

# HICAP Sustainable Hotel Awards 2017

The annual HICAP Sustainable Hotel Awards are designed to recognize hotels in the Asia Pacific region creating ***innovative new methods, strategies and technologies to face today's sustainable development challenge, while providing tangible examples of sustainable best practices*** that can be replicated and adapted across the region.

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 four hotels, regardless of the category, will be honored each year from the submissions received (i.e. there can potentially be multiple winners in one category).

By segmenting sustainable hotel practices into four categories, we recognize the key areas where hotel investment, development, and operations can have the biggest impact locally and globally. The categories enable hotels of all sizes, asset classes, and operating structures to showcase their leadership in embedding sustainability into their decision-making processes.

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

- **Lyndall DeMarco** Managing Director, Only Sustainability Pty Ltd
- **Robert Day** Senior Vice President, WATG
- **Prashant Kapoor** EDGE Program Lead and Principal Specialist Green Buildings, IFC
- **Eric Ricaurte** Founder & CEO, Greenview
- **Masaru Takayama** Founder and Chair, Asian Ecotourism Network

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 these Awards.

# Award Categories/Criteria

Entries should be completed in accordance with the criteria, which are provided to support you in identifying those factors that will help the Judging Panel in making their decisions. The criteria are designed to provide ideas for inclusion, but are neither definitive nor exhaustive. Applicants should note **achievement of innovation in sustainable best practices will be stressed in the review process**. Please include relevant information you believe addresses the objectives of sustainable development and operations within the context of the identified categories.

## Entry criteria for all categories

All entrants should fulfill the following base criteria:

- Identify which of the 17 UN Sustainable Development Goals are supported;
- Demonstrate the aspects of the property and/or initiative that are innovative and exemplary beyond the common best practices (i.e. beyond just obtaining a green certification, installing LED lighting, or holding a volunteer community day); and
- Explain why a hotel investment audience should be interested in the property and/or initiative.

## Category 1 - Sustainable Design

Awards in this category focus on the design brief agreed and ways in which developers, owners and operators have worked with architects, designers, engineers, etc. in realizing **most innovative methods, strategies and technologies** in achieving optimal environmental efficiency, minimizing impacts, and creating value to the location's natural and cultural heritage. **Note: Property must be completed/operating at time of entry.**

The judges will be considering, among other things, aspects such as:

- Specific innovative design elements promoting the latest technology in sustainability (renewable energy, net-zero building, water recycling, waste/water treatment, use of vegetation, advanced building materials, electrification and energy procurement/storage/distribution, building and operational automation, etc.)
- Integration and protection of the natural environment and layout within the wider landscape to preserve ecosystems and minimize disruption of biodiversity
- Overall appreciation of the design within the community and landscape to create an appropriate sense of place (reflecting cultural norms, heritage, traditions, authenticity, and design etc.)
- Specific innovative elements in the building's construction and development, such as using materials with renewable or circular economy aspects, passive design, biomimicry, permaculture, etc.
- Integration of aesthetics, guest experience, and innovative design with sustainability



## Category 2 - Sustainable Investment

Awards in this category focus on how sustainability has been incorporated into hotel investment decisions and investment models to make sustainability financially viable and generate positive impact.

The judges will be considering investment from a wide range of perspectives, which may, amongst other things, include one or more of the following:

- Innovation on the incorporation of investment as relating to sustainability (i.e. building design, retrofit or renovation, hotel transactions, repositioning, reduced debt service or cost of capital, etc.)
- Scale of either the total investment or the ROI generated and the total environmental and/or social benefit
- Financing mechanisms to fund the projects (i.e. Green Bonds, crowd funding, grants, government or supplier partnerships, incentives and rebates) that lower the cost of capital and create fixed-cost asset models from traditional variable cost items such as energy and waste
- Demonstration of leadership through innovative forms of analyzing the investment for value creation such as environmental risk valuation, bundling of ROI across initiatives, or increasing guest satisfaction, employee retention, and social license to operate
- Use of investment to encourage positive action through ESG (Environmental, Social and Corporate Governance) screening of partners or embedding sustainability-related contract clauses

***Note: Emphasis will be placed on quantification/measurement of impacts/practices where applicable.***

## Category 3 - Climate Action

Awards in this category focus on reducing Greenhouse Gas emissions to support global climate action in line with the Paris Agreement and UN Sustainable Development Goal 13, including the increase of renewable energy and protection or restoration of ecosystems that absorb CO<sub>2</sub>, which may be within the property's design and operations, the habitats and ecosystems outside the property, or the larger value chain. **Note: Emphasis will be placed on quantification/ measurement of impacts/practices where applicable.**

The judges will be considering climate action methods taken, which may include, among other things, one or more of the following:

- Innovative use of highly efficient technology, design, or programs to reduce energy consumption
- Generation or procurement of renewable energy
- Conservation or restoration of key carbon sinks such as forests and oceans
- Sustainable Consumption and Production (SCP) models or supply chain initiatives to reduce significant carbon footprints from purchased goods within FF&E, OS&E, and/or F&B
- Proactive and large-scale guest engagement or community involvement to catalyze awareness on climate action

## 4. Positive Community Impact

Awards in this category focus on optimizing a hotel's resources and reach to generate tangible positive impact for local communities; moving beyond philanthropy toward strategic use of resources, expertise, and funds to create better community engagement models with win-win benefits and **quantifiable impact metrics**.

The judges will be considering, among other things, aspects such as:

- Innovative use of inventory or routine areas of spend to maximize community benefit
- Methods of building programs and models with local suppliers and partners to stimulate entrepreneurship, local business ownership, and autonomy
- Reviving and protecting authentic cultural heritage traditions that benefit the wider destination and strengthen its sense of place
- Generating positive multipliers for other sustainable development goals such as enabling communities to address climate change and sustainable consumption & production
- Data-driven analysis of results demonstrating positive social impact metrics, beyond just volunteer hours, cash donation amounts, or number of community members served



# Entry Guidelines

## 1. Eligibility

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

- The property is located within the Asia-Pacific Region
- If applying for the Sustainable Design Award, the project should have been completed and operating by time of entry submission.
- Identify which of the 17 UN Sustainable Development Goals are supported
- Demonstrate the aspects of the property and/or initiative that are innovative and exemplary beyond the common best practices (i.e. beyond just obtaining a green certification, installing LED lighting, or holding a volunteer community day)
- Explain why a hotel investment audience should be interested in the property and/or initiative

## 2. Format

- a) Application form, specific to each award type (application forms in the next section)
- b) Supplemental material. The material must relate specifically and directly to the criteria in the application form. Boilerplate content and unrelated initiatives (i.e. program for training at-risk youths in the kitchen for a hotel applying for Climate Action) will not be reviewed and risk diluting the application's relevant strengths.
- c) File Format: Microsoft Word, PowerPoint or PDF (keeping in mind File Size restrictions)
- d) File Size: **10MB (and 20 pages) maximum**
- e) Font: No smaller than 12 point.
- f) Language: English

## 3. Submitting Entries

Entries should be submitted by email to: [SustainableHotelAwards@HICAPconference.com](mailto:SustainableHotelAwards@HICAPconference.com)

## 4. Closing Date

Entries must be submitted by midnight (GMT) on **31 JULY 2017**

## 5. Promotional and Supporting Material

As this is a sustainability award, hard copy or promotional material is not required and should not be submitted.

## 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. If necessary, the Judging Panel may reach out to reference names, other industry contacts, or draw upon collective first-hand knowledge for due diligence of the information being submitted. When making a decision, the Judges will consider:

- Measurable achievement relative to the award base and category criteria
- Demonstration of innovation
- Evidence of partnership
- Replicability (providing solutions for sustainability)
- Relevance to the hotel investment audience

## 8. Notification of Results

There will be a maximum of four HICAP Sustainable Hotels Award winners. Entrants will be notified by **20 September 2017**.

## 9. Awards, Announcement and Presentation

The HICAP Sustainable Hotels Awards will be announced and presented during the HICAP closing luncheon at **approximately 2pm on 20 October 2017** 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)