have no electrical resistance and conduct electricity without losses, making it possible for a superconductive coil to generate a strong magnetic field for billet heating with extremely low power input. The driving coil power for a 2-MW magnetic billet heater amounts to only 100 W. This application of superconductor technology allows a significant increase in energy efficiency in one of the most power-intensive processes in metals manufacturing and a corresponding substantial reduction of CO<sub>2</sub> emissions.”*

**Contact:** Ursula Kollenbach ([ursula.kollenbach@zenergypower.com](mailto:ursula.kollenbach@zenergypower.com));  
Werner Witte ([ww@bueltmann.com](mailto:ww@bueltmann.com))

**Websites:** <http://www.zenergypower.com> ; <http://www.bueltmann.com>

#### The Jury's verdict:

The Jury selected this project as it represents the first use of superconductor technology in an industrial production process. Highlights include:

- Copper and aluminium billets are heated using 50% less energy;
- Productivity is increased by 25%; and
- For a 2-MW magnetic billet heater, the driving coil power amounts to only 100 W, enabling extremely high efficiency.

# The International Co-operation Award

This award is for companies that have developed an international partnership for sharing knowledge and technology, leading to sustainable growth in developing countries.

## Award Criteria

### Clear objectives

The partnership must be guided by a clear statement of objectives demonstrating how it expects to contribute to the environmental, economic and social aspects of sustainable development.

### Planning and resource allocation

The partnership must be thoroughly planned and must be allocated sufficient human and financial resources to enable it to work effectively towards its objectives.

### Sustainable benefit

The partnership must produce measurable and lasting benefits that are consistent with the principles of sustainable development – such as reduced resource consumption, improved working conditions or poverty alleviation.

### Equity

The benefits must be evenly distributed among those involved, and the partnership must be managed in a way that is fair and transparent to all partners.

### Synergy

Benefits must be produced more efficiently and effectively as a result of the partnership – such as by avoiding duplication of effort, mobilising greater expertise or building trust.

### Replication potential

There must be potential for applying the innovative aspects of the partnership to other situations and partners.

*Ferrovial was the only organisation selected by the Jury for the International Co-operation Award category of the European Business Awards for the Environment 2010.*

## Innovative water collaboration improves living standards in the Serengeti

WINNER

ferrovial

### Ferrovial, Spain

Maji ni Uhai ('Water is life') is a collaborative effort to fight poverty by providing access to safe water. The objective is to ensure that the construction of a water supply and sanitation infrastructure for 50 000 people in the Serengeti, Tanzania, becomes the basis of sustainable economic development of the region. The project involves an innovative collaboration between Ferrovial, one of the world's leading infrastructure groups, the non-governmental organisation AMREF (African Medical and Research Foundation) and the regional governments. In this public-private alliance, Ferrovial provides its technology and know-how through company volunteers, in addition to financing 100% of the project.

### The organisations says:

*"This project will provide more than 50 000 people with water supply infrastructures, so the current water access will be increased from 23 to 60% in 2011. Moreover, sanitation infrastructures will be built to provide 100% of schools and health centres with proper sanitation. Consequently, water-related illnesses will be reduced, the local economy will be improved and so therefore will the quality of life of the Serengeti District population."*

**Contact:** [rsc@ferrovial.es](mailto:rsc@ferrovial.es)

**Website:** [www.ferrovial.com](http://www.ferrovial.com)

### The Jury's verdict:

The Jury selected this project for providing safe drinking water to the people in the Serengeti, Tanzania and significantly improving the standard of living, particularly for women and children. This continuing project exhibits a high replication potential with clear indications of how to solve an endemic problem in other developing countries. Highlights include:

- A modern, innovative way of co-operating between Ferrovial and the AMREF health organisation;
- Capacity building in the long term; and
- A good example of true corporate responsibility action.

# SPECIAL COMMENDATION IN THE PRODUCT CATEGORY

## Protecting birds from deadly power lines



### Stredoslovenska energetika a.s. (EDF Group), Slovak Republic

Several endangered species of raptors unique to Europe – eagles, falcons and owls – live in the Slovak Republic. However, 50 to 80,000 such birds are electrocuted on power lines each year. Stredoslovenska energetika has developed a protective casing to prevent the electrocution of birds on high-voltage electricity pylons. The self-supporting profiles are made of non-conducting plastic and were developed and tested with support from governmental and non-governmental organisations. They can be fitted without interrupting the power supply and provide bird perches in safe areas. They are now used all over the country by all electric utility companies.

#### The organisation says:

*“By installing such easy-to-use, universal and low-cost model eco-protection cases, our company demonstrates its commitment to fulfilling EU conditions related to responsibility in the field of biodiversity and sustainable development. The bird-friendly product enables perching in safe areas and reduces the risk of electrocution. Efficiency of the new product tested over two years was 100%; no deaths were recorded under the electric transmission pylons during this period.”*

**Contact:** Stredoslovenská energetika, a. s. (sse@sse.sk)

**Website:** <http://www.sse.sk>

#### The Jury's verdict:

While this project does not fit easily into the EBAE criteria, the jury felt it deserved a special mention as it is a low cost, attractive and easy-to-adopt solution to the threat to birds from power lines. The Jury highlighted:

- The innovation is a simple means of reducing the numbers of birds killed on pylons which can be installed with minimum interference to electricity supply;
- The innovation is a durable product which allows birds to access pylons without risk; and
- The product will have widespread benefits for biodiversity and in turn for the social benefit of biodiversity.

# Showing you are the best

As a business, you have a key role to play in ensuring a sustainable future for the environment. The European Business Awards for the Environment allows us to celebrate what has already been done, showcasing companies that are pioneers in green innovation.

Showing your business is 'best' in terms of sustainable development requires balanced progress towards three inter-connected objectives:

## Environmental excellence:

Preventing pollution and optimising resource efficiency in your operations while developing products or services with minimal life-cycle environmental impacts;

## Social responsibility:

Meeting the wider concerns of stakeholders such as employees, suppliers, customers and local communities about issues like working conditions, human rights and community involvement;

## Strong financial performance:

Profitability and competitiveness bringing benefits to shareholders and securing long-term growth and security of employment.

**For more details, contact your national representative listed below:**

### Austria

Federal Ministry of Agriculture, Forestry, Environment and Water Management  
Division VI/5  
Mr Armin Pecher  
Stubenbastei 5,  
A-1010 Vienna  
Tel.: +43 1 51 522 16 46  
armin.pecher@lebensministerium.at  
<http://www.lebensministerium.at/umwelt>

### Belgium

Business and Society Belgium  
Mrs Caroline Godts / Mrs Greet Vanderheyden  
Stuiversstraat 8 rue des Sols  
1000 Brussels  
Tel.: +32 2 515 09 37  
caroline.godts@businessandsociety.be /  
greet.vanderheyden@businessandsociety.be  
<http://www.businessandsociety.be>

### Bulgaria

Bulgarian Business Leaders Forum  
Mrs Stanislava Peycheva  
42, Slavyanska Str.  
1000 Sofia  
Tel.: +359 2 986 5202  
stanislava.peycheva@bbf.bg  
<http://www.bbf.bg>

### Croatia

Ministry of Environmental Protection, Physical Planning and Construction of the Republic of Croatia,  
Mrs Marijana Mance / Mrs Branka Pivčević Novak  
Ulica Republike Austrije, 20  
10000 Zagreb  
Tel.: +385 1 3782 187 / +385 1 3782 162  
gordana.ruklic@mzopu.hr /  
branka.pivcevic-novak@mzopu.hr  
<http://www.mzopu.hr>

### Czech Republic

Business Leaders Forum  
Mr Tomáš Nejedlo  
Štěpánská 61,  
Palác Lucerna, 116 02 Prague 1  
Tel.: +420 224 216 275  
blf@blf.cz; nejedlo@blf.cz  
<http://www.blf.cz>; <http://www.csr-online.cz>

### Cyprus

Ministry of Agriculture, Natural Resources and Environment  
Department of Environment, Ministry of Agriculture, Natural Resources and Environment  
Mrs Nasia Dikigoropoulou  
1498 Nicosia, Cyprus  
Tel.: +357 22408924  
ndikigoropoulou@environment.moa.gov.cy  
<http://www.cyprus.gov.cy/moa/agriculture.nsf>

### Denmark

Ingeniørforeningen i Danmark, IDA  
Mrs Charlotte Faber  
Kalvebod Brygge 31-33,  
1780 København V  
Tel.: +45 33 18 46 40  
cf@ida.dk  
<http://ida.dk>

### Estonia

Ministry of the Environment  
Mrs Kadri Tomingas  
Narva mnt 7a,  
10117 Tallinn  
Tel.: +372 626 07 50  
kadri.tomingas@envir.ee  
<http://www.envir.ee>

### Finland

The Association of Environmental Enterprises  
Mrs Pia Vilenius  
Eteläranta 10, P.O.Box 4,  
00131 Helsinki  
Tel.: +358 40 413 6340  
pia.vilenius@chemind.fi  
<http://www.ymparistoyritykset.fi/english>

### France

Ministère de l'Ecologie, de l'Énergie, du Développement Durable et de l'Aménagement du Territoire (MEEDDAT)  
Mr Jean-Paul Ventère  
CGDD - IDAE 4 Tour Voltaire  
92055 La Défense Cedex  
Tel.: +33 1 40 81 83 61  
jean-paul.ventere@developpement-durable.gouv.fr  
<http://www.developpement-durable.gouv.fr>

## Germany

Bundesverband der Deutschen Industrie e.v  
Abteilung Umweltpolitik  
Mr Franz-Josef von Kempis  
Breite Strass 29  
10178 Berlin  
Tel.: +49 30 2028 1509  
v.kempis@bdi.eu  
<http://www.bdi.eu>

## Greece

Hellenic Association of Environmental  
Protection Enterprises  
Mrs Eleni Polychronopoulou  
4 Marni street  
104 33 Athens  
Tel.: +3 021 303 838 148  
elenpoly@epe.gr; info@paseppe.gr  
<http://www.paseppe.gr>

## Hungary

Hungarian Association of Environmental  
Enterprises (KSZGYSZ)  
Mrs Agnes Czibók  
Keleti Karoly u. 11/A,  
H-1024 Budapest  
Tel.: +36 1 350 7271  
kszgzysz@t-online.hu  
<http://www.kszgzysz.hu>

## Ireland

Irish Business and Employers Confederation  
(IBEC)  
Mr Robert O'Shea  
Confederation House,  
84/86 Lower Baggot Street,  
Dublin 2  
Tel.: +353 1 605 1526  
robert.oshea@ibec.ie  
<http://www.ibec.ie>

## Italy

AeT – Ambiente e Territorio,  
Agency of the Chamber of Commerce Industry  
Craft Agriculture of Rome  
Mr Giuseppe Tripaldi  
Camera di Commercio di Roma  
Via Capitan Bavastro 116  
00154 Roma  
Tel.: +39 0669 76901; Mob.: +39 335 6681 1711  
g.tripaldi@assetcamera.it  
<http://www.premioimpresambiente.it>

## Latvia

Latvian Pollution Prevention Center (LPPC)  
Mr Janis Plavinskis  
Bruninieku iela 27-40  
Riga, LV-1001  
Tel.: +371 720 4118; Mob.: +371 6454 772  
redaktors@virums.lv; lppc@lppc.lv  
<http://www.lppc.lv/videsbalva>

## Lithuania

Lithuanian Confederation of Industrialists  
A. Vienuolio g. 8,  
LT-01104 Vilnius  
Tel. +370 5 212 5217  
ekobaltas@parkas.lt  
<http://www.lpk.lt>

## Luxembourg

Fedil – Business Federation Luxembourg  
Mr René Winkin  
P.O. Box 1304,  
1013 Luxembourg  
Tel.: +352 43 53 661  
rene.winkin@fedil.lu  
<http://www.fedil.lu>

## Malta

Cleaner Technology Centre - University Campus  
Mr Anton Pizzuto / Mrs Joanna Hauge  
Old University Building  
St Paul's Street,  
Valletta  
Tel: +356 2123 4121/2 ext. 217  
anton.pizzuto@muhc.com.mt /  
Joanna.Hauge@muhc.com.mt

## The Netherlands

Ministry of Housing, Spatial Planning and the  
Environment  
Environment Protection Office  
Mr Bouke Bussemaker  
8, Rijnstraat,  
2515 EZ The Hague  
Tel.: +31 70 339 4011; Mob.: +31 6 525 956 45  
bouke.bussemaker@minvrom.nl  
<http://www.vrom.nl>

## Poland

Fundacja Partnerstwo dla Środowiska -  
Polish Environmental Partnership Foundation  
Ms Joanna Węgrzycka  
ul. św. Krzyża 5/6,  
31-028 Kraków  
Tel.: +48 12 422 50 88/+48 430 24 65  
joanna.wegrzycka@epce.org.pl  
<http://www.epce.org.pl>

## Portugal

Portuguese Environment Agency  
Mrs Isabel Lico  
Rua da Murgueira, 9/9A  
Zambujal – Ap. 7585  
2611-865 Amadora  
Tel.: +351 21 472 14 42  
isabel.lico@apambiente.pt;  
<http://www.apambiente.pt>;  
<http://www.grupogci.net>

## Romania

Romanian Environmental Partnership  
Foundation  
Mr Laszlo Potozky  
Fundatia pentru Parteneriat  
5301120  
Miercurea, Ciuc,  
Str. Arsenalului nr.13  
Tel.: +40 266 31 06 78  
laszlop@repf.ro  
[www.environmentalpartnership.org/](http://www.environmentalpartnership.org/)

## Slovakia

ASPEK – Association of Industrial Ecology in  
Slovakia  
Mrs Janka Dulayova  
Mlynské nivy 48,  
821 09 Bratislava  
Tel.: +421 2 5341 1420  
mail@aspek.sk  
<http://www.aspek.sk>

## Slovenia

Časnik Finance  
Mr Peter Novak  
Pod kostanji 8,  
SI-1000 Ljubljana  
Tel: +386 1 429 20 30  
peter.novak@energotech.si  
<http://www.finance.si>

## Spain

Fundacion Entorno-BCSD España  
Mrs Cristina Garcia-Orcoyen / Mrs Soledad Zulerta  
C/ Monte Esquinza 30, Piso 6°, dcha.  
28010 Madrid  
Tel.: +34 91 575 63 94  
cgo@fundacionentorno.org /  
soledad.zuleta@fundacionentorno.org  
<http://www.fundacionentorno.org>

## Sweden

Swedish Agency for Economic and Regional  
Growth –Tillväxtverket-  
Mr Göran Uebel  
Box 4044,  
SE-102 61, Stockholm  
Tel.: +46 8 681 9375; Mob.: +46 70 62 63 765  
goran.uebel@tillvaxtverket.se  
<http://www.tillvaxtverket.se>

## Turkey

The Regional Environmental Center – Country  
Office Turkey  
İstanbul Project Office  
Mr Kerem Okumus / Mr Doruk Tuncer  
5. Gazeteciler Sitesi Villaları  
Açelya Sokak (Nilüfer Sk. Girişi)  
A20/1 Blok, No: 3,  
Akatlar / İSTANBUL  
Tel.: +90 212 324 50 25 / Mob.: +90 533 395 59  
44 / +90 533 6271023  
kerem.okumus@rec.org.tr /  
doruk.tuncer@rec.org.tr  
<http://www.rec.org.tr>; <http://www.abcevreodulleri.info>

## UK

IMS Marketing Communications Group Ltd  
Mr Graham Sprigg  
St Nicholas House,  
31-34 High Street  
Bristol BS1 2AW  
Tel.: +44 117 917 5310; Mob.: +44 7785 921717  
graham.sprigg@imsplc.com  
<http://www.imsplc.com>

# European Commission

## USEFUL LINKS:

### **European Commission**

<http://ec.europa.eu>

### **European Commission – Environment DG**

[http://ec.europa.eu/environment/index\\_en.htm](http://ec.europa.eu/environment/index_en.htm)

### **European Business Awards for the Environment (EBAE)**

<http://www.ebae.eu>

### **Your Europe – Business**

<http://ec.europa.eu/youreurope/business>

### **Eco-Management and Audit Scheme (EMAS)**

[http://ec.europa.eu/environment/emas/index\\_en.htm](http://ec.europa.eu/environment/emas/index_en.htm)

### **EU Ecolabel**

<http://www.ecolabel.eu>

### **Environmental Technologies Action Plan (ETAP)**

<http://ec.europa.eu/environment/etap/>

### **LIFE**

<http://ec.europa.eu/environment/life/>

### **Environmental Compliance Assistance Programme (ECAP)**

[http://ec.europa.eu/environment/sme/index\\_en.htm](http://ec.europa.eu/environment/sme/index_en.htm)

### **European Environment Agency**

<http://www.eea.europa.eu/>

### **Entreprise Europe Network**

<http://www.enterprise-europe-network.ec.europa.eu/>

### **Europe 2020 Strategy**

[http://ec.europa.eu/eu2020/index\\_en.htm](http://ec.europa.eu/eu2020/index_en.htm)

### **United Nations Environment Programme (UNEP)**

<http://www.unepie.org/pc/home.htm>

### **More useful links can be found at:**

[http://ec.europa.eu/environment/awards/about\\_links\\_en.htm](http://ec.europa.eu/environment/awards/about_links_en.htm)

