

# SUSTAINABLE HOTEL AWARD



## Sustainable Hotel Awards

The annual HICAP Sustainable Hotel Awards are designed to recognize hotels in the Asia Pacific region demonstrating exemplary sustainable best practices. Base criteria have been outlined for four distinct areas in which sustainable practices can be best highlighted (see criteria below). Worthy hotels can be entered in one or more of the categories, however, [a separate and complete entry should be submitted for each category consideration being sought](#). A maximum of three hotels will be honored each year and, as such, not all categories will have an award recipient each year.

By segmenting sustainable hotel practices into four categories, we recognize progress towards more sustainable hotel design and operations is a complex and evolving process and there are a variety of good/ better practices emerging that promote better practices in varying aspects of hotel development and operations and not necessarily as a complete whole.

Nominated properties will be reviewed, and the award recipients selected, by an expert judging panel comprised of the following:

- Professor Michael C. G. Davidson Director,  
Centre for Tourism, Sport and Service Innovation, Griffith Business School
- Lyndall DeMarco, Managing Director, Hotel Sustainability.
- James Dion, Associate Director, Center for Sustainable Destinations,  
National Geographic Society
- Mark Eckstein, Managing Director, International Finance, WWF-US
- John Goldwyn, Senior Associate, WATG
- Klaus Lengefeld, Coordinator, GTZ

We are sincerely grateful for the support and efforts of such an honorable and knowledgeable group of experts in ensuring the credibility and importance of this Award.



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InterContinental Hong Kong



## **Award Categories/Criteria**

Entries should be completed in accordance with the criteria listed below, which are intended to support you in identifying those factors that will help the Judging Panel in their decision making. The criteria are designed to provide ideas for inclusion but are neither definitive nor exhaustive. Please include any other relevant information you believe addresses the objectives of sustainable development within the context of the identified categories.

### **Entry criteria for all categories**

All entrants should fulfill the following base criteria:

- The property has established and communicated sustainability and/or environmental management principles;
- The property makes measurable efforts to manage negative economic, environmental and social impacts across the operation as a whole, and should have implemented exemplary performance in specific areas;
- The property makes positive contributions to the conservation of natural and cultural heritage and the maintenance of bio, social and cultural diversity;
- The property is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

## **1. Sustainable Project Design**

Awards in this category focus on the design brief agreed and ways in which developers and operators have worked with architects, designers, engineers, etc. to establish more sustainable hotel and related infrastructure. It is less about site layout and more about the thought gone into the physical design of facilities and assets (including features such as golf courses, grounds and landscaping, etc). The judges will be considering, among other things, aspects such as:

- Identification and protection of environmental, cultural and other aspects of the built and natural environment integration of plans and layout within the wider landscape
- Overall appreciation of the design within the landscape and efforts to create an appropriate sense of place (reflecting cultural norms and design, promoting the conservation of biodiversity in design and landscaping, etc);
- Specific design elements that seek to promote sustainability (through travel and transport arrangements, building layout and design, etc.)

## **2. Sustainable Operations**

***(Hotels in operation for at least two years)***

Awards in this category will focus on water, waste and energy management. Innovative technology, environment management systems, staff incentives, training and community engagement can all be considered. Hotels will need to demonstrate success through measurable results.

As such, it is not about the environment programs in place. Rather, judging will concentrate on quantifiable metrics that can demonstrate a direct positive affect on the operation.

**Example – *Rather than details of a composting and recycling program judges want to hear a quantifiable metric around how much of their waste stream is diverted from the landfill.***

Entries can focus on one aspect e.g. water, waste or energy or all three. It will be necessary to provide basic details of improvements – overviews of programs etc, so judges can properly evaluate the merit of each entry. Judges are keen to encourage hotels to showcase their programs and their successes, particularly where innovative, unique practices are involved that can potentially be replicated and beneficial to the industry as a whole.



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### 3. Sustainable Destinations

Maintain a sense of place that supports the geographical character of a place, its environment, culture, heritage, aesthetics and well-being of its citizens.

Awards in this category consider how sustainability aspects are addressed in the development site selection, master planning and on-going pro-active activities and programs with the purpose of conserving the natural environment (inherent wildlife, habitats and cultures) both within and surrounding the development.

The judges will be considering aspects such as:

- Community engagement and consultation
- Identification and protection of environmental, cultural and other aspects of the built and natural environment;
- Integration of plans and layout within the wider landscape;
- Creation and implementation of business models supportive and contributing to the conservation of biodiversity and cultural heritage preservation.
- Contribution to habitat and wildlife restoration and protection
- Programs to improve behavior and increase awareness with staff and guests
- Collective action to manage common property goods or services (such as reefs, protected areas, etc);
- Partnerships with civil society or government that promote more sustainable practices

It is not necessary to address all of the criteria. A property may have only addressed one, but the impact is significant. It will be necessary to provide the judges with enough material to fully evaluate the extent, quality and beneficial impact and outcomes of the development planning and instituted practices or programs relative to sustaining the destination.

### 4. Sustainable Communities

Looking at the world outside your hotel and how your property has taken a responsible leadership role.

Awards in this category will focus on ways in which entrants have sought to become good corporate citizens in the locations in which they operate. In particular, how hotels have developed effective consultation and engagement with their local community; worked with them to promote better livelihoods and or environments that move clearly beyond direct philanthropic initiatives; and enabled and empowered local people to develop their own economic activities.

The judges will be considering aspects such as:

- Supply chain initiatives and innovations promoting local economic development;
- Working together with the community to deliver innovative environmental and social opportunities previously unattainable;
- Partnerships with local organizations and groups
- Community Development Projects
- Engagement with the local community, including employment and sourcing of goods and services
- Humanitarian aid and disaster relief
- Guest involvement in local activities and initiatives enhancing the local community and encouraging social and economic interaction.



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# Nomination/Entry Instructions

**(DEADLINE FOR SUBMISSIONS: 31 AUGUST 2010)**

## Entry Content

### 1. Entrant Information

Please provide the following information with your submission (as available/applicable):

|  |  |
|--|--|
| <b>AWARD CATEGORY:</b>                         |  |
| <b>Hotel Name:</b>                             |  |
| <b>Location:</b>                               |  |
| <b>Room Count:</b>                             |  |
| <b>Staff Count:</b>                            |  |
| <b>Website URL:</b>                            |  |
| <b>Entrant:</b><br>(Company/Organization Name) |  |
| <b>Primary Contact Person:</b>                 |  |
| <b>Contact Title:</b>                          |  |
| <b>Email Address:</b>                          |  |
| <b>Tel. Number:</b>                            |  |
| <b>Hotel Operator:</b>                         |  |
| <b>Architect:</b>                              |  |
| <b>Development Cost:</b>                       |  |
| <b>Lender:</b>                                 |  |
| <b>Consultant-1*:</b>                          |  |
| <b>Consultant-2*:</b>                          |  |
| <b>Consultant-3*:</b>                          |  |

\*Contributing to the sustainability aspects of the project, (i.e. design, engineering, technology, construction method, etc.)

### 2. Entrant Background (Maximum 500 words)

Please provide details concerning entrant background including aspects such as major activities and commitments to achieving sustainability goals.

### 3. Entrant Statement for Award Consideration (Maximum 1,500 words)

In addition to adherence to the entry base criteria, each entry must describe and present in sufficient detail their exemplary and quantifiable sustainable development practices according to, but also potentially expanding on, the award category criteria so the judges can make informed and appropriate assessments.

#### NOTE:

- *Entries must not exceed the stated maximum word count. In the interests of rigor and fairness, this rule will be strictly enforced.*
- *Please do not use acronyms or abbreviations unless explicit explanation is provided.*
- *Please feel free to use bullet points where appropriate.*
- *Please include photos/images as visual support in illustrating core components of your hotel's entry statement.*
- *By submitting an entry, the entrant is certifying their adherence to the entry base criteria and that all contents of their entry statement are true and correct.*

RETURN NOMINATIONS TO: [SustainableHotelAwards@HICAPconference.com](mailto:SustainableHotelAwards@HICAPconference.com) or Fax: (65)-6737-9550

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## Entry Guidelines

### 1. Eligibility

To be eligible for award consideration, entrants must be able to effectively demonstrate the following:

- Their property has established and communicated sustainability and/or environmental management principles
- The property makes measurable efforts to minimize negative economic, environmental and social impacts;
- The property makes positive contributions to the conservation of natural and cultural heritage and the maintenance of diversity;
- The property is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

### 2. Format

|                |  |
|----------------|--|
| File Format:   | Microsoft Word, PowerPoint or PDF<br>(keeping in mind File Size restrictions)  |
| File Size:     | 2MB maximum  |
| Font:          | All fonts must be no smaller than 12 point Times New Roman or Arial. No variation such as narrow or condensed font styles is acceptable. |
| Language:      | English  |
| Line Spacing:  | All text should be 1.5 line spacing (Microsoft Word) or equivalent   |
| Page Size:     | A4 (297 x 210 mm)  |
| Photos/Images: | To be incorporated in entry statement  |
| Word Count:    | 500 maximum for Entrant Background<br>1,500 maximum for Entry Statement (excluding any data tables)                                      |

### 3. Submitting Entries

Entries should be submitted by email to [SustainableHotelAwards@HICAPconference.com](mailto:SustainableHotelAwards@HICAPconference.com) or fax at 65-6737-9550.

### 4. Closing Date

Entries must be submitted by **midnight (GMT) on 31 AUGUST 2010.**

### 5. Promotional and Supporting Material

Unless requested, additional hard copy or promotional material is not required and should not be submitted. Supporting material requested from organizations will be retained and will not be returned.

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## **6. Awarded Entry Presentations**

Presentations of the awarded hotels will be prepared based on the entry information provided and may be published on the HICAP conference website and on other sites and publications publicizing the Award.

## **7. Assessment and Adjudication**

HICAP will convene an assessment and award selection panel of external sustainability experts/practitioners. These judges discuss and score entries to determine the award recipients. The decision of the Judging Panel is made in good faith and is final. When making a decision, the Judges will consider:

- a. Measurable achievement relative to the award base and category criteria
- b. Demonstration of innovation
- c. Evidence of partnership
- d. Replicability (providing solutions for sustainability)
- e. Evidence of balancing economic, environmental and social considerations with sustainable impact
- f. Evidence of how the hotel will be sustainable longer term

## **8. Notification of Results**

There will be a maximum of three HICAP Sustainable Hotels Award winners. Awarded entrants will be notified by 1 October 2010.

## **9. Awards Announcement and Presentation**

The HICAP Sustainable Hotels Awards will be announced and presented during the HICAP closing luncheon at approximately 2pm on 15 October 2010 at the InterContinental Hong Kong. Award recipients or their appointed representatives, if not already registered HICAP delegates, will be provided with a special pass for participating in the award presentation.

## **10. Feedback**

Given the volume of entries, we are unable to provide feedback to entrants.

## **11. Questions, Feedback or Suggestions**

Any questions or comments regarding the entry requirements and procedures or suggestions about the HICAP Sustainable Hotels Award can be made by email to [SustainableHotelAwards@HICAPconference.com](mailto:SustainableHotelAwards@HICAPconference.com).

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