

SEARCH IS NOW ON FOR ECO-LOGIC CHAMPIONS OF 2015

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Entries are now open for The Eco-Logic Awards 2015, which recognise South Africa's environmental champions and reward outstanding achievements.

Organised annually since 2010 by The Enviropaedia, the Awards invite entries from large and small businesses, municipalities, groups and individuals who are leading the way in environmental excellence and innovation.

David Parry-Davies, the force behind *The Enviropaedia* and *Eco-Logic Awards*, explains that the awards are unusual because the judging criteria are about quality not quantity. This levels the playing field between small initiatives and large corporates.

"We use the seven-rooted value system that we call Eco-Logic as the basis for judging the Awards. We believe this is a critically important ingredient in changing our current environmental trajectory and producing the kind of world we would all like to live in", says Parry-Davies.

This year, a new category will be included: Business Green Economy Initiative. This category seeks to identify a business that build and supports the Green Economy in South Africa. The other 2015 Award categories are: Water Conservation, Energy Efficiency, Eco-Innovation, Transport Award, Recycling and Waste Management, Biodiversity, Climate Change, Municipalities, Youth, Eco-Community, Eco-Angel, Eco-Warrior and Lifetime Achievement awards.

Past winners outline benefits of Awards

Kolosa Magudu, Water Conservation Scientist with Duzi uMngeni Conservation Trust (DuCT) – winner of last year's Water Conservation Award, says that the stature and influence on the Award has motivated staff, as they are now being recognised and rewarded for their work. It has also helped attract new sponsors.

"Because of the Award we have more volunteers coming in as they saw DuCT on TV."

Sarah Farrell, Marketing Manager for Cape Town's Hotel Verde, which has won awards for energy and water-saving, says that winning an Eco-Logic Award has improved staff morale, increased the hotel's environmental credibility and contributed to increased occupancy.

"Guests are often wary of 'greenwashing'. But with verification from a credible third party institution such as The Enviropaedia, they believe that you are as green as you are saying you are and trying to be."

2014 Eco-Youth Award Winner, John Lucas of Explore4Knowledge, believes that the Awards help small organisations that don't have resources to promote themselves to gain substantial publicity on local and national platforms.

Judy Nankervis, Managing Director of Blendwell Chemicals (Pty) Ltd, which won last year's Transport Award, agrees, adding: "We got a lot of publicity that we would not have been able to generate on our own. We've seen an increase in our business and are working on new projects as a roll-out as a result of having won the Award."

Kapano Mohapi, Project Director at Blue Disa Bio-energy Plantation, the Eco-Community Award winner for 2013, said: "Before we won, we had difficulty getting support from the government, the community and even corporates, but after winning we are now getting funding and other support."

Adding to the significant benefits cited by some of the past winners of the Awards, Terrance Booysen, Director and Co-founder of CGF Research Institute said, "As a private company specialising in assisting all industry sectors with Corporate Governance, Risk and Compliance, we fully support the Eco-Logic Awards in their goals of acknowledging and encouraging sustainable and eco-logical planning in organisations. We encourage companies and organisations to enter these Awards, which is growing in terms of entry quality every year."

All businesses, large corporate organisations, non-governmental and community-based organisations, municipalities and individuals have until 31 July to submit their entries via the Eco-Logic Awards website. There is no entry fee.

The same project can be submitted in multiple categories.

Winners will be announced at a Glamorously Green Award Ceremony, to be held in Cape Town during October. Guests include environmental movers and shakers, thought leaders, celebrities, sponsors and top business executives, government and municipal representatives, previous winners and 2015 finalists.

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Tel: 086 100 0810

E-mail: linda@enviropaedia.com

CGF Research Institute (Pty) Ltd

Terry Booysen (Chief Executive Officer)

Tel: 011 476 8264

Cell: 082 373 2249

E-mail: tbooysen@cgf.co.za

