

# Better Hospitality Award

Rewarding and supporting sustainable business



by the UN Global Compact Leading Local Networks for Sustainable Tourism

- UN GLOBAL COMPACT Network Bulgaria
- UN GLOBAL COMPACT Red Colombia
- UN GLOBAL COMPACT Netzwerk Deutschland
- UN GLOBAL COMPACT Network France
- UN GLOBAL COMPACT Network Georgia
- UN GLOBAL COMPACT Network Greece
- UN GLOBAL COMPACT Network Indian Ocean Region
- UN GLOBAL COMPACT Network Indonesia
- UN GLOBAL COMPACT Network Mauritius
- UN GLOBAL COMPACT Network Nepal
- UN GLOBAL COMPACT Rede Portugal
- UN GLOBAL COMPACT Network Thailand
- UN GLOBAL COMPACT Network Serbia
- UN GLOBAL COMPACT Network Singapore
- UN GLOBAL COMPACT Network Switzerland & Liechtenstein
- UN GLOBAL COMPACT Network United Kingdom

# Aim and participation



The BHA is aimed at companies that have not yet started a sustainable transformation or want to advance on their sustainability journey. The BHA serves to incentivise and guide them in the development of an according project or strategy.

Any organization can win the BHA that...

- participated in at least 2 BHI Tool Time sessions of the BHI 2024;
- commits to joining the UN Global Compact upon receiving the BHA;
- commits to sharing its experiences with the BHA project in the BHI 2025.

# Evaluation criteria



## Company and people

1. Credibility and competence of company
2. Credibility and competence of team in charge

## Proposal

1. Immediate relevance (strategic embeddedness, potential impact)
2. Feasibility (competence, methodology, available resources)
3. Relevance beyond the company (innovativeness, potential of replication)

The proposals to be submitted necessarily include the topic of decarbonization – the key topic of the BHI 2024 –, either exclusively or as part of a wider sustainability project or strategy.

# Reward and support



## Categories

BHA for transformational ideas
2 Global BHA winners
8 Regional BHA winners (4 from Asia & Oceania, 4 from Europe & Africa; incl. the 2 Global BHA Winners)
Country BHA Winners (1 per country)*

\* at least 5 proposals have to be submitted per country

## Reward and support

The 2 global and 6 additional regional winners will...

- receive at least 8 hours of consulting from 1-2 competent BHI Market Movers to further develop and/or implement their project or strategy;
- be able to participate in a strategic workshop with Stewart Moore, CEO and Founder of EarthCheck;
- be able to participate in an online EDGE workshop on green buildings with design, engineering and architectural experts.

# Reward and support



All winners of the BHA – including those at the national level (“Country BHA Winners”) – will...

- receive their respective BHA at the online BHA Ceremony;
- have the right to use the BHA logo with the respective year (BHA 2024, BHA 2025, etc.) for their corporate communication;
- be able participate in the 2 subsequent BHI editions for free;
- be communicated as BHA winners in all BHI communication channels;
- receive a 50% reduction on first annual membership fee of NOW Transforming Hospitality worth EUR 1030 (> 50 rooms) // EUR 1545 (< 50 rooms).

# Timeline

