



## 2016 Environmental Stewardship Award Entry Guidelines

**Deadline: Entries Accepted Until June 24, 2016**

Environmental stewardship has long been a focus of the bottled water industry. IBWA's Environmental Stewardship Award recognizes member companies who have excelled in creating sustainable environmental projects and conservation measures. This award also provides an opportunity for IBWA to educate consumers, government officials, and the media about the environmental, conservation, and stewardship policies practiced by the bottled water industry.

Up to four awards will be presented based on company classification. IBWA's Environmental Stewardship Award ceremony will be part of IBWA's General Session at the **2016 IBWA Business Conference and Trade Show at the Gaylord Opryland Hotel in Nashville, Tennessee, November 7-11, 2016.**

### General Rules

IBWA strongly encourages all IBWA members, in good standing, (domestic and international bottlers, suppliers, and distributors) to participate in the Environmental Stewardship Award. Any program created between June 2011 and June 2016 is eligible. (Affiliate and candidate bottlers are *not* eligible. Specific programs that won in 2012 and 2014 are *not* eligible.)

To enter, provide a **500-word narrative or a 3-minute (or less) video** describing your company's environmental program and the success that program has achieved. Some examples of the kinds of programs you might describe are below:

- **Source water**
  - o Protection of water sources
  - o Sustainability of extraction rate
  - o Protection of catchment area (area controlled by bottler)
  - o Delivery of water to plant
- **Production**
  - o Energy consumption of treatment processes
  - o Energy efficiency of plant (lighting, heating, cooling)
  - o Efficient water usage (fraction of water used for purposes other than filling)
  - o Efficiency of in-house blow-molding (saving resources, lower trucking costs due to delivery of pre-forms only)
  - o Use of environmentally friendly materials, (e.g., PET, rPET, and other recycled materials)
- o Wastewater treatment
- o Emission control
- o Use of biodegradable cleaners etc.
- o Reduction of secondary and tertiary packaging materials
- **Delivery**
  - o Optimized truck routes
  - o Optimized transportation (e.g., hybrid trucks, rail, barges)
  - o Local production
- **End of Life**
  - o Support of recycling activities
  - o Re-usable containers
- **Others**
  - o Carbon offsets, etc.
  - o Drinking water support
  - o Biodiversity promotion
  - o Other environmentally friendly activities (e.g., support of local activities, re-naturalization of catchment area)

Companies are encouraged to provide supplemental materials for review along with the written or video narrative. Examples of such materials include photos, newspaper or magazine clippings, print materials, videos, links to local and national news coverage, etc.

## Company Size

Company entries are divided into four size classifications (based on gross sales for the year ending December 2015, computed in U.S. dollars):

- **Level I Company:** Sales less than \$500,000
- **Level II Company:** Sales between \$500,001 and \$2 million
- **Level III Company:** Sales between \$2.1 million and \$8 million
- **Level IV Company:** Sales above \$8.1 million

## How Many Entries Are Permitted

Companies are allowed to submit one (1) entry per bottling facility and/or brand (excluding private labels).

## Entry Fee and Deadline

There are no entry fees for IBWA's award program. All entries and supplemental materials must be received at IBWA headquarters by **June 24, 2016**.

## Video Option

In place of the brief written narrative describing the company's environmental efforts, you may provide a 3-minute (or less) video describing why your company is deserving of the Environmental Stewardship Award. Provide the video to IBWA in either .mov or .mp4 formats. Videos can be emailed to [shicks@bottledwater.org](mailto:shicks@bottledwater.org). *(Note: Email attachments larger than 10 MB are not accepted by IBWA's office email Outlook system. You may have to use a service such as Hightail.com to email the file.)*

## Notification

Notification of all winners of the Environmental Sustainability Award will be made to the company representatives listed on the entry form no later than the week of September 5, 2016. When notified, each company will be asked to provide IBWA with the following:

- Photos of the environmental efforts mentioned in the narrative.
- Additional narrative detail, if necessary, explaining the positive impact of the company's environmental efforts.
- The name and title of the company representative(s) who will walk on stage to accept the award.

## Questions

If you have questions, contact IBWA Publications and Special Project Manager Sabrina Hicks: 703.647.4601 or [shicks@bottledwater.org](mailto:shicks@bottledwater.org).

**Submit Entries.** Submit entries two ways:

- Via email to Sabrina Hicks: [shicks@bottledwater.org](mailto:shicks@bottledwater.org)
- Via mail to IBWA headquarters:

2016 IBWA Supplier of the Year Award  
IBWA  
1700 Diagonal Road, Suite 650  
Alexandria, VA 22314

