



NEW YORK STATE  
ENVIRONMENTAL  
EXCELLENCE AWARDS

2011 Application Brochure



New York State Department of Environmental Conservation

Printed on recycled paper

Dear New Yorker:

You are cordially invited to participate in New York State's eighth annual Environmental Excellence Awards program. The awards program honors businesses, not-for-profit organizations, governments (local, state, federal and Indian Nation), educational institutions and individuals making great strides in improving and protecting New York's environment.

Through this awards program, the Department of Environmental Conservation recognizes innovative projects that result in measurable environmental and economic benefits. A list of some previous Environmental Excellence Award winners is included in the application brochure. We hope that these examples inspire you and your organization to improve and protect New York's environment and contribute to a viable economy through innovative and sustainable actions.

We are looking for applicants who have achieved environmental excellence through innovative and environmentally sustainable practices or creative partnerships. Successful candidates will be those who are solving environmental challenges through constructive solutions that go beyond standard techniques or regulatory compliance requirements.

Project applications will be subject to a thorough screening process that involves a review of technical merit by staff in our Central Office and Regional Offices; an evaluation of environmental benefits and sustainable use of NYS's natural resources; and a review of an applicant's compliance record (if applicable). Eligible applications are reviewed and evaluated by a panel of peer experts representing business, academia, government, citizen organizations and environmental and conservation groups.

This brochure contains a two-page application cover sheet and checklist as well as instruction tips to assist you in developing your application. All applications must be submitted to the department postmarked no later than **Friday, May 20, 2011**. We anticipate holding the Environmental Excellence Awards ceremony in the fall.

Thank you for taking the time to review this brochure. I encourage you to submit an application describing how your project has demonstrated environmental excellence and improved New York's environment.

Sincerely,  
Jack A. Nasca, Director  
Environmental Permits and  
Pollution Prevention

# 2011 ENVIRONMENTAL EXCELLENCE AWARDS PROGRAM

## General Application Information

This awards program recognizes New York's environmental and conservation leaders, who are solving environmental challenges by using innovative and environmentally sustainable practices or creative partnerships.

### ELIGIBLE APPLICANTS:

- **Businesses** (including but not limited to manufacturing, power generation, retail, agri-business, hospitality)
- **Not-For-Profit Organizations**
- **Individuals**
- **Educational Institutions**
- **Local, State, Federal or Indian Nation Government** (except NYSDEC)

### ELIGIBILITY CRITERIA:

Eligible projects must:

- Be located in New York State
- Have been initiated within the past three years and have been fully operational for one year.  
NOTE: Long-term projects (i.e., those initiated prior to 2008) may be considered if a new measurable environmental benefit has been achieved in the past three years and/or the project has served as a model for other successful projects.
- Be submitted by an applicant who is in good standing with the Environmental Conservation Law and pertinent local laws (if applicable). Compliance history will be considered, however the compliance record of a parent company will not prevent an applicant from a local/regional facility from being considered.
- Be submitted in the required format
- Be submitted by an applicant who agrees to allow a summary of their accomplishments to be published

### APPLICATION REVIEW CRITERIA:

Applications will be subject to a thorough screening process that will involve an eligibility review, a program/technical review and a compliance review (if applicable). Applications will be evaluated by a panel of peer experts representing business, academia, government, citizen organizations and environmental and conservation groups. This panel will submit a list of recommended projects to the Commissioner of NYSDEC. The review process includes, but is not limited to, an assessment of the criteria listed below. Due to the wide variety of projects that can be considered, a project does not need to meet each and every criteria.

- Does the project demonstrate the use of practices that exemplify outstanding creativity or introduce new approaches?

- Does the project clearly demonstrate the use of practices that go beyond standard techniques or regulatory compliance standards? Does the applicant clearly demonstrate leadership in the field?
- Is the project environmentally sound and/or economically feasible?
- Does the project result in a significant and measurable environmental benefit?
- Does a stewardship project improve, protect or make a significant contribution to the sustainable use of NYS's natural resources or provide a better quality of life in balance with the natural world? For example, does a project protect water and/or air quality, provide high-quality recreational opportunities, protect or enhance scenic, historic or cultural resources, protect sensitive habitats or help maintain resource-based business?
- Does the project involve unique or creative partnerships?
- Does an academic or education project increase capacity to develop and deliver education programs that advance sustainability and innovation? Does that project result in a significant environmental benefit or positively contribute to a trained workforce in these areas?
- In cases where a long-term project (i.e., initiated prior to 2008) is underway, has a new, measurable environmental benefit been achieved in the past three years? Has the project served as a model for other successful projects?
- Does the project clearly demonstrate the applicant's commitment to environmental excellence and leadership in protecting NYS's environment or providing stewardship of NYS's natural resources?
- Does the project lend itself to replication by others doing similar work?

#### SCHEDULE:

- Applications MUST be postmarked no later than Friday, May 20, 2011
- Eligibility review conducted during June 2011
- Technical and compliance review conducted during summer 2011
- Peer review panel review and evaluation conducted late summer-early fall 2011
- Peer review panel submits recommended projects to DEC Commissioner fall 2011
- Awards Ceremony late fall 2011

#### APPLICATION SUBMITTAL:

Applicants must:

- Submit one (1) paper copy of the application and any supporting information. Applicants must also send one (1) electronic copy of the application package (Microsoft Word) on a flash-drive, CD, DVD, or via e-mail to [eeawards@gw.dec.state.ny.us](mailto:eeawards@gw.dec.state.ny.us)
- Prepare applications using Arial typeface not smaller than 10pt.
- Submit the two-page Application Cover Sheet and Application Checklist (last two pages of this brochure).
- Adhere to the required format. An application should not be more than five (5) two-sided pages of text (excluding any supporting information). Read the *Tips For Applicants - Part 1* for suggested information to include in an application.

If an applicant submits multiple projects for consideration, each project must be submitted with a separate application.

Send completed applications to:

NYS Department of Environmental Conservation  
Division of Environmental Permits, Pollution Prevention Unit  
625 Broadway, 4<sup>th</sup> Floor  
Albany, New York 12233-1750  
Attn: Michelle Hinman

Applicants will receive written or electronic notification confirming receipt of the application(s).

For more information, contact Michelle Hinman at 518-402-9469 or via e-mail at [eeawards@gw.dec.state.ny.us](mailto:eeawards@gw.dec.state.ny.us)

**DEADLINE:** Applications (hard copy and electronic) must be postmarked no later than Friday, May 20, 2011.

---

## 2011 ENVIRONMENTAL EXCELLENCE AWARDS PROGRAM *TIPS FOR APPLICANTS*

**TIPS FOR APPLICANTS** provides suggestions for identifying potential projects and submitting successful award applications. Part 1 includes detailed instructions for submitting an application package. Part 2 includes examples of projects that would be eligible for the Environmental Excellence Awards. Part 2 also includes a list of previous award recipients and brief descriptions of their projects.

### PART 1: INSTRUCTIONS FOR SUCCESSFUL APPLICATIONS

Each applicant must submit the APPLICATION COVER SHEET/CHECKLIST FORM provided. Because applications are evaluated by a wide variety of reviewers, applicants should write in plain language and avoid the use of technical jargon. Applicants must follow the required format and adhere to page limitations. Only applications submitted in the required format will be considered.

The following details should be addressed in the application:

*In the Project Summary section (maximum 1/2 page):*

- Summarize the main points and highlights of the project.
- Include specific and concise descriptions of the environmental benefit and overall merit of the project using key concepts from the sections below.

*In the **General Project Description** section (maximum 3 pages):*

- Provide a comprehensive description of the project, including location (street, city, county).
- Include a description of how the project protects the environment or increases the stewardship of NYS's natural resources.
- Identify what motivated your facility/organization to undertake the project.
- Describe any outreach efforts used and how those efforts benefitted your project.

*In the **Innovation, Sustainability and/or Partnership** section (maximum 1 page):*

Depending on the nature of your project, address all of the following points that are applicable by describing:

- How the project is innovative, sustainable or involved or created unique partnerships
- Innovations in your project
- How partnerships created or strengthened by the project resulted in constructive solutions to environmental challenges
- Tangible benefits of the project to those involved and to the environment
- How the project increased the sustainability of natural resource use
- How the project increases capacity to develop and deliver education programs that advance sustainability and innovation
- How an academic or education project resulted in a significant environmental benefit or positively contributed to a trained workforce advancing innovation and sustainability

**Innovation** - Those practices that exemplify outstanding creativity or introduce new approaches in developing technologies, specifically programs or projects that are environmentally sound, economically feasible and support future environmental benefits. Practices should serve as a model for similar efforts.

**Sustainability** - Those practices that strive toward resource use that does not exceed the rate of replenishment, waste generation that does not exceed the rate at which it can be reabsorbed by the environment and practices that have a positive economic impact. The focus is on implementing sustainable practices that provide a better quality of life, maintain a healthy balance with the natural world and enhance profitability.

**Partnership** - Those practices that demonstrate a relationship between two or more parties working together and making better use of resources to develop innovative and/or sustainable projects to achieve better outcomes and benefits to the partners and the environment.

*In the **Superior Practices** section (maximum 1 page):*

- Describe how the project incorporated practices that achieve an environmental benefit beyond what could be achieved using standard techniques.
- If applicable, describe how the project achieved an environmental benefit by exceeding the applicant's regulatory requirements.

*In the **Measurable Environmental Benefits** section (maximum of 1 page):*

- Describe, as specifically as possible, the environmental improvement made as a result of the program/project. Quantify reductions of environmental impacts or human health risks (i.e., pounds of waste reduced, amount of pollution prevented, contaminant reductions, cost savings, year to year improvements in air or water quality, numbers of acres preserved or protected etc.).
- Describe how the environmental benefit was accomplished.
- Describe if the project took place in an environmentally sensitive region or area of the state.
- Describe if the project addressed any issues of environmental equity or environmental justice. If the project benefitted a low-income, minority or tribal community, please identify and describe.
- Describe how the project improved the quality of NYS's environmental resources.
- Describe how the project improved the quality/quantity or stewardship of NYS's natural resources.
- Describe how the project reduced the use of non-renewable resources, including energy resources.
- Describe ongoing greenhouse gas emission reductions that resulted from the project.

*In the **Commitment and Leadership in Pursuit of Environmental Excellence** section (maximum 2 pages):*

- Describe how the project demonstrates the applicant's commitment and leadership.
- Describe written policies or management practices that demonstrate continued commitment and leadership in protecting the environment.
- Describe employee education or participation components of the program/project.
- Describe any technical assistance provided or received and its effect on the project.
- Describe the organization's financial commitment and the financial commitment of the parent company or organization to the project beyond grant or other outside funding sources. Is the project self-sustaining?

*In the **Transferability to Other Users** section (maximum 1/2 page):*

- Describe how the project demonstrates transferability to others.
- Indicate whether the program/project lends itself to replication by other organizations or individuals.
- Indicate whether any project activities or results are currently being shared with others.

*In the **Funding Sources** section (maximum 1/2 page):*

- Describe funding sources for the project, including any creative financing techniques or examples of how additional funds were leveraged.
- Discuss the cost and economic benefits of your program, in dollar amounts if possible.

*In the **Other Details** section (maximum 1/2 page):*

- Describe any new process, equipment or procedures developed specifically for this project.
- Discuss operational, maintenance or other improvements.

*In the **Supporting Information** section (if applicable):*

- When available, provide a link to photos, maps, diagrams, videos, press clips, letters, etc. that clearly support the application. If a link is not available, attach a hard copy to the application.

## PART 2: EXAMPLES OF INNOVATIVE AND SUSTAINABLE PROJECTS

This list is by no means all inclusive; it is solely intended to identify some of the types of projects that would be eligible for an Environmental Excellence Award. We also hope this list motivates you to find innovative ways to improve and sustain New York's environment and natural resources.

- Energy management projects that measurably reduce energy consumption and greenhouse gas emissions
- Projects where creativity and innovation are used to promote collaboration among all levels of government, businesses and non-profit entities to improve the quality of life
- Efforts focusing on improving the environment in under-served communities, specifically minority and low-income communities, and addressing disproportionate adverse environmental impacts that may exist in those communities
- An organization facilitating stewardship resulting in actions that mutually benefit an environmentally impacted area and the parties involved.
- Activities that reduce or eliminate the generation of pollutants at the source.

NOTE: Facilities subject to NYS Hazardous Waste Reduction Planning (HWRP) law requirements must demonstrate that reductions achieved were not a result of the law. Such facilities must identify hazardous waste generation and evaluate technically feasible and economically practical alternatives for reducing hazardous waste generation beyond requirements of the law!

- Schools implementing innovative approaches to “green” buildings/campuses, curriculum, purchasing and maintenance
- Communities that partner with developers to reduce greenhouse gas emissions from buildings or transportation.
- Hospitality and recreational facilities incorporating environmentally responsible practices
- Meeting planners, display manufacturers using cutting-edge approaches toward sustainability
- Erosion and sediment control, flood mitigation and stormwater management projects
- Innovative green infrastructure projects that use or mimic natural processes with soils and vegetation, to provide infiltration, evapotranspiration or recycling of stormwater, or other environmental benefits (i.e., green roofs, street trees/tree boxes, rain barrels/rain gardens, vegetated swales, pocket wetlands, permeable pavement, or naturalized landscaping.)
- Significant diversion of waste materials from the solid waste stream (that result in their reuse), without harmful effects to the environment
- A natural resource conservation project that demonstrates sustainable use of fish and wildlife resources
- Activities that help to achieve a “fishable and swimmable” designation for NYS waterbodies
- Projects that use advanced control techniques to reduce air pollution, greenhouse gas emissions or ozone depleting substances from mobile or stationary sources
- Land conservation projects that protect water quality, natural resources, open spaces, reduce greenhouse gas emissions and/or provide recreational benefits to the public
- A project that improves stewardship of NYS's natural resources (e.g., forest land, water supplies, wildlife habitat, air resources, high-quality recreational lands) or protects or enhances scenic, historic or cultural resources
- Wind, solar and biomass projects that promote the sustainable use of domestic energy resources and measurably reduce greenhouse gas emissions from existing sources or avoid emissions from new sources.

# Previous Environmental Excellence Awards Winners “Follow Their Example”

**Garlock Sealing Technologies:** This gasket manufacturer in Wayne County was honored for voluntarily eliminating 119 tons of toluene emissions annually. By using a non-hazardous solvent to produce a viable product, Garlock Sealing Technologies provided the industry with a new benchmark for environmentally responsible manufacturing practices. The new gasket is being made at a comparable price and seals better than its solvent-containing predecessors. This has additional benefits for the environment since tighter seals mean less fugitive emissions and a healthier work environment for employees. Other highlights of this innovative pollution prevention project include a reduction of fire risk and the ability to recover and recycle over 95 percent of the non-hazardous solvent.

**Monroe Industries:** This Livingston County company custom manufactures cast-polymer countertops, shower walls and floors, and vanity tops using recycled glass. Monroe Industries exemplifies how a small, family-owned business of nine employees, can achieve environmental excellence, serve as a model of innovation and sustainability, and enter emerging markets for green products. Traditionally, these products are made with a variety of mined minerals and gemstones, such as granite and quartz. The products are typically mixed with a liquid polyester resin and binder which is then cast into a mold and allowed to cure. While developing the recycled glass product line, Monroe Industries identified a resin supplier who would provide them with bio-based resins. This innovative product line is not only using 60,000 pounds of recycled glass each year; it is using a more sustainable binder formula as well.

**Town of North Hempstead:** This town in Nassau County was honored partnering with public schools on a comprehensive recycling program. The town has partnered with 8 of the 11 school districts in the town and more than 28,000 students have become involved in the recycling partnership. As a result, students have become environmental stewards, taxpayers have saved money, and school districts have received the benefit of a worthwhile service they otherwise would have to pay for. Best of all, 279 tons of material has been diverted from landfills.

**Remains Lighting:** This traditional artisanal maker of lighting fixtures and custom metal work was honored for their comprehensive renovation of an industrial building and their commitment to both environmental and social stewardship. Remains Lighting demonstrated that sustainable buildings don't necessarily mean high-tech designs with high costs. In 2008, Remains Lighting purchased and renovated a 25,000 square foot industrial building in Bushwick, NY. Following the renovation, Remains Lighting moved its production workforce and brought its design, engineering and project management staff under its “green” roof. Gardens have replaced parking lots, the facility operates solely by renewable energy sources combining on-site solar panels and purchased wind power and materials are purchased regionally and reused or recycled whenever possible. As a result, electricity consumption was reduced by 18,000 kilowatts per year and carbon dioxide emissions were reduced by 110 tons per year. During the renovation process, 27 of the 32 tons of construction waste was separated and recycled.

**Town of Babylon:** The Long Island Green Homes (LIGH) project in Suffolk County was honored for being the first municipally-administered and financed energy efficiency retrofit program in the nation. The program began in 2008 and has resulted in more than 400 houses being more energy efficient due to upgrades and retrofits. The average participating homeowner saves over \$1,000 annually in utility costs. Residents from the near-by environmental justice community of Wyandanch, NY are being trained in green jobs and provide a skilled workforce to the program's contractors. Utility use has been reduced significantly. For example, the project has saved 115,300 kilowatts of electricity, 75,485 gallons of oil, 29,000 cubic feet of natural gas and 2,421 gallons of propane - along with a reduction of 1,080 tons of carbon dioxide emissions.

**Camp Venture, Inc.:** This Rockland County not-for-profit corporation operates 24 certified community residences, serving developmentally disabled adults and is licensed by the New York State Office of Mental Retardation and Developmental Disabilities (OMRDD). Camp Venture was honored for being the first of 5,995 group homes under the OMRDD that is equipped with a photovoltaic array. In one year, this project has generated 3,551 kilowatts of power and has resulted in a reduction of 6,036 pounds of CO<sub>2</sub> emissions.

**Monroe County Department of Environmental Services:** Monroe County was honored for their leadership role in facilitating the proper collection and disposal of pharmaceutical waste from households. The first pharmaceutical waste collection event in central/western New York was held in 2008 and more than 42,000 pills (the equivalent of 60,000 does of unwanted medication) were collected. The county also developed tools and guidance to assist other New York municipalities in organizing and convening successful pharmaceutical waste collection events.

**The Nature Conservancy** – The Adirondack Chapter of The Nature Conservancy in Essex County was honored for the development of the Adirondack Park Invasive Plant Program which protects the Adirondacks from the lasting negative economic and environmental impacts of non-native, invasive species. This partnership program implements a regional, integrated and collaborative approach. Using a variety of innovative strategies, the program protects the biodiversity, recreational attributes, aesthetic value, cultural legacy, economic viability, tourism and transportation infrastructures of the park by controlling invasive plants.

**The Golden Arrow Lakeside Resort** – This Lake Placid resort is the first in the Adirondack Park to take action against climate change. The resort has become more sustainable, is educating guests about environmental issues and assisting others to reduce the carbon footprint of the hospitality industry. The resort installed a green roof and instituted green programs that reduce the environmental impact not only of the hotel, but of the traveler. The resort is the only one in the US to receive a top rating by the International Audubon Society's Green Leaf Rating Program.

**Council on the Environment of New York City:** The not-for-profit Council on the Environment of New York City, New York County was honored for promoting sustainable rainwater harvesting practices in New York City's community gardens and green spaces. Each year their efforts divert over 325,000 gallons of rainwater onto gardens rather than into storm water drains. The Council convenes educational workshops and assists community gardeners to identify alternate water resources and build low cost systems.

**Union College** – The U-Sustain initiative implemented at this Schenectady County college is an innovative, campus-wide program that involves faculty, staff, students and administrators. It serves as a functional model for other institutions to follow. This well integrated program involves many creative partnerships on campus to accomplish goals that go beyond regulatory requirements and result in measurable improvements in the sustainability of Union College. For example, by reducing paper use, the college has saved 255 trees, 105,000 gallons of water, 61 megawatts of electricity and 45 cubic yards of landfill space.

**Bank of America:** The Tower at One Bryant Park is situated in Manhattan at 42nd Street and Sixth Avenue. The Tower is 945 feet tall, 55 stories high and has 2.1 million square feet of building space. The Tower received the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED®) Core and Shell Platinum certification. By using environmentally friendly design, benefits being achieved include: saving 7.7 million gallons of water annually; using a 4.6 megawatt, on-site cogeneration system to reduce daytime peak electricity demand by 30 percent; providing approximately 25 percent of the building's annual cooling requirements by using an ice storage system; and reducing lighting and cooling energy by up to 10 percent by using an automated daylight dimming system.

*For more information about award-winning projects, visit the NYSDEC website at [www.dec.ny.gov](http://www.dec.ny.gov). Use the Subject Index button—Click on “E”—Choose “Environmental Excellence Awards.”*

NEW YORK STATE  
DEPARTMENT OF ENVIRONMENTAL CONSERVATION  
**ENVIRONMENTAL EXCELLENCE AWARDS**  
APPLICATION COVER SHEET

**Project Title:** \_\_\_\_\_

**Project Location:** \_\_\_\_\_

**Applicant Name:** \_\_\_\_\_

**Applicant Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** NY **ZIP:** \_\_\_\_\_

**County:** \_\_\_\_\_

**Applicant Type:** (check all that apply)

- Business** (including but not limited to manufacturing, power generation, retail, agri-business)
- Not-For-Profit Organization**
- Individual**
- Educational Institution**
- Local, State, Federal or Indian Nation Government** (except NYSDEC)

Contact Person: \_\_\_\_\_

Contact Telephone Number: ( ) \_\_\_\_\_ - \_\_\_\_\_

Contact Fax Number: ( ) \_\_\_\_\_ - \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

**Send completed applications to:**

NYS Department of Environmental Conservation  
Division of Environmental Permits, Pollution Prevention Unit  
625 Broadway, 4<sup>th</sup> Floor  
Albany, New York 12233-1750  
Attn: Michelle Hinman  
Electronic copies to [eeawards@gw.dec.state.ny.us](mailto:eeawards@gw.dec.state.ny.us)

ENVIRONMENTAL EXCELLENCE AWARD

APPLICATION CHECKLIST

Please review the **Tips for Applicants** section in the application brochure. This section provides suggestions for identifying potential projects and submitting successful award applications. Also included are detailed instructions for submitting a competitive application package.

- Only applications submitted in the required format will be considered.
- Please adhere to the maximum page length indicated for each section. A page is defined as an 8½ x 11", single-spaced, one-sided sheet.

Applicants must place their initials on each line to indicate that they have provided the following information:

\_\_\_\_\_ **Application Cover Sheet/Application Checklist**

\_\_\_\_\_ **Project Summary**

*Maximum one-half (½) page*

\_\_\_\_\_ **General Project Description**

*Maximum three (3) pages*

\_\_\_\_\_ **Innovation, Sustainability, and/or Partnership**

*Maximum one (1) page*

\_\_\_\_\_ **Superior Practices**

*Maximum one (1) page*

\_\_\_\_\_ **Measurable Environmental Benefit**

*Maximum one (1) page*

\_\_\_\_\_ **Commitment and Leadership in Pursuit of Environmental Excellence**

*Maximum two (2) pages*

\_\_\_\_\_ **Transferability to Other Users**

*Maximum one (1) page*

\_\_\_\_\_ **Funding Sources**

*Maximum one-half (½) page*

\_\_\_\_\_ **Other Details**

*Maximum one (1) page*

\_\_\_\_\_ **Supporting Information (if applicable)**

*Photos, maps, diagrams, videos, press clips, letters, etc.*