



Default Question Block

2024 Innovative Service Award

This award aims to applaud groundbreaking services that effectively catalyze the adoption of sustainability within an organization, its customer base, or an entire industry. The Innovative Service Award is designated for companies or service providers that can showcase a substantial and measurable influence on Environmental, Social, and/or Governance (ESG) metrics throughout a value chain. Examples may encompass the development of novel sustainable techniques or standards, innovative business models or structures, or inventive utilization of materials or waste streams. To qualify, the innovative service must demonstrate tangible impacts, with quantifiable business outcomes (e.g., % improvement, % reduction) evidenced across multiple customers. The application must include supporting evidence.

The criteria for the Innovative Service award are anchored in one or more measurable outcomes, including:

- Integration of sustainability into strategic business decision-making and overall operations
- Development and implementation of sustainability criteria for products, systems, services, processes, or buildings
- Advancement in innovative material usage, transportation, resiliency, risk reduction, and/or social impact/equity
- Enhancement of workforce strategies, showcasing positive improvements in overall health, safety, and wellness
- Enablement and advancement of ESG criteria and frameworks
- Engagement of internal stakeholders through services, programs, and tools fostering sustainability-driven innovation

While the nature of innovative services may vary, the emphasis lies on the development of creative and unique solutions that substantially propel sustainability across businesses, markets, and industries. We urge any business with a service deemed innovative and impactful in driving sustainable solutions to apply for this award.

Applications should comprehensively outline and, where feasible, quantify both the direct and indirect benefits mentioned above.

Award Eligibility

- The business has a presence in Wisconsin.
- The business leader or team is a current WSBC member (or the company they work for).

- The individual has not won an award from us within the last three years in this product category.
- Self-nominations are normal and encouraged.
- When nominating, please fill out the questions to the best of your ability. The more detailed applications tend to be scored better by the committee.
- Applications should include identification and, if possible, quantification of direct and indirect impacts of the individual.
- There is the ability to upload supplemental data and links at the end.

***We are now accepting video nominations.**

Please note that this is an optional feature and does not serve as a complete replacement for the nomination form. Videos should be kept to a maximum length of 2 minutes and should address the same questions as outlined in the nomination form. Additionally, we kindly request that any supplementary documentation regarding the nominee that may be beneficial be included.

To submit a video nomination, please fill out Part One: Background Information and then click yes to video nomination. Here you can upload your video directly or provide a link to it.

Part One: Required Contact Information

What is your name, title, and preferred contact information?

Name	<input type="text"/>
Position Title	<input type="text"/>
Email address	<input type="text"/>
Phone Number	<input type="text"/>

What is the name of the **Organization** and the **Service** that you are nominating

Business Name	<input type="text"/>
Innovative Service Name, if applicable	<input type="text"/>

What is the organization's primary address?

Street	<input type="text"/>
Street (additional info)	<input type="text"/>
City	<input type="text"/>
Zip Code	<input type="text"/>

What size is the organization providing the service?

- Very small (<10)
- Small (between 10 and 100)
- Medium between (101 and 500)
- Large (>500)

Are you planning to submit a nomination video?

- Yes
- No

Video nominations can be uploaded here (or a link shared below).

The best video file format changes depending on the device and browser. If you are unsure what file type is the best for your situation, we recommend posting your video to YouTube or Vimeo and using the sharing features to share the link with us. (There is a space for you link below)

Tip: You cannot insert a Private YouTube video. If you would like to host your video on YouTube but not have it appear in search results, upload it as Unlisted instead. If you cannot use YouTube, we recommend saving your video in file format such as MP4, MOV, and WMV.

Video links can be shared here:

If you submitted a nomination video, would you like to skip the nomination questions or click through them to offer supplemental information?

- Skip questions
- Click through questions

Part Two: Innovative Service Nomination Questions

The innovative service must have measurable impacts and include the quantification of business impact (% improvement, % reduction, etc.) for more than one customer and evidence must be provided in the application. Please answer any of the questions that relate to service you are nominating and, if possible, include quantification of the direct and indirect impacts. There is a place at the end to upload supplemental data, if supportive.

How does this service Integrate sustainability into strategic business decision making and overall operations?

How has the service developed and/or designed sustainability criteria for products, systems, services, processes, and/or buildings?

How does the service progresses innovative material use, transportation, resiliency, risk reduction, and/or social impact/equity?

How does the service advance workforce strategies demonstrating positive improvement in overall health, safety and/or wellness?

How does the service enable and advance ESG criteria and frameworks?

How does the service engage internal stakeholders with services, programs and tools that yield sustainability-driven innovation?

If you have supplemental information about the service or the sustainability benefits you would like to include, you can upload it below.

If you have links to supplemental information, please enter them below.

