

2024 Sustainable Future Awards by GHOTW

Terms and Conditions

The **GHOTW Sustainable Future Awards** aim to recognize the best in sustainability at Great Hotels of The World. All Great Hotels of the World Member Hotels are invited to participate..

This guide is intended to clarify the terms and conditions by which Member Hotels can enter GHOTW Sustainable Future Awards.

I. 2024 GHOTW SUSTAINABLE FUTURE AWARDS CATEGORIES

An award may be awarded in each of the 5 categories outlined below:

1. Sustainable Events

This award recognizes a specific event, campaign or programme that is a part of your hotel's events in general that has a specific and central sustainability goal. It may be related to Environmental, Social, Economic or Technological Sustainability. This can include organizing activities in which delegates work with or donate to local communities; guest participation in local clean-up efforts; or events which promote fair trade products, or use local suppliers.

Example:

Ilunion Hotels (Spain):

Stepping into the shoes of people who overcome obstacles every day and raising awareness of the need to promote accessible tourism are the two goals that Ilunion Hotels wanted to share with their customers with the Blind Dining Event.

The experience: on entering the hotel, clients are welcomed by a Manager and are blindfolded. From then on, they live a different experience, where they have to test all their senses. After a short tour of the hotel, they are accompanied to the dining room where they will enjoy a "blind menu", made especially for the occasion. Without a doubt, the experience helps to understand how people with disabilities live their day-to-day lives.

2. Social Sustainability

This award recognizes a specific initiative, campaign or programme that aims to have a social or cultural impact within the community, including employees, the local population, local businesses and important local or cultural sites. This may include supporting a local charity through cash donations, activities or exposure; or organizing sampling sessions of a local product for guests bringing awareness to local producers and culture.

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Example:

The Balé Nusa Dua (Bali, Indonesia):

Connecting with the core values, Quality, Care, and Commitment, The Balé Nusa Dua takes a holistic approach to sustainability. This model is the basis of their thinking, planning, and actions along the way.

- Care for the Family - Occupational Health and Safety, Pay Equity, Raising Awareness of Waste Management, Skill Development, Diversity, Equity, and Inclusion.
- Support for the Community - Respect for local culture and tradition, empowerment through opportunities, advance human rights.
- Responsible for the Environment - What gets measured gets managed. It is imperative to measure their performance, thus understanding their position on this ongoing journey.
- Committed to Change - Being aware that sustainability is a lifelong journey of continuous improvements in all facets of their operation, they aim to have a clear outlook of how they can progress in the following year.

3. Environmental Sustainability

This award recognizes a specific initiative, campaign or programme that aims to contribute toward improving and protecting the environment, locally or globally. This may include reducing water, gas and electrical consumption at the hotel, nurturing local eco-systems, eliminating single-use plastics, providing recycling stations and electrical chargers for guests, or growing food consumed in the hotel.

Example:

Onyria, Quinta da Marinha (Cascais, Portugal):

With the installation of 553 photovoltaic solar panels in January 2022, the hotel's lighting is entirely powered via a renewable source. In partnership with Energias de Portugal, the €240,000 investment reduces carbon dioxide emissions by 94,188 tons per year, minimizing the hotel's reliance on external energy sources while making the resort more ecologically sound. The photovoltaic solar panels are currently producing 30% of the hotel's electricity. The project is part of a wider strategy, aiming to make Onyria Quinta da Marinha an all-encompassing eco-friendly resort. Already four electric vehicle chargers have been installed, plastic has been replaced with bamboo in the hygiene kits and the old paper-based reservation processes have been replaced. The new check-in system aims to avoid the use of magnetic cards, instead offering guests the opportunity to enter the rooms

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via their mobile phones, both streamlining the procedure and removing unnecessary waste products.

4. Technological Sustainability

This award will recognize a specific initiative, campaign or programme that uses technology to promote sustainability. This may include using consumption meters and sensors to track and reduce energy consumption, using smart bins to track and reduce food waste, using technology to go paperless

Example:

InterContinental Hotels Group® (IHG®) announced a partnership with technology company Winnow to help its hotels automatically track, measure and reduce food waste for more sustainable and efficient restaurant and bar operations. Through the use of an intelligent camera, smart scales and AI-based smart meter technology, Winnow Vision analyzes ingredients during food preparation, as well as plates returned to the kitchen, to assess which food items are most wasted and in what quantities. This builds up a bank of data which in turn informs buying decisions, shapes menus and hones food preparation techniques.

5. Economic Sustainability

This award recognizes a specific initiative, campaign or programme that aims to have a positive impact on the local economy. This may include using local suppliers from F&B to design, furnishings and artwork, providing internships, training or work opportunities to local residents; or providing local businesses with retail areas.

Example:

Ilunion Hotels (Spain)

As a leading hotel chain in universal accessibility and workforce integration of people with disabilities, the Ilunion family is made up of a unique team of 1,700 people, more than 700 of whom have some kind of disability.

In their commitment to reducing food waste across all of its 29 hotels, ILUNION Hotels joined forces with Too Good To Go, with their App that allows people to order surprise packages of leftover food at reduced prices. In doing so, they are pro-actively contributing to mitigate the social, economic and environmental consequences that surround the issue of food waste.

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To date, they have already saved more than 1,600 food packs, the equivalent of having avoided the waste of more than one and a half tons of food, representing the emission of more than 4,000 kilos of CO₂eq, the same as is produced by charging the battery of more than 707,996 mobile phones

II. RULES OF PARTICIPATION

1. Entries are limited to Great Hotels of the World Member Hotels only, and must relate to a Member Hotel
2. Member Hotels agree to pay the applicable participation fee of 200 € per submission. The participation fee is non-refundable and shall be paid in full at the time of registration. Failure to pay the participation fee will result in disqualification from the awards.
3. Member Hotels can submit more than 1 entry per category and may submit different projects for different categories
4. Member Hotels may not submit the same entry to more than one category.
5. Member Hotels may submit their existing initiatives, campaigns or programmes, as long as these have not been submitted in previous editions of Great Hotels of the World Sustainable Future Awards. The projects must be in place at the time of submission.
6. Entries must be submitted by 21 February 2025. All applications submitted after this date will be automatically excluded.
7. Member Hotels must fill out the form which will be sent through email and made available in the Members Lounge/Sustainability in the Sustainability Group. Participants are encouraged to include any relevant images or videos.
8. Entries to the 2024 GHOTW Sustainable Future Awards must be sent, in English, to marketing@ghotw.com.

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IV. THE AWARDS

1. Once the submission period has ended, GHOTW will verify that all submissions meet the criteria necessary requirements. Candidates will be notified if further information is needed to complete the submission process
2. GHOTW reserves the right to change the category to which a valid submission has been entered and is not obliged to inform participants that their submission category has been amended.
3. The applications will be evaluated by a panel of judges selected from our network of industry partners
4. Participants will be informed by email if they are finalists in the categories in which they entered.
5. There will be a maximum of 1 winner per category
6. Winners will be announced in March 2025, dates to be confirmed.

Winning hotels in each category will receive

- The Sustainable Future Award trophy
- Dedicated Sustainability Communications campaign, including
 - Email marketing
 - GHOTW social media channels coverage
 - Dedicated press release
- The Sustainable Future Award 2024 seal, to be used on any on and offline hotel communication

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V. SUMMARY TIMELINE OF THE 2024 GHOTW SUSTAINABLE FUTURE AWARDS

- Submissions open: 17 January, 2025
- Submissions close: 21 February, 2025
- Winners announcement: March 2025 (Date to be confirmed)