



Category: Best Sustainability Initiative

Description: This award honors excellence and innovation in a new sustainability initiatives that demonstrate meaningful progress in one or more of the three core pillars of sustainability:

- Economic viability
- Environmental protection
- Social equity

This award recognizes organizations that design and implement impactful sustainability solutions, whether through green operations, carbon-reduction strategies, community and stakeholder engagement, or diversity and inclusion initiatives for guests and employees

Criteria:

1. Strategy, Thought Process & Program Design
 - a. Clarity of goals, objectives, and intended outcomes
 - b. Alignment with sustainability pillars
 - c. Rationale behind program creation
2. Innovation & Leadership
 - a. Creativity, originality, or forward-thinking approaches
 - b. Potential for industry influence or replication
3. Execution & Delivery Methods
 - a. Implementation approach
 - b. Staff training, operational procedures, or guest-facing components
 - c. Use of technology or tools supporting sustainability
4. Program Materials & Documentation
 - a. Visual documentation (photos, videos, walkthroughs)
 - b. Any supporting materials demonstrating program delivery
5. Organizational & Community Impact with Evidence of Success
 - a. Internal impact (staff engagement, safety, inclusivity, culture, etc.)
 - b. External impact (community partnerships, outreach, stakeholder benefit)
 - c. Metrics, data, or measurable outcomes
 - d. ROI or operational impact
 - e. Testimonials, case studies, or participant feedback





Applicants must provide:

- A facility logo and signature image
- A video (maximum 5 minutes) highlighting the program, project, or initiative
- A PowerPoint deck (or similar) of images demonstrating your initiative.
- A logo for the submitted initiative (optional)
- At least one, but up to five(5) additional supporting materials

Applicants should be prepared to answer questions about:

- Description/Overview of your initiative
- Initiative delivery
- Newness/updates to you initiative (if it is not completely new)
- Internal and External impacts of your initiative
- Including evidence off success (Metrics, ROI, Testimonials, etc.)

