

## Guidelines for Award Entries

1. Set the scene by briefly explaining the context of your award entry
2. Be clear about why your nominated organisation or individual deserves the award
3. Tailor your entry to the award category you are entering
4. Focus on impact, not just activity. Tell the judges about the results achieved, and why this is significant. This may include improved recycling rates, environmental benefits, operational improvements or benefits to customers
5. Use facts, figures and testimonials to back up your entry and quantify achievements
6. Demonstrate leadership, innovation or commitment, alongside your contribution to the wider waste wood sector
7. Remember: you don't have to be 'the biggest'. Smaller organisations and early-career achievements can be just as impactful if they demonstrate real value to the sector
8. Be clear, honest and jargon-light. Clear, plain explanations help judges fairly compare entries across different parts of the sector
9. Remember to keep your entry concise and within the 500 word limit
10. Consider including supporting material where possible. This may include testimonials, case studies, media articles, videos or images.

Please note that all entries will be judged by the WRA Board. Winners will be announced at the WRA's 25<sup>th</sup> Anniversary Members' Conference at the Forest of Arden Hotel & Country Club on July 2.