



## 2015 RCO Awards Product or Service Innovator Category (formerly sustainable product/service)

### Company Name

Current Date

Applicant Name

Applicant E-mail Address

Are you a first time applicant?

Yes

No

This category evaluates products or services that improve the management of resources, reduce wastes and/or minimize negative environmental impacts during their own life cycle or the life cycles of affected goods and services. Life cycle Impact reductions would include those resulting from changes to processes during raw material extraction, transportation, processing, manufacture, use/consumption, and end of life. Examples of products and service suitable for evaluation in this category include: products containing recycled content, reusable packaging systems, treatment technologies, etc.

### Provide a brief description of your organizations. (max. 500 words)

Include the following details:

1. Type of organization and its primary function.
2. Number of locations for the purpose of this application.
3. Number of permanent and temporary employees at the reporting location.

One-year time period for this application, ending in 2014. Example June 2013 to June 2014.

### Reducing Use of Materials

Describe how the company's product or service contributes to the reduction of material use. Examples include 'lightweighting', increasing the recycled content in the product, lengthening the product lifespan, facilitating product reuse, and substituting material consumption with service consumption. Provide data that supports the material use reduction claims. For example, compare the material inputs required for the company's product/service to those required for conventional substitutes.

### Reducing fossil fuel, electricity and water consumption

Describe how the company's product or service contributes to the reduction of fossil fuel, electricity, and water consumption, if applicable. Provide data that support these reduction claims.

### Reducing pollutants and land use

Describe how the company's product or service contributes to the reduction of pollutants or other toxins into the environment, as well as land use. Provide data that support these reduction claims, actual or projected.

### Recyclability and waste management

Describe how the company's product (material goods only) is managed at the end of its useful life, and/or how it contributes to the management of waste materials (if applicable). Issues such as design for disassembly, recyclability, reusability and 'downcycling' should be addressed, where applicable. For services, describe the effects of using the service on the avoidance of environmental impacts related to waste management. Provide data that support your claims.

### Continuous Improvement

Describe a major implemented or scheduled advancement in the design and/or functioning of the product or service. Report quantifiable results from these improvements (projected or actual).

Send support documents to: [events@rco.on.ca](mailto:events@rco.on.ca)