

NEWS RELEASE

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NATIONAL AWARDS UNCOVER PIONEERING PROJECTS

SustainIT's eWell-Being Awards 2004 has once again uncovered ground breaking projects that use Information and Communication Technologies (ICT) to deliver environmental and social benefits. A company that uses mobile technology to reduce the negative environmental impact of its couriers, an ICT-enabled network that explores the impact of climate change, a project to deliver wireless broadband in a rural area and a database that helps to reduce crime and disorder are among the 21 projects short-listed.

The eWell-Being Awards, now in their third year, are sponsored by BT, Vodafone, and Brother with The Guardian as national media partner. They are the UK's first and only awards to focus on ICT projects which deliver tangible environmental and social benefits. 118 entries were received for the Awards this year and 21 projects made the shortlist.

In the Digital Inclusion category, sponsored by BT, three important initiatives that use ICT to enhance access to services and opportunities were chosen:

- Age Concern provide access to and training on ICT facilities to help vulnerable older people maintain their independence; The Ariel Trust works with young groups to produce radio programmes tackling issues that affect them; and Glasgow Homeless Network is a multi-aspect service for people affected by homelessness.

For the 2004 programme there was an additional award within the Digital Inclusion category focusing on projects that enhance ICT access and services specifically for disabled people, and four projects stood out:

- The HFT Karten CTEC Centre providing ICT training for adults with learning disabilities and those supporting them; a project implementing technology, arts and technology to fight against social exclusion run by Funky Flamingo (Cross Border Arts); a website giving information to families with disabled children called Contact a Family; and IT Can Help (ITCH), a network to help the disabled access IT equipment and gain support.

The Wireless category, sponsored by Vodafone, focuses on projects that deliver societal benefits through the use of wireless technology. Three exciting initiatives made the short list:

- A mobile online learning initiative that delivers ICT workshops to individuals and SMEs in rural Scotland developed by Glenrothes college; South Witham Broadband that operates a community wireless broadband service to five villages; Milly's Fund – 'Teach Your Mum to Text' to encourage texting between parents and children as a safety tool.

Brother sponsored the Environmental Efficiency category that encourages the use of ICT to reduce environmental impact or projects that reduce the negative environmental impacts of ICT equipment. Four innovative projects have been recognised:

- A database and strategic tool that improves intelligence and highlights hot spots is used by the Environment Agency to tackle fly-tipping; a UK Phenology Network set up by the Woodland Trust and the Centre for Ecology and Hydrology to explore the impact of climate change; The London Green Map website communicates sustainability by providing locally relevant information; Greenspec, an online database of building materials with low environmental impact aimed at building professionals

The Mobility category for projects which use ICT to reduce the negative impacts of transport, is sponsored by Local Transport Today. Three projects were short-listed:

- Plymouth City Council are developing terminals that give city-wide dynamic public information and help transport journey planning; Brighton & Hove City Council and Bus and Coach Company use a Siemens Astral system to increase knowledge and inspire passenger confidence and increase bus patronage; Klicka Couriers use mobile technology to track all vehicles and reduce the number of 'empty' miles

Finally, the Improvement and Development Agency sponsor the eGovernment category which focuses on projects using ICT to deliver a better public service. The four projects short-listed were:

- A trial on the use of mobile telephones to pay for on-street parking run by the City of Edinburgh Council; the Crime and Disorder Data Information Exchange (CADDIE) to allow the sharing of data across all emergency services; a Reader Development website called 'Stories from the Web' encouraging young people to enjoy reading; and the Leicester Disability Information & Communication Network enabling disabled people to access mainstream service provision

Said SustainIT Programme Manager Simon Hills: "Once again, the entries highlight how organisations use ICT creatively to provide tangible environmental and social benefits". A sentiment echoed by awards judging panel member Caren Bland, of the Improvement and Development Agency (IDeA). "The level of entries was exceptionally high, which supports the commitment and progress being made in these areas", she said.

BT has supported the eWell-Being Awards programme since its inception in 2002. Mike Hughes, BT Head of Environment and CSR Campaign, said: "Digital Inclusion is a key focus for our business and our support for the eWell-Being Awards plays an important role in it. In 2004 the standard of the entries was again exceptionally high, and we are eager to champion those organisations that are leading the way."

Winning projects will be announced at an awards ceremony at 30 St Mary Axe, on Monday 14th March 2005.

For more information on the Awards, or if you would like to attend the awards ceremony please contact Simon Hills or Richard Craven, SustainIT on 01733 312286 or shills@ukceed.org.

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Notes to editors

1. The judging panel for the 2004 Awards included representatives of BT, Vodafone, Brother, IDeA, Local Transport Today, The AA, OFCOM, Oracle, SOCITM, ZDNet, The Guardian, Ability magazine, UK CEED, SustainIT and Netmums (category winner in the 2002 eWell-Being Awards).

2. SustainIT is an initiative of The UK Centre for Economic and Environmental Development (UK CEED), an entrepreneurial research and policy centre. SustainIT conducts research on, and provides best practice examples of, synergies between ICT and sustainable development. It works in partnership with business, government and the voluntary sector. For more information visit www.sustainit.org and www.ukceed.org

3. BT is one of the world's leading providers of communications solutions serving customers in Europe, the Americas and Asia Pacific. Its principal activities include IT and networking services, local, national and international telecommunications services, and higher-value broadband and internet products and services.

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- **BT Wholesale**, providing network services and solutions within the UK to more than 600 fixed and mobile operators and service providers including the provision of broadband, private circuits.
- **BT Global Services**, providing IT and networking services to meet the needs of multi-site organisations globally. BT Global Services operates in more than 130 countries and also offers international carrier services.

In the year ended 31 March 2004, BT Group's turnover was £18,519 million with profit before goodwill amortisation, exceptional items and taxation of £2,013 million.

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