

Storyboard (answer plan)

Section	Environment		
Weighting	N/A	Page / Word Limit	3000 characters
Owner	Jo Thompson	Lead Author	Jo Thompson
Contributors		Reviewer	
Evaluation Criteria			
The Question			
Does the Bidding Entity adhere to documented Environmental Management System, Policy or Statement, either stand alone or detailed within Quality documentation?			
This must be compliant with requirements outlined in the ISO 14001 standard or equivalent.			
Defining Our Offer			
Client Drivers			
Why has the client asked us this question? What is their underlying issues/concerns? By understanding their key challenges we can produce a winning response.			
<p>ISO 14001 is based on the plan, do, check, act (PDCA) cycle and requires organisations to establish</p> <ul style="list-style-type: none"> • an environmental policy • identify the environmental aspects and impacts • set environmental objectives and targets • implement operational controls • monitor and measure the performance • improve the EMS <p>A third party will audit the EMS to ensure it meets the ISO14001 standard.</p>			
Win Themes			
Which win themes could and should we emphasise in this answer? And what benefit will these provide to the client?			
Win Theme		Benefits	

Building Our Response <p>Below you should break down the answer to your response into the subsections within each section allowing for effective signposting to the client.</p> <p>In each part detail your approach. It can be bullet points at this stage but should address all important technical points as well as client drivers, win themes and USPs. Proof points need to be included to back up statements.</p>	
Overall message <p>MWS has an Environmental Management System accredited to ISO 14001. Please see attached certificate.</p>	
Sub-question 1:	
Sub-question 2:	

Sub-Question 3:

Sub-question 4:

Sub-Question 5:

Absolute key word/phrases: e.g. CDM, Every Customer Counts relating to the question

Relevant Policies, MOPs accreditations, attachments etc

Linked Case Studies: Have we written about this before?

Name/Project	Growth Team Contact	Ops Contact

Graphics

A picture / diagram / flow chart is worth a thousand words!
Sketch any graphics needed to support the answer?

- Drop graphics in here and which subsection they apply to