

**VIBES  
AWARDS**  
2016



VISION IN BUSINESS FOR THE ENVIRONMENT OF SCOTLAND



**MANAGEMENT AWARD**

**APPLICATION FORM**

2016



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Please **read the guidance** notes provided on the VIBES Website [www.vibes.org.uk](http://www.vibes.org.uk) before completing the sections below.

### 1. How Does It Work?

The **VIBES (Vision in Business for the Environment of Scotland) Awards** aim to raise awareness of environmental and sustainable development<sup>1</sup> issues within businesses in Scotland.

<sup>1</sup> "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Report definition) i.e. takes consideration of social, economic and environmental issues.

The competition emphasises that best environmental practice is not only good for business, the economy and competitiveness, but that it also benefits the surroundings in which we work, live and relax. VIBES rewards those who have addressed sustainable development issues in the work place and encourages others to follow their examples.

The **Management Award** recognises businesses with the strategic vision and management systems that enable them to continuously improve their contribution to Scotland's sustainable development.

A business with a successful application will be able to demonstrate management systems that:

- Have improved environmental performance through resource efficiency, staff and supply chain engagement etc.
- Have achieved associated economic and social benefits, such as providing local employment opportunities, engagement with local schools, colleges, charities etc.



Forms can be downloaded as a Word document from [www.vibes.org.uk](http://www.vibes.org.uk), completed electronically and submitted via e-mail to [vibes@sepa.org.uk](mailto:vibes@sepa.org.uk).

**We encourage email entries**, although you may prefer to complete forms manually. Please endeavour to write as clearly as possible and send paper copies to the address at the back of the form.

All the forms we receive will be assessed, and those which show a high level of commitment and have reached the appropriate standard will be added to the list of finalists.

If you are placed on the list of finalists, you will then receive a judges' site visit. This gives you the opportunity to provide more details of your achievements and allows the judges to more accurately assess your application.

If your company has previously applied for or won a VIBES award, it is important that you can demonstrate continuous or additional improvement from the time of your previous application.

Please note we are limiting the finalists to a **maximum of 5** per category for 2016.



## 2. Basic Information

<b>Company Name</b>	The VIBES Cafe
<b>Candidate site*</b>	24 Wellington St Edinburgh EH4 1RT
<b>Number of sites*</b>	2
<b>Number of employees at site*</b>	8
<b>Is your company part of a larger group?*</b>	Yes
<b>If yes, please provide the name of the larger group*</b>	The VIBES Group
<b>Number of employees in group*</b>	0
<b>Are you classed as a small to medium sized enterprise (SME)?**</b>	Yes

\* This information must be completed for a successful application

\*\* SMEs are defined as having less than 250 employees.

### Main Business Activities

Please describe briefly the main business activities taking place at the site.

This section should include details of your main business activity, the services or products you provide and your principal markets. This summary is limited to **100** words.

The VIBES Café is a green café providing ethically sourced food and drink to Edinburgh locals and visitors.



CONTACT INFORMATION	
Site Contact*	Mr Green
Job Title*	Sustainability Advisor
Telephone Number*	0431 226 0900 / 0700 000 0000
Email Address*	vibes@sepa.org.uk
Website*	www.vibes.org.uk
Correspondence Address Including Postcode*	24 Green St Edinburgh EH4 1RT

\* This information must be completed for a successful application

These awards act as a participating feeder scheme for the [European Business Awards for the Environment \(EBAE\)](#).

If you are successful with your VIBES entry we will provide you with further information on the EBAE. You can read more about the European awards by visiting their website at: <http://ec.europa.eu/environment/awards/index.html>.

AWARDS	
Are you happy for your application to be put forward as a potential UK entry for EBAE?	Yes
Have you applied for a VIBES award previously?	No
If 'yes', when and which award(s)?	
Where did you hear about the VIBES Awards?	Via Twitter

Please note that by entering VIBES you agree to share the information you provide with the partner organisations for judging purposes.

We may ask partner organisations for additional information. This information will only be used to help assess your suitability as a VIBES winner.

If you're successful with your entry, we will prepare a case study to highlight the areas of your business that particularly impressed the judges. Once you have approved the content of the case study, it will be used to promote good practice more widely.



The partner organisations are:

- Energy Saving Trust
- Highlands and Islands Enterprise
- Scottish Environment Protection Agency
- Scottish Enterprise
- Scottish Water
- Scottish Government
- Zero Waste Scotland
- 2020 Climate Group

The Awards are supported by:

- CBI Scotland
- Institute of Directors
- Bright Green Business
- FSB
- Quality Scotland

Partner organisations, sponsors and supporting organisations may contact you with further information that they consider may be appropriate. Please indicate if you do not want to receive this information.

Please mark if you <b>do not</b> wish to receive information from partner organisations.	<input type="checkbox"/>
Please mark if you <b>do not</b> wish to receive information from sponsor organisations.	<input type="checkbox"/>
Please mark if you <b>do not</b> wish to receive information from supporting organisations.	<input type="checkbox"/>



### 3. Judging Criteria

We would like you to provide information on your company’s commitment to improving environmental performance, including actions and achievements. To help us assess your entry please supply details against the following criteria (see guidance notes for further information).

EXECUTIVE SUMMARY	
Please explain why you are applying for this award outlining what you have done, what you have achieved, innovations, originality and inspiration for the changes.	
This summary is limited to <b>500</b> words.	
Why are we Applying	In 2011 we bought a traditional café and we aimed to turn this into a sustainable, green, environmentally friendly café that focussed on good environmental management to achieve a business benefit.
	Starting with energy efficiency and disability access surveys, we developed an environmental improvement plan, with targets on energy, waste, travel, buying, and biodiversity. We carried out a programme of heating, insulation and lighting improvements and set up a waste minimisation system, using input from experts and guests. We engaged in national environmental initiatives, community programmes and committed to buying fairly and locally.
What we have done	Our targets included taking part in the Green Tourism Business Scheme which really raised our game, broadening our aims to include water, use of chemicals, grounds improvements and communicating sustainability.
	<ul style="list-style-type: none"> <li>Total number of covers has more than doubled (+130%)</li> <li>Total energy use has decreased (-1%)</li> <li>Energy use per cover has been cut by 57%</li> <li>CO2 has been cut by 56%</li> <li>Recycling has increased from about 20% to 83%</li> <li>Food waste has decreased from 40% to 15%</li> <li>Business stationery &amp; paper products are now 100% recycled</li> </ul>
What we have achieved	Trip Advisor rating ‘excellent’ with 98% score
	<ul style="list-style-type: none"> <li>Green Tourism Business Scheme gold award</li> </ul> <p>Innovations, originality &amp; inspiration for changes: We have been inspired to develop our business to incorporate as many resource efficiency measures as possible – this has been as a result of our appreciation of the importance of conserving resources and the business benefits that this can achieve. We have adapted a traditional building to incorporate environmental technology in building design we have installed;</p> <ul style="list-style-type: none"> <li>PV (photovoltaic) panels to generate electricity;</li> <li>solar-thermal panels and an air-source heat pump to provide energy for hot water;</li> <li>LED lighting that uses 80% less electricity - and lasts for 10 years;</li> <li>an environmentally-friendly ENJO cleaning system that uses only cold water;</li> <li>energy-saving motion detectors (PIR switches) and low temperature radiators;</li> </ul>



- carbon-neutral furniture;
- bacteria-resistant floor tiles made from 40% re-constituted materials.
- Installation of bee hive to improve biodiversity and provide honey for use in the café.

A professional background in sustainability and personal commitments to resource efficiency and fair sourcing inspired the business ethic. As well as participating in initiatives such as Earth Hour, Fairtrade and the Big Garden Bird Survey, we design our own initiatives e.g.

The small plate – we offer smaller plate sizes as an option for customers with smaller appetites thus reducing on food waste;

The clean plate – for every table with empty plates after their meal we enter them into a draw for a free meal. This reduces our food waste and also brings customers back to the café.

At VIBES Café we appreciate that on our own we can't act as major sponsors to environmental and community projects, but believe that if replicated and rolled out, initiatives such as the plate schemes can make a difference.

<p><b>CRITERIA</b> Please identify word count in this box</p> <p style="text-align: center;"><b>132</b></p>	<p style="text-align: center;"><b>COMMITMENT (250 words max)</b></p> <p>Your application must demonstrate your organisation's <b>commitment</b> to environmental sustainability and reducing environmental impacts.</p>
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**Scale & Context**

VIBES Café has 4 full time and 4 part time staff, including both owners who drive the commitment to sustainability. We are lucky enough to be small enough to be able to set targets, agree and communicate them with staff and then focus on delivery, documenting at an appropriate scale.

**Vision** (extract from business plan):

*"To become the best and greenest café in Scotland"*

**Corporate Commitment & Policy**

The documents below outline our main environmental impacts and what action we plan to take to minimise and manage them.

- Environmental policy (attached)
- Action Plan Year 1 (Greening VIBES Café )
- Progress Report Year 1 (How Are We Doing? Attached)
- Action Plan Year 2 (Greening VIBES Café Attached)
- Green Tourism Business Scheme award
- Responsible Visitor Charter (Help Us to be Greener)



<p><b>CRITERIA</b> Please identify word count in this box <b>245</b></p>	<p><b>INTEGRATION (250 words max)</b> The identification of clear objectives and targets for environmental and social improvement alongside financial performance targets demonstrates the integration of sustainability within the overall business.</p>
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Working on 2nd action plan (Yrs3-5).

**Targets:**

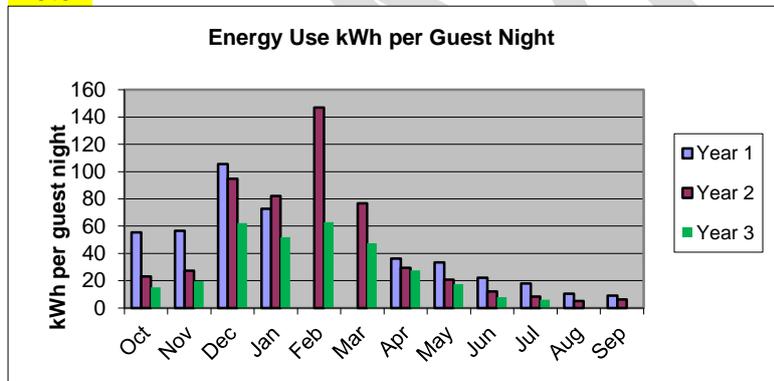
Primary business target: increase throughput of diners to restaurant @ 10% in years 1, 2 & 3, so targets are set to allow growth but drive increased resource efficiency:

- **Energy** - reduce energy use by 40% by end of 2015, based on 2012.
- **Waste** - recycle 90% of waste by end of 2015:
- **Food Waste** – reduce foodwaste produced by 10% by 2016
- **Buying** - support local producers, employ local staff, buying organic & Fairtrade products (Providing Fairtrade products & providing locally sourced ingredients for meals).
- **Travel** - cut business travel, encourage guests and suppliers to cut theirs. (Gathering data on business & guest travel)
- **Environmental management system** - aim for gold in Sustainable Tourism Awards by 2015

Also to open a number of rooms for overnight occupancy above the café to provide a small, friendly, boutique green B&B in the centre of Edinburgh

**Monitoring resource use:**

**Energy** – gas and electricity meters read monthly. Electricity also tracked with SMART meter.



**Water** – although our water supply is unmetered and we can't track it, we have installed water efficient equipment as good business practice.

**Waste** – waste audit each September, weighing and analysing data to assess % diverted from landfill.

**Guest travel** – collecting data on business mileage & guest transport modes.

**Communicating:**

Updates reported through :

- Green noticeboard
- Green progress report on website
- News flashes on Facebook & website
- Green folder available in café
- Press releases on successes

Green details on menus



Graphs can be inserted

<p><b>CRITERIA</b> Please identify word count in this box</p> <p><b>281</b></p>	<p><b>ACHIEVEMENTS IN SUSTAINABLE DEVELOPMENT (350 words max)</b></p> <p>There must be a demonstration that continuous performance improvement results in environmental, economic and social benefit against the organisation’s stated objectives, as demonstrated by regular monitoring and reporting.</p>
<p><b>ENVIRONMENTAL BENEFIT</b> <i>(data over 3-year period were possibly)</i></p>	<p><b>Environmental Benefits Years 1-3</b></p> <ul style="list-style-type: none"> <li>• Total energy use steady (0%) despite total number of guests more than doubling (+130%)</li> <li>• Electricity use has been cut by 51%</li> <li>• Gas has been cut by 58%</li> <li>• CO2 has been cut by 56%</li> <li>• Recycling has increased from about 20% to 83%</li> <li>• Buy business stationery &amp; paper products 100% recycled</li> <li>• Waste take-back negotiated with laundry company &amp; egg supplier</li> <li>• Use of coffee grounds in compost</li> <li>• Reduced packaging negotiated with suppliers, also waste take back on some products.</li> <li>• Energy load of lighting reduced by 71% by end of year 2</li> <li>• Business moved from 2 cars to 1 car &amp; 1 bike</li> </ul> <p>By recycling all our food waste, we recycled 54.92 tonnes for the period of Dec 2014-Dec 2015. This equates to 1,648 total net kg CO2eq emissions.</p>



<p><b>ECONOMIC BENEFIT</b> <i>(Please ensure that economic benefit data relates specifically to the environmental benefit data provided in the previous section)</i></p>	<p>Energy targets were set to drive efficiency but to take account of planned business growth)</p> <ul style="list-style-type: none"><li>• Energy costs were cut by 42% by the end of year 2 and by 67% in year 3.</li><li>• Business growth brought an <u>additional</u> 1,313 guests to the area in years 1-3 to date with estimated local spend of £76K * <sup>2</sup></li><li>• Water supply unmetered so no direct financial saving</li><li>• Waste costs reduced by 30%</li><li>• Laundry bill cut by a third due to new in-house low energy equipment.</li></ul>
<p><b>SOCIAL BENEFIT</b></p>	<ul style="list-style-type: none"><li>• Fairtrade products provided in catering</li><li>• All meat, fish and eggs sourced locally</li><li>• All trades sourced locally</li><li>• All staff recruited &amp; live locally</li><li>• Excess furniture donated to local furniture project, lost property to local charity</li><li>• Sponsor local highland games</li><li>• Green Tourism Business Scheme award attained &amp; communicated to guests, community &amp; other similar businesses.</li><li>• Engagement with local school to design honey jars and visits to see Bee Hives</li><li>• Supporting local biodiversity through bee hives.</li></ul>



<p><b>CRITERIA</b> Please identify word count in this box <b>223</b></p>	<p><b>EMPLOYEE INVOLVEMENT (250 words max)</b> Employees must be closely involved in all aspects of environmental management, understand the company ethos and how this applies to them.</p>
<p>All staff are involved in identifying initiatives, in implementing resource efficiency and in communicating this to customers. With only 8 staff, communication is quite easy and effective.</p> <p>All our staff are paid the living wage and we offer flexibility with part-time work where this is suitable.</p> <p>We provide staff training when staff are brought into the café. This includes discussing with them about the environmental policy and the business ethics around sustainability. All staff have a handbook which includes these principles and the messages we want to convey to our customers, this also includes tips on how to be sustainable at home.</p> <p>All staff are encouraged to identify ways to improve the work environment and share ideas on the home environment, we don't have a formal suggestion scheme although we have staff meetings once per week and any suggestions are recorded at this meeting. These suggestions are then reviewed and implemented where appropriate – the suggestions must achieve economic, social and environmental benefits to be implemented.</p> <p>Training is ongoing with staff and we encourage external training where it is appropriate, we have recently had staff attending RES training programmes on green teams and webinars on energy and lighting efficiency.</p> <p>All staff are encouraged to take part in charity events and we have supported staff in this e.g. sponsoring school football teams, sponsored runs etc.</p>	

<p><b>CRITERIA</b> Please identify word count in this box <b>257</b></p>	<p><b>ACCOUNTABILITY, EXTERNAL COMMUNICATIONS AND SHARING BEST PRACTICE (350 words max)</b> There must be regular discussions with stakeholders (employees, suppliers, customers, local community, non-governmental organisations, etc.) with feedback of the results into management decision-making.</p>
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There must be clear potential for good practice to be shared within your organisation and with other organisations (e.g. through involvement in business networks, dissemination at conferences, promotion through social media).

We have regular discussions with our stakeholders to provide information and get feedback;

**Customers** – commitment to sustainability is made clear on our website, Facebook page and marketing materials. We ask for feedback on our website and also through trip advisor. We also have a feedback box in the restaurant. We respond to feedback both positive and negative (please note we have a 5\*rating on trip advisor and very few negative comments).

We successfully applied for an innovation voucher from the Technology Strategy Board. These are designed to encourage businesses to look outside their current network for new knowledge that can help them to grow and develop, and successful applicants receive funding.

Our funding was used to allow a group of students from a local University to create a smart phone app for the business, which we have just launched. The app tells customers about nutritional values, daily specials, seasonal produce, sustainable policies, food miles and provenance of produce, showcasing the ethical side of the business. Details of our green initiatives and our progress are included in the café menus.

**Suppliers** – local laundry company was appointed with the majority of packaging reused and a take-back agreement for non-reusable packaging. Local supplier of free range organic eggs was appointed and agreed to take back packaging. Graphic designer was instructed to use only 100% recycled material & biodegradable printing inks (initially a challenge but now does this as standard).

**Externally** – we actively promote best environmental practice and to date have done so through:

- Federation of Small Businesses Magazine (waste minimisation story)
- The local magazine
- Local Press
- Bright Green Business event (presentation - small scale environmental management systems for micro businesses)
- Restaurant association
- Website & Facebook

We are hoping to include a boutique B&B above the restaurant and will incorporate best practice we have learnt and hope to share knowledge with other businesses in similar situations.



#### 4. Innovation Award

2016 is Scotland's Year of Innovation, Architecture and Design. This year **The Innovation Award** was introduced to recognise businesses that have developed, innovative products, practices or services that bring environmental and business benefits. This category highlights the ability of businesses to promote sustainable consumption, reduce environmental impacts and create new business opportunities. Please see the guidance notes for this category and fill in the box below if you would like to enter.

#### INNOVATION

Please explain why you are applying for this award providing:

- A summary of the circumstances leading to the development/implementation of the product/service
- Details of the specific innovative elements that distinguish it from what was being undertaken previously or other products/services already on the market
- Evidence that the product/service performs better than or as well as a comparable alternative and meets relevant safety standards – what monitoring and evaluation has been undertaken on the innovation.
- Evidence of any innovation support mechanisms accessed, if applicable, e.g. specialist support, grant support, innovation vouchers via Knowledge Transfer Networks, or advice on intellectual assets and protection.
- How does this innovation achieve environmental economic and social benefits.

**This section is limited to 250 words.**

We feel that a number of initiatives we have introduced into the business are innovative and this has been driven by the desire to reduce our carbon footprint and to reduce costs. Some of these initiatives are identified within our application.

One specific innovation we wanted to highlight was a smart phone app. We received funding from the Technology Strategy Board which was used to allow a group of students from a local University to create a smart phone app for the business. This was launched in June 2015. The app tells customers about nutritional values, daily specials, seasonal produce, sustainable policies, food miles and provenance of produce, showcasing the ethical side of the business. Details of our green initiatives and our progress are included in the café menus

We can monitor the number of apps that have been downloaded from the app store and from this we can identify the traffic from the app to the website. This enables us to highlight what information customers are looking to access and what interests them. From this we have been able to target promotions and target specific customers.

Since launching the app we have increased traffic to our website by 35% and we have increased throughput to the restaurant by 25% resulting in a corresponding increase in profits.

We believe this achieves environmental and social benefits by providing information around food provenance and supporting and promoting local food suppliers to the public. This also provided local students with work experience and application of creativity for their course work.



### 5. Green Team Award

The Green Team Award rewards organisations that have recognised the importance of working as a team to deliver environmental improvements. A green team can be within an organisation or between organisations.

If you would like to be considered for this award category, please see the guidance notes for this category and fill in the section below.

<b>CONTACT INFORMATION</b>	
Please identify the leader for your green team	
<b>Contact Name*</b>	Julie Verity
<b>Job Title*</b>	Green Team Leader
<b>Telephone Number*</b>	0431 226 0900 / 0700 000 0000
<b>Email Address*</b>	vibes@sepa.org.uk

\* This information must be completed for a successful application

<b>GREEN TEAM</b>
<p>Please explain why you are applying for this award providing:</p> <ul style="list-style-type: none"> <li>• Identification of green team and evidence that this includes staff from all levels within the organisation with demonstration of buy-in from senior management.</li> <li>• Identification of written policy, responsibilities and targets for green team agreed with senior management.</li> <li>• Examples of initiatives actioned by the Green Team that have impacted on the sustainability of the organisation.</li> <li>• Evidence that the green team communicates effectively with the organisation and raises employee awareness of initiatives being undertaken.</li> <li>• Evidence of wider benefits e.g. reduction in absenteeism, influencing others to embrace sustainability at work and at home.</li> </ul> <p>This section is limited to <b>250</b> words.</p>
<p>We have a green team within the restaurant. We felt that it was important to include representatives from the waiting staff, cooking staff and the management within this team to enable all areas of the business to be included. This also allows each area of the business to understand the pressures and priorities experienced.</p> <p>We have a written policy which identifies responsibilities and targets for our green team – see link on website. This includes targets to be achieved by end of 2016 (based on 2015 figures);</p>



- Reduce food waste by 10%
- Reduce energy consumption by 10%
- Increase use of mobile app by 50%

Some of the initiatives that the green team has been involved with include;

- Development of mobile app
- Composting coffee grounds
- Engagement with local schools to design honey jars and visits to the bee hives
- Suggestion box at restaurant and website for customers and supply chain to provide comments.
- Providing 'doggie bags' for left-over food for customers to enjoy at home.
- Engagement with Love Food Hate Waste to provide ideas around menu ideas for the app on a range of left-over food.
- Encouraging all staff to participate both within the restaurant and at home. Some examples of this include information leaflets to all staff on how to be sustainable at home through reducing energy, reducing food waste and encouraging changes in consumer habits to reduce waste at source.

## 6. Partners & Sponsors

<b>Have you had contact with any of the VIBES Awards partners in the past?</b>	Yes
<b>If 'yes', please elaborate.</b>	SEPA through support on food waste ZWS through Love food hate waste
<b>Are you happy for VIBES partners and sponsors to contact you in the future to offer advice/support?</b>	Yes



## 7. Submission Details

To submit your completed application, save this word document using your company as the file name (if saving as PDF, please also provide a Word version). Then electronically submit this to us at the email address below.

Email Submission  
[vibes@SEPA.org.uk](mailto:vibes@SEPA.org.uk)

**Further Assistance**  
Help Desk 0300 0996699  
[vibes@sepa.org.uk](mailto:vibes@sepa.org.uk)  
[www.vibes.org.uk](http://www.vibes.org.uk)



Scottish Environment Protection Agency  
VIBES Awards  
Burnbrae  
Mossilee Road  
Galashiels  
TD1 1NF

**VIBES is a partnership between**  
Energy Saving Trust  
Highlands and Islands Enterprise  
Scottish Environment Protection Agency  
Scottish Enterprise  
Scottish Water  
Scottish Government  
Zero Waste Scotland  
2020 Climate Group  
**VIBES is supported by**  
CBI Scotland  
Institute of Directors  
Bright Green Business  
FSB  
Quality Scotland

Good luck from the whole team!