

THE DRINKS BUSINESS GREEN AWARDS 2012

ENTRY FORM

Are you actively pursuing green initiatives in wine, spirits, beer, cider or soft drinks?

Does anyone really know what you are doing?

The Drinks Business Green Awards 2012 is the world's largest programme to raise awareness of green issues in the drinks trade and recognise and reward those who are leading the way in sustainability and environmental performance.

As a winner, you receive third-party credibility judged by our independent panel of sustainability and drinks industry experts, and unrivalled recognition on a national and international scale.

This year's Green Awards encourage companies to decrease their impact on the environment and provides the international exposure these companies deserve.

In every country and in every aspect we want to know what you are doing to tackle issues surrounding:
water management / biodiversity / community / environmental training / supply chain efficiencies / how you are addressing the pressing challenges of global sustainability facing our industry

Every green initiative counts. If you have an environmentally friendly project or brand, enter now and let us help spread the word

Green Partners



Sponsor of Green Company of the Year Award



Green Awards sponsor



Fairhills Ethical Person of the Year Award



Sponsors of The Amorim Environmental Award

the drinks business
GREEN
AWARDS
2012

www.thedrinksbusiness.com/greenawards

PLEASE INDICATE WHICH CATEGORY YOU ARE ENTERING

THE DRINKS BUSINESS – PERSONALITY AWARD

This award will be given to the individual who has excelled in recent years - and particularly in the last 12 months - in furthering environmental causes within the industry or their company. The winning candidate will have demonstrated their belief and commitment to all matters related to the environment and improving their, the industry's or their company's impact upon it.

He or she will ideally also have worked to bring their concerns regarding environmental matters to a broader audience within their field and/or area of interest. In short the winning candidate will be able to prove that by their actions and initiatives they are setting the standard in promoting better practice with regard to the environment at every level.

THE DRINKS BUSINESS GREEN RETAILER OF THE YEAR

Awarded to the retailer who can best demonstrate how business practices have had a direct impact on improving their and their suppliers' environmental credentials within the area of drinks retailing.

The winner will be able to clearly show how it has worked with both suppliers and consumers to introduce new, more environmentally friendly products or initiatives to improve not only its carbon footprint but also to inform and educate the consumer about adopting and adapting to greener purchasing habits.

Initiatives might include, for example, alternative packaging projects, the introduction of a wider range of organic or sustainably farmed products or changes in supply chain and recycling operations to reduce emissions. The Green Retailer of the Year will be able to demonstrate its commitment to improving its green credentials and those from whom it buys from and sells.



THE AMORIM ENVIRONMENTAL AWARD

This will look at a wine brand or marketing campaign which really demonstrates that care and consideration for the environment is an integral part of the company ethos. This will include adherence to natural solutions such as cork closures. Other criteria are concepts such as environmentally friendly pest control, recycling plans, renewable energy utilisation and reduction of waste.

The judges for this award will also take into account issues such as weight of glass and packaging which can include innovations such as the use of water-based inks for labels. It will additionally consider issues with regards to the community as a whole.



THE DRINKS BUSINESS LOGISTICS AND SUPPLY CHAIN GREEN INITIATIVE

With increasing focus being put on carbon footprints and emissions, drinks companies' logistics and supply chain operations are under pressure to manage their environmental impact. Whether a transport initiative or a commitment to improve green credentials, this award will be given to a drinks company whose supply chain or logistics programme has significantly reduced or improved its impact upon the environment in the last 12 months.

THE DRINKS BUSINESS BEST GREEN LAUNCH

This will be awarded to the brand team for the launch of a product that has promoted an environmentally friendly cause and has environmental and sustainable issues at its core within the last 12 months.

Whether produced organically or made from sustainably produced materials, carbon neutral or associated with a specific environmental project, this product will clearly demonstrate its green credentials and the benefits it has brought about in reducing its environmental impact during production.

The Best Green Launch Award can be for a wine, beer, spirit or soft drink and will already have caught the attention of retail buyers with its potential to catch the imagination of the consumer.

THE DRINKS BUSINESS GREEN AWARD – GREEN COMPANY OF THE YEAR

Awarded to the company that has demonstrated its commitment to the environment in changing and improving its business practice to better its carbon footprint. It will have improved its own direct impact on the surrounding environment and promoted this effectively to a wider audience, whether trade or consumer facing.



The judges will be looking for a clear demonstration of the ways in which your company has sought to better its green credentials over the last three years, with particular focus on activities undertaken in the last 12 months. Improvements in any area of the company will be considered, as long as this is part of general move within your company to move towards a more "green aware" culture in the way in which you and your employees go about your day-to-day business.

THE DRINKS BUSINESS ETHICAL AWARD

Awarded to a company or product whose foundations are firmly based in, and dedicated to, the community and/or environment where they are based.

The Ethical Award will consider all types of activities related to improving and benefiting the surrounding community; be it funding education, bringing clean water to communities or promoting improved environmental practices.

It will also recognise the efforts of the winning company, or brand, in carrying out best ethical practices in their day-to-day business by analysing the direct benefits of any project and its success in accomplishing its objectives.

THE DRINKS BUSINESS SUSTAINABILITY AWARD

Every winery or distillery now has to take sustainable practices into consideration when it comes to production. Indeed so necessary are these concerns that generic promotional bodies are working to drive change for their countries' producers.

This award will recognise the efforts made by one company, generic or brand to employ the most efficient and effective sustainable practices in their business whether in the production facilities or in their agricultural practices. Judges will take into account all aspects of production where waste management, recycling and sustainable practices have been improved in the last three years and more particularly in the last 12 months.

The winner might be a brand owner, a wine, beer or spirits producer, a major multinational or generic body and will be able to easily show their drive to improve the environmental impact of the way in which their products are made. In addition this year the judges will only be considering like with like e.g. a brand will not be judged in the same category as an entire company, generic campaigns will be judged against their peers.

LIFETIME ACHIEVEMENT AWARD

The person winning this award will have excelled throughout their career in furthering environmental, sustainable or ethical practices in the drinks industry to the benefit and education of others.

This individual will have dedicated a significant part of their working life to environmental and/or ethical causes. Whether in areas of production, marketing or management this individual will have a dedication to all matters green or ethical and will have sought to introduce a culture of best practice in these areas where ever they have been able to have some influence.

FAIRHILLS ETHICAL PERSON OF THE YEAR AWARD

This special trophy has been created in conjunction with Fairhills, the world's most recognised Fairtrade wine brand. The Fairhills Ethical Person of the Year will reward the individual who has shown the greatest resolve in their everyday dealings to uphold the Fairtrade principles of poverty alleviation and sustainable economic development. The team at Fairhills will draw up a shortlist of worthy candidates whom they feel fulfil the requirements and an independent drinks business panel will select the winner. This award is closed to entries.





ENTRY FORM

YOUR DETAILS + ENTRY DETAILS

Your name:

Your company:

Company address:

Postcode:

Country:

Tel:

Mobile:

Email:

Website:

ENTRY DETAILS (IF DIFFERENT)

Your name:

Your company:

Company address:

Postcode:

Country:

Tel:

Mobile:

Email:

Website



ENTRY FORM

AWARDS PITCH

Please provide a statement of 500 words (no more) on what distinguishes this entry, and why you think you should win. This statement should summarise the information you have provided as support material.

SUPPORT MATERIAL

Please indicate which support materials you have included with your entry from those below (tick as relevant).

- Awards and/or qualification certificates
- Artwork or photographs
- Company literature/reports (DVD/CD/leaflets...)
- Design/Agency brief
- Financial/Annual reports
- Media cuttings/coverage
- Mission statement
- Performance/sales charts
- Personal CV or biography

- Team member biographies
- Testimonials, endorsements or references
- Other (please specify)

Please provide your entry in digital format (CD-Rom, DVD or USB stick) including entry form, support material and awards pitch.

ENTRY FEES - £165 before 21 February 2012

Total number entries submitted _____
VAT @ 20% _____
Total _____

YOUR VAT No _____

(Please provide your company VAT registration number)

Payment details

1. Cheques payable to: Union Press Ltd

2. Credit card payment:

Please debit my Switch/Amex/VISA/Mastercard

Card number:

Expiry date: / Issue no: (switch only) 3 digit security code:

Credit card transactions will be taken in UK Sterling at the current exchange rate

3. BACS transfer information:

Bank: Messrs C Hoare & Co, 37 Fleet Street, London EC4P 4DQ, UK

Account name: Union Press Ltd

Account number: 11095100

Sort code: 15-99-00

IBAN: GB48 HOAB 1599 0011 0951 00

BIC/SWIFT: HOABGB2L

Signature _____

Date _____

Send your completed entry before 21 February 2012

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