



# SUSTAINABILITY CHAMPIONS

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## GUIDE FOR ENTRANTS

Including Categories and FAQs

# About our Sustainability Champion Award

The **Sustainability Champion Award** has been created by the BII, and is awarded to those in the industry who have gone above and beyond to demonstrate their commitment to running a sustainable business.

Unlike other awards where there is an ultimate winner, the Sustainability Champion Award will recognise everybody playing their part in caring for the environment, reducing waste, responsibly sourcing food and drink and much more.

To achieve the Sustainability Champion status you must be able to evidence that you are actively involved in four key areas:

- **Energy Reduction**
- **Waste Reduction**
- **Sustainable Procurement**
- **Customer & Team Engagement**



To apply to become a BII Sustainability Champion, click the 'Apply' button and complete the linked form, including as much detail as possible. A member of the BII Team will then be in touch to find out more about your fantastic efforts in this space!

# Entry Criteria

To be in with a chance of obtaining Sustainability Champion status, you must demonstrate that you are actively involved in at least one element from each of the four key areas detailed across the next four pages

## Energy reduction measures

- LED lighting
- Installing smart thermostats
- Investing in energy-efficient appliances
- Timers and/or sensors on lighting and equipment
- Ensuring premises are well insulated
- Installing solar panels
- Offsetting carbon emissions by investing in renewable energy
- Monitoring technology to actively manage energy usage
- Having an energy champion

# Entry Criteria

## Waste Reduction Methods

- Changing menus to reduce waste - for example including side salads only if wanted, etc.
- Increasing plant-based menu items, reduction in meat-based products - innovation in low carbon dishes
- Composting food waste
- Water usage reduction: installing low-flow toilets, sensor taps, using water-efficient cleaning methods - dishwasher & glass cleaner settings etc
- Reducing single-use plastics
- Donating excess food to local charities or food banks
- Implementing recycling programs

# Entry Criteria

## Customer & team engagement

- Promote sustainable transportation: encouraging customers and staff to use public transportation, bike, or walk to the pub by providing incentives such as discounts or rewards
- Educating customers and staff about sustainable practices and the importance of reducing their carbon footprint,
- Installing electric car charging points for customers
- Encouraging them to adopt sustainable behaviours both inside and outside the pub.
- Involved in local sustainability projects outside of just your pub – for instance, nature walks with litter picking, involvement with local schools and community groups to encourage sustainable practices etc.

# Entry Criteria

## Sustainable Procurement

- Reducing food/drinks miles through sourcing sustainable and locally produced ingredients for use in dishes,
- Source sustainable and locally produced drinks
- Grow your own produce
- Increasing biodiversity in your garden – bug hotels, planting for insects and wildlife etc.





# FAQ'S



- **How many venues will be recognised as Sustainability Champions?**

The aim of the Sustainability Champion award is to recognise as many pubs/venues possible, sharing their stories with the whole sector, inspiring others to begin their journey and raising their profiles in the local community and beyond.

- **How will the BII showcase the pubs/venues who have been recognised as Sustainability Champions?**

We will be hosting all of the recognised award winners on our website, updating any newly awarded pubs on a regular basis. Each pub will have a photo of their venue, linked to their website or social media so that other pubs can find out more about the work they are doing. We will also be shouting about our winners on social media, interviewing some of the winners in more depth to share their successes and inspire other people to get involved. Sustainability is so key in our sector, we will also be exploring different ways in the future to harness the collective knowledge and experience of our award winners, including podcasts and webinars.

- **What is the criteria for winning the award?**

Winners will need to be demonstrating that they are working in at least one element from each of the four sections section to qualify, but many will be managing multiple changes in their business, and we want to explore everything they are doing. In addition to the areas we have listed on the application form, our team will get in touch with all applicants to delve deeper into the great initiatives they are delivering.





# FAQ'S



## • How much time will venues need to spend on their application?

The initial entry form is a simple tick box format, so that we can see the areas applicants are strongest in. Once we have their application form, the BII team will be in touch to ask for the following:

- Pictures of the venue and anything that represents the work they are doing on sustainability.
- Social media handles that we can use to share their award win
- Any supporting evidence they wish to submit – this could be testimonials from staff, customers, suppliers etc.
- 4 simple follow up questions, designed to give us more information about their work:

Questions about your sustainability journey:

1. What are the key changes you made to make your pub/venue more sustainable?
2. How do you ensure your team are aligned with your vision for a more sustainable pub/venue?
3. What are you most proud of in terms of the changes you have made?
4. How important do you think it is to lead on a sustainable future in your local community?

## • What will award winners receive?

When we have received an application and the information required above, we will award them as Sustainability Champions! Winners will receive a digital Sustainability Champion badge for them to use on their own websites and social media. We will tag them when we announce new winners on our social channels, giving them some positive PR to share with their teams and customers. We will also be sending each pub, physical window stickers in a few weeks, as well as writing to their local MPs to make them aware of the great work that pubs are doing in their local communities.







Call Your BII Team  
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