

# Awards Application Pack

This pack provides guidance on completing a Breathe London Award application. Included in the pack are:

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Any questions about the Awards or application process can be directed to [helpdesk@breathelondon.org](mailto:helpdesk@breathelondon.org).



# Application Guidance

You can apply for an Award under any one of five categories:

- Schools Impact Award
- Community Collaboration Award
- Storytelling Award
- Health & Wellbeing Award
- Local Authority Leadership Award

Below are some questions to get you thinking about what to include in your application.

## Schools Impact Award

Celebrating schools that lead the way in air quality action and inspire future generations.

- How has your school involved students in air quality science, activities, or community engagement?
- What actions have you taken to tackle air pollution in your school or local area?
- What difference have you seen as a result of your project (for example: changes in air quality, awareness, or student participation)?
- Did you work with external groups or organisations? What did each contribute?
- How did you raise awareness about air quality among students, staff, or the wider community?



## Community Collaboration Award

Recognising partnerships and collective efforts that drive cleaner air for all.

- How has your community group raised awareness about air quality?
- What shared goal did you set out to achieve, and how did you work together to achieve it?
- What changes have you seen as a result of your project (for example: increased awareness, new resources, or actions)?
- Did you work with external groups or organisations? What did each contribute?
- How did you raise awareness about air quality among your audience?

## Storytelling Award

Honouring innovative storytelling that raises awareness and sparks change.

- What message or story did you want to share, and why was it important?
- How did you share it and what innovative techniques have you used (for example: social media, blogs, events)? How did your audience respond?
- What difference have you seen as a result (for example: increased awareness, new actions)?
- Did you work with external groups or organisations? What did each contribute?
- What message or topic about air quality did you focus on conveying?

## Health & Wellbeing Award

For projects that put health and wellbeing at the heart of their impact.

- What health-related issues did your project aim to address?
- What evidence or strategies did you use to achieve this?
- What difference have you seen as a result (for example: improved health outcomes, participation, or early reach)?
- Who was involved?
- What impact could your project and learning have for others?



## Local Authority Leadership Award

Recognising outstanding leadership, innovation, and impact by local authorities in improving air quality for their communities.

- What specific actions, policies, or interventions has your authority implemented to demonstrate leadership in improving air quality?
- What creative or original approaches did your authority use to address air quality challenges? How did you use data, technology, or new ideas to drive change?
- What improvements in air quality or public health (or other) have resulted from your work? And how have they benefited residents, schools, or businesses in your area?
- How were these actions developed and delivered? Did you work with others - local authorities, businesses, or other external partners?
- How did you engage residents and community groups in your air quality initiatives?



## Application Questions

The application must be submitted using the [online form](#), but the questions are provided below for your reference.

### Basic Information

- Full Name
- Email Address
- Phone Number (Optional)
- Organisation / Affiliation (Example: School name, hospital, NGO, community group)
- Role in Organisation (Example: Teacher, Project Lead, Volunteer)
- Is this a joint application with another organisation. If so, what's the other organisation/group?

### Eligibility

- Do you currently use Breathe London air quality sensors or the sensor data? (yes/no)
- Which award category are you applying for?
  - Schools Impact Award - Celebrating schools that lead the way in air quality action and inspire future generations.
  - Community Collaboration Award - Recognising partnerships and collective efforts that drive cleaner air for all.
  - Storytelling Award - Honouring innovative storytelling that raises awareness and sparks change.
  - Health & Wellbeing Award - For projects that put health and wellbeing at the heart of air quality improvement.



- Local Authority Leadership Award – Recognising outstanding leadership, innovation, and impact by local authorities in improving air quality for their communities.

## Project Details

- Project Title
- Details of Your Project (Max 300 words)

We want to hear about projects that make a positive difference, big or small. You don't need formal data or complex evaluation to apply. Share your story, your ideas, and what you've achieved so far. Use the questions below to help guide your response. Feel free to use bullet points to clearly show your impact. Take a look at the guidance document for more ideas and information.

Please refer to the Application Guidance above to help inform your answer to this section. Examples of what we love to see:

- What your project is about? – Tell us the context, the problem you're tackling and why it matters.
- Creativity or innovation- We love to see original approaches and visible impact.
- What actions you took- Describe the key activities of your project.
- Impact and results- What difference did the project make (e.g., air quality, awareness, participation) What worked well and what could others learn from your experience.
- Who was involved- Your team, partners, or community members.
- Community engagement- How well did the project engage and raise awareness among the intended audience?

*(Tip: Use clear, simple language and avoid jargon. Think about what would inspire other schools, hospitals, or community groups to take similar action.)*



# Breathe London

- Start Date of Project
- Is your project ongoing or completed?
  - Ongoing
  - Completed

## Supporting Information (optional)

- Upload supporting materials (photos, videos, reports)
- Links to online content (e.g., social media, blogs, videos)
- Please provide any quotes that capture the impact of your project. (Include the name and role of the person who gave the quote.)

## Consent

- Do you consent to your project details and supporting information being shared publicly if shortlisted?
  - Yes
  - No
- Do you agree to be contacted for follow-up or media opportunities?
  - Yes
  - No
- Would you be happy for your project to be featured as a case study on the Breathe London website?
  - Yes, I consent
  - No, I do not consent



# BreatheLondon

- Please confirm that you have all the appropriate permissions for any photos you upload to be shared externally (including on the Breathe London website and social media).
  - I confirm I have the necessary permissions
  
- Can you attend the Breathe London Awards ceremony on 16<sup>th</sup> June (4:00–6:00 PM) at Vodafone’s London Speechmark office, or send a representative?
  - Yes, I will attend or send a representative
  - No, unfortunately I cannot attend



## Breathe London Awards Frequently Asked Questions (FAQs)

### 1. Who can apply for the Breathe London Awards?

Any community group, school, hospital, NGO, or local organisation that uses Breathe London sensors or is using the sensor data for air quality projects.

### 2. How do I apply?

Complete the [online application form](#). Make sure to answer all questions in detail and upload any supporting materials such as photos, quotes, and links.

### 3. When do applications open and close?

- Applications open: 26th Jan
- Deadline for submissions: End of day 1<sup>st</sup> May.
- Awards ceremony: 16<sup>th</sup> June, 4:00–6:00 PM at Vodafone's London office.

### 4. What are the award categories?

- Schools Impact Award – Schools leading air quality action
- Community Collaboration Award – Partnerships for clean air
- Storytelling Award – Best use of media to raise awareness
- Health & Wellbeing Award – Projects improving public health outcomes
- Local Authority Leadership Award Recognising outstanding leadership, innovation, and impact by local authorities in improving air quality for their communities.



## 5. What will the judges be looking for?

### Judging Criteria & Weighting

- Innovation (20%): Creativity or originality in approach, or evidence of making a real difference.
- Actions Taken (20%): What actions were taken to tackle air pollution, and how effective were they?
- Impact & Difference Made (20%): What measurable difference did the project make (e.g.: air quality, awareness, participation)?
- Collaboration (15%): Evidence of working together with others, including external groups or organizations.
- Community Engagement (20%): How well did the project engage and raise awareness among the intended audience?

Please refer to the application guidance for how these criteria apply to each category.

## 6. What do winners receive?

Winners will receive:

- Recognition at the awards ceremony
- A certificate and feature on the Breathe London website
- Opportunities for media coverage and case studies
- Networking with other community leaders and experts

## 7. Can I attend the awards ceremony?

We will be sending out email invites to the winners to attend the awards ceremony. The ceremony will be held on 16<sup>th</sup> June, 4:00–6:00 PM at Vodafone's London office.



## 8. Do I need permission for photos and quotes?

Yes. If you upload photos or provide quotes, you must confirm you have the appropriate permissions for them to be shared externally.

## 9. Can my project be featured as a case study?

Yes, if you consent. There's a tick box in the application form to confirm if you're happy for your project to be featured on the Breathe London website.

## 10. Can we submit a joint application?

Yes, joint applications are welcome. Please ensure only one application is submitted per project or partnership. Please select a lead organisation for the application.

## 11. Can I submit the same project for more than one category?

No, please just apply for one category per project.

## 12. Who will be judging the awards?

The judging panel will include representatives from the Greater London Authority, Vodafone, Global Action Plan and a representative from the community.

## 13. Will there be a shortlist?

It is possible there may be a shortlist of recognised organisations, but this decision will be at the discretion of the judging panel.



## 14. What will the awards ceremony involve?

A VIP keynote speech will be delivered, followed by an awards presentation and networking opportunities.

## 15. I have accessibility needs, who can I speak to support me?

Please email the helpdesk - [helpdesk@breathelondon.org](mailto:helpdesk@breathelondon.org)

## 16. Can I submit my application in an alternative format? Eg video

No, please just use the form provided, but supporting documents can be added.