



## Tips from the Bright Business Awards Judging Committee

- It's all about story telling!
- Create a compelling case that takes the judges on a clear journey from your initiative's inception right through to its incredible energy efficient results:
  - What challenge or need was your organization trying to achieve?
  - Why was this initiative important to you and/ or your business/organization?
  - Once your energy efficient objectives were clearly identified how did you take action to meet them? What steps did you take?
  - What were/are the results?
  - What were some of the 'good' things that came from this efficiency initiative? (non-energy benefits, e.g. increased revenue, better health, improved occupant comfort)
- Remember each award is scored on three main criteria:
  - Pay attention to the weighting for each of the three main criteria – make your greatest effort to speak to each area best you can, and make sure to speak to **all** criteria to ensure top points.
- Ensure that your case is clearly written (grammar, etc.)

**Good luck!**