

# Living Planet @ Work Awards Criteria and Judging Scorecard

## Workplace Champion of the Year

Awarded to a Living Planet @ Work champion who has demonstrated exceptional initiative, perseverance and creativity to reduce their organization's environmental footprint.

**Rating:** 0 = Not demonstrated at all → 5= Very clearly demonstrated

<b>Workplace Champion of the Year</b>	
<b>Description of Criteria</b>	<b>Point Value</b>
<b>Leadership</b>	
<ul style="list-style-type: none"> <li>Demonstration of leadership in planning and implementation of office footprint reduction initiative(s)</li> <li>Demonstration that applicant was able to successfully motivate and gain the support of employees from different departments and levels of the organization.</li> </ul>	/ 5
<b>Creativity</b>	
<ul style="list-style-type: none"> <li>Evidence of new and creative thought in the ideation and execution of office footprint reduction initiative(s)</li> </ul>	/ 5
<b>Communication &amp; Engagement</b>	
<ul style="list-style-type: none"> <li>Evidence of wide-reaching sustainability communications led or supported by the applicant using multiple communications channels</li> <li>Engagement in the Living Planet @ Work program's learn &amp; share process (i.e. toolkit downloads, e-mail engagement, stories).</li> </ul>	/ 5
<b>Footprint Reduction Impact</b>	
<ul style="list-style-type: none"> <li>Demonstrates clear footprint reduction metrics (e.g. amount of energy saved, % improvement in waste diversion, kg or tonnes of waste avoided, cost reductions, etc.)</li> </ul>	/ 5
<b>Employee Engagement Impact</b>	
<ul style="list-style-type: none"> <li>Demonstrates clear employee engagement metrics (e.g. number of people participating, % of employees that changed behaviour, % of employees who are more aware about sustainability, etc.)</li> </ul>	/ 5
<b>Innovation Impact</b>	
<ul style="list-style-type: none"> <li>Evidence that the champion's work has been a driving force in advancing standards of practice and policy within the workplace.</li> </ul>	/ 5
<b>TOTAL POINTS</b>	<b>/30</b>

## Corporate Conservation Achievement Award

Awarded to an organization for implementing **non-fundraising related** workplace initiatives that have demonstrated exceptional results for conservation in Canada (e.g. Great Canadian Shoreline Cleanup, native planting activity, volunteering for WWF-Canada, etc.)

**Rating:** 0 = Not demonstrated at all → 5 = Very clearly demonstrated

Corporate Conservation Achievement	
Description of Criteria	Point Value
<b>Big picture thinking</b>	
<ul style="list-style-type: none"> <li>Clearly outlines how the campaign ladders up to the organization’s broader sustainability, employee engagement and business goals</li> </ul>	/5
<b>Creativity and Innovation</b>	
<ul style="list-style-type: none"> <li>Campaign demonstrates forward-thinking and creative ideas to maximize employee engagement / conservation impact</li> </ul>	/5
<b>Conservation Impact</b>	
<ul style="list-style-type: none"> <li>Demonstrates clear metrics that show meaningful contributions toward conservation in Canada (e.g. kg of waste removed from shorelines, # of native plants planted, increased awareness about wildlife and biodiversity loss, etc.)</li> </ul>	/5
<b>Employee Engagement Impact</b>	
<ul style="list-style-type: none"> <li>Demonstrates clear employee engagement and/or conservation metrics (e.g. volunteer hours, number of participants, # of native plants distributed, etc.)</li> </ul>	/5
<b>Executive Participation</b>	
<ul style="list-style-type: none"> <li>Evidence of champion successfully garnering senior leadership support and/or participation in the campaign.</li> </ul>	/5
<b>TOTAL POINTS</b>	<b>/25</b>

## Distinction in Workplace Giving for Nature

This award recognizes a company who has demonstrated excellence and creativity in supporting WWF-Canada through employee giving efforts (e.g. the CN Tower Climb).

Distinction in Workplace Giving for Nature
<p><b>This award is given based on a review of contributions coming from employee teams over the past 12 months. No application is required to be considered.</b></p> <p>The consideration for this award is based on the following criteria:</p> <ul style="list-style-type: none"> <li>Total amount of funds raised for WWF-Canada through employee fundraising initiatives</li> <li>Total number of employees in the organization (in Canada)</li> <li>Total number of employees that donated to or fundraised for WWF-Canada</li> <li>Demonstration of employee team spirit in employee fundraising efforts</li> </ul>