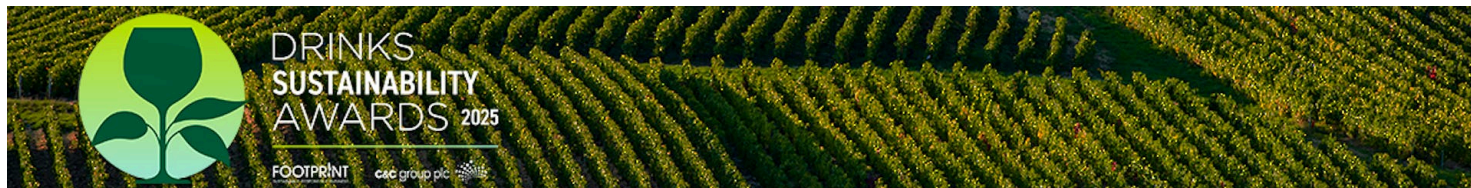


Sample form, not for offline completion.

Visit <https://footprintdrinks.awardsplatform.com> to enter.



THE C&C GROUP ON TRADE OPERATOR OF THE YEAR AWARD

Entrants will be On Trade operators – hotels, pubs, restaurants, clubs etc - who can demonstrate how a sustainable outlook and the implementation of sustainable initiatives in their business has brought benefit to their customers, their environment, community and stakeholders.

Background

Research has indicated that On Trade customers are increasingly discerning when it comes to the sustainability credentials of their hospitality destination. They are well informed, inquisitive and demanding when it comes to the provenance of food and drink and its impact on society from both a production and social perspective. Consequently, many On Trade operators have reviewed the environmental and sustainability impact of their overall operations and product offering. They have made the necessary changes to working practices that have fulfilled these criteria, improving business efficiencies and customer satisfaction in the process.

Entrants

Any On Trade operator which has advanced the sustainability credentials of its business as a whole through, for example, procurement strategy, energy use, waste management and disposal, systems etc.

Purpose of the award

The objective of this award is to demonstrate where sustainable practice and initiatives have increased reputational and business gains for On Trade operators and enhanced the hospitality experience for their customers in the process.

Specific Criteria

Judges will consider:

- Demonstration of an organisational net zero pathway
- Evidence of how your operation has benefitted the internal and external environment
- Evidence of sustainable procurement strategy, both F&B and non-food
- Demonstrable achievement in waste management
- Demonstrable achievement in energy use
- Any social impact of your outlet
- The communication of sustainable initiatives to engage internal and external stakeholders
- Innovations in marketing and stakeholder engagement

Entry name

Your company name

Job title

Are you entering on behalf of a company?

▼

Yes

No

BUSINESS & BACKGROUND

250 words

Please give any relevant information about your business and the background to your entry in no more than 250 words

OBJECTIVES

350 words

Please set out the initial objectives of the initiative or project which you are entering above in no more than 350 words:

PROJECT ACHIEVEMENTS

500 words

Please set out what your project or initiative has achieved, citing tangible examples of where specific criteria for the award have been met in no more than 500 words.

SUSTAINABILITY

350 words

Please describe how this initiative or project is sustainable in the future and any work in progress to broaden its benefits beyond what is has already achieved in no more than 350 words

STATEMENT

75 words

What you write here will be read out by the host at the awards presentation event should your entry be successful. In no more than 75 words, write a brief synopsis of your entry that will give the audience a snapshot of what you have done and its impact. This section will not be judged.

You may wish to attach images to support your entry and the parameters for this are below

Material may be supplied as follows:

1. Upload JPEG or PDF files. **Maximum file size is 10MB per piece.** A maximum of five pieces can be uploaded with your entry.
2. Video attachments may be hosted on a video site such as YouTube or Vimeo.

3. Provide website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
4. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.