



HOSPITALITY
AWARDS

BEST
INITIATIVE
IN SUSTAINABLE
DEVELOPMENT

XI

Rendez-vous le 15 novembre 2010
Save the date: November 15th 2010
InterContinental Paris Le Grand
www.hospitalityawards.com

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BEST INITIATIVE IN SUSTAINABLE DEVELOPMENT

This award will be attributed to an initiative or program that shows a brand or hotel group's implication in the sustainable development, fair trade and/or the social responsibility of the company towards local population and staff, and/or tourist sites and natural resources. The strategies will be assessed according to three complementary criteria:

1. The project's deterrent nature and scope linked to the support of environment, sustainable development, local community, staff...
2. The originality of the project and the implication of the staff
3. Measurable efficiency of the actions taken for the benefit of the local population or natural sites

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DESCRIPTION

- Did your company elaborate a specific program regarding the Sustainable development and/or Social responsibility?
- What are the general principles of this program?
 - Towards the local or foreign population
 - Towards the group's staff
 - Towards the group's clients
- What are the innovative aspects of this project?

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CONCEPTION

- Who created this program?
- Who is in charge of implementing it and making it evolve?
- What are the structures or committees implemented for ensuring the follow-up?
- Who is concerned within the company?
- Does the program involve external partnerships? With whom?

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COMMUNICATION AND IMPLEMENTATION

What is the communication made around this initiative?

- Towards the employees (what is their position and how many are involved?)
- Towards clients (what is their position and how many are involved?)
- Towards business partners (what is their position and how many are involved?)
- Employees, clients, business partners and community in general: how are they involved in the actions determined by the initiative?

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INFORMATION

Please feel free to attach any additional information or document to this questionnaire that you believe would be useful (TV ads, DVD, ads, posters, press file, etc.) and mail them with your candidacy file.

Please try not to go above 15 slides. It is important to include some pictures (your presentation might be broadcasted during the ceremony).

A one-minute film presenting your project is highly recommended.

The finalists will be asked to provide a one-minute film which will be broadcasted during the ceremony.

Please note that a high-resolution logo of your brand (Illustrator vector) is required.

Submission deadline is September 17, 2010

For any further information, please contact us
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