



# Welcome to the 2019 Sustainability Awards

The most precious asset all businesses share is our Earth. The efforts individuals and businesses make to sustain this vital resource is not only necessary, but it also makes good business sense. Seeking recognition for your Earth-friendly work is also smart business. We applaud you for taking the first step in setting your business apart from your competitors.

The Sustainability Awards program provides the opportunity for your organization to receive global recognition by a panel of volunteer judges who

themselves are leaders and experts in business. The Sustainability Awards will honor those who have made sustainability an integral part of their business practice. We welcome nominations from businesses of all sizes, locations and maturity. We offer increased exposure for the exemplary accomplishments of leaders, initiatives and organizations working to reduce the impact of their business on our environment.

Good luck!



Russ Fordyce  
Managing Director  
Business Intelligence Group

A handwritten signature in black ink, appearing to be 'R Fordyce', with a long horizontal line extending to the right.

# Awards Offered

## 🏆 Sustainability Leadership Award

Awarded to an organization within a specific industry whose actions over the last 12 months prove sustainability is a core business objective.

## 🏆 Sustainability Initiative of the Year

Awarded to an organization within a specific industry that launched or completed a sustainability initiative or project within the last 12 months.

## 🏆 Sustainability Product of the Year

Awarded to an organization within a specific industry that launched or completed a physical product within the last 12 months that improves sustainability or is designed to be more eco-friendly than market alternatives.

## 🏆 Sustainability Service of the Year

Awarded to an organization within a specific industry that launched or completed a service within the last 12 months that improves sustainability or is designed to be more eco-friendly than market alternatives.

## 🏆 Sustainability Hero (Executive)

Awarded to an executive individual within an organization whose efforts over the past 12 months have improved the sustainability initiatives of the organization. Executives include all chief-level, vice president-level or similar titles.

## 🏆 Sustainability Champion (Nonexecutive)

Awarded to a non-executive individual within an organization whose efforts over the past 12 months have improved the sustainability initiatives of the organization. All employee levels under vice president are eligible.

## Rules for Submitting Your Nomination

Data included in your nomination must have been from within the last 12 months.

Nominations must not be duplicative work of others.

You should be able to show the impact or potential impact of your work through concrete measurements or analyses.

# Award Categories and Industries

## SMALL/MEDIUM BUSINESS

1-150 employees  
Nominations are \$599 each

## ENTERPRISE BUSINESS

151 or more employees  
Single Nomination: \$599

## NGO or NONPROFIT

501(c)(3) or similar  
Single Nomination: \$499

*When submitting as a NGO or NONPROFIT, use code "NGO100" to apply the \$100 discount.*

## INDUSTRY CLASSIFICATIONS

Automotive  
Business Services  
Business Consulting  
Consumer Goods  
Education  
Engineering  
Energy

Financial Institution  
Financial Solutions  
Food and Beverage  
Government  
Healthcare  
Insurance  
Manufacturing

Marketing  
Media  
NGO or Nonprofit  
Public Relations  
Real Estate  
Retail  
Technology & Telecommunications  
Other



Nominations Due  
**June 14, 2019**



Winners Notified  
**July 22, 2019**

### How to Qualify for NGO or Nonprofit Status

NGOs, nonprofit and charity organizations may enter one nomination free of charge. The entry discount applies to those working in environmental or sustainability spaces wherein all proceeds are diverted back into activities that further the organizations' agenda. Charitable arms of commercial organizations are not eligible. Nominations must be submitted by the organizations themselves and not by a public relations or other agency.

# Submitting Your Nomination

## NOMINATION PROCESS

Submitting your nomination is a simple 3 step process:

1. ~~Download the nomination guide~~
2. Draft and proofread your nomination
3. Click the “NOMINATE NOW” button at [bintelligence.com](http://bintelligence.com) to submit your nomination

All nominations are 100% confidential. Neither the nomination nor any of its content will be shared with anyone other than our staff and judges.

You may submit multiple nominations in multiple categories as a means of increasing your odds of winning.

## NOMINATION FEES

Entry fees are collected when your nomination is submitted online. The Business Intelligence Group accepts all major credit cards, bank transfers and checks.

All credit card transactions are certified to PCI Service Provider Level 1, the most stringent level of certification.

If paying by check or wire transfer, email [contact@bintelligence.com](mailto:contact@bintelligence.com) for instructions before submitting your nomination.

# Nomination Form Fields

## SUBMITTER INFORMATION

Submitter Company Name  
Submitter Contact Information  
First Name, Last Name  
Submitter Address  
Address  
Submitter Email  
Submitter Phone

## NOMINEE INFORMATION

What award is this nomination for?  
Which award category?  
Nominee Industry  
Nominee Organization Name  
Nominee Name  
*The name of your organization, initiative, product, service, hero or champion.*  
Nominee Contact Name  
Nominee Email  
Nominee Phone  
Nominee Website  
Shipping Address

## NOMINATION

Provide a brief overview, description or biography of the nominee.

- *Maximum of 250 words*

What is the primary sustainability goal or mission of the nominee?

- *Maximum of 15 words. Example: "FakeCo is working to reduce carbon emissions in farming equipment."*

Describe the sustainability challenge or problem that the nominee seeks to improve or solve.

- *Maximum 250 words.*

Describe what makes the nominee's approach unique.

- *Maximum of 100 words.*

Show us how the nominee has made progress toward the overall goal or mission in the last 12 months.

- *Maximum of 250 words. When possible provide quantifiable results.*

Provide a link to a transparent PNG of the nominee logo.

# 2019 Sustainability Awards



Winners receive the following:

- One personalized trophy per winning entry
- A digital logo for royalty-free use online and in print
- A Business Intelligence Group-issued press release announcing the winners
- A press release template suitable for release by your organization
- Feedback and scoring on your entry as provided by judges
- Recognition by the Business Intelligence Group to its community of 50,000+ executives
- Recognition on the Business Intelligence Group's website
- Recognition on the Business Intelligence Group's social communities (LinkedIn, Twitter and Facebook)



## JUDGING PROCESS

Every nomination is scored by our volunteer panel of business experts and leaders using our unique model that affords judges the opportunity to share public and private feedback.

Private feedback can be used to improve your future results. Public feedback can be used to maximize the third-party acknowledgement of your performance.

Judging is based upon your business execution and performance for each award.

## PUBLICITY FOR WINNERS

Winners will be notified prior to any public announcement. During this time, you can prepare your own press release and other materials to announce this noteworthy achievement to your own community. You will be provided the official award logos and branding elements, as well as a quote and press release template you can customize and distribute.

Once your win is made public, we will publicize the winners to our own community of business professionals and to leading publications.

## ADDITIONAL EXPOSURE

While an executive is not able to judge his or her own award category or those of his or her peers, we strongly encourage business experts to become judges.

Judges are asked to score nominations and to share meaningful feedback with nominated candidates.

Business leaders with experience, insight and knowledge are sought to be part of the volunteer panel of independent experts. Judging nominations is easy and usually only requires an hour or two of time.



# Recent Sustainability Award Winners





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**19** NOMINATION GUIDE

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