

Best Sustainable Event 2018



This award celebrates excellence in event sustainability. Entries must demonstrate a whole-event approach to sustainability encompassing environmental impacts, social and economic outcome. The event itself does not need to be intrinsically related to sustainability, rather the delivery of the event must demonstrate exceptional sustainable practice. Event budget and size is irrelevant.

Who should enter?

Organisations that own, deliver or manage sustainable events.

Eligibility:

Entries must be related to an event. The event must be delivered in New Zealand and owned by a New Zealand resident business. The event must have either started or concluded between **1 April 2017 and 31 July 2018 inclusive**.

Judging Criteria:

Each entry must begin with a standardised overview of the event so judges can understand why the event was created, when it first began, the scale of the event, content, audience, participants, stakeholders and why sustainability is important to the event (maximum 500 word count).

Entries (maximum 1,500 word count) will be assessed against the following criteria:

1. **Strategy and Objectives (20%)**
 - a. What did success look like when you started planning the event? This should include desired social, economic and environmental outcomes for example.
 - b. What was your strategy to achieve these outcomes?
2. **Engagement (20%)**
 - a. Who are the various stakeholders (this may include sponsors, spectators, suppliers, media, and participants for example) and how were they engaged with the sustainability objectives?
3. **Execution (20%)**
 - a. How does this event demonstrate best practice in sustainability across the planning and execution of your event? This may include elements such as measurement, budgeting, marketing or community involvement for example.
4. **Effectiveness (20%)**
 - a. What were the key measures set for each of the items that you outlined in number 1 above and did the event deliver on these? In other words, did you achieve what you set out to do? Provide evidence where possible.
5. **Excellence (20%)**
 - a. How did leadership, innovation, unique selling points and legacy outcomes (including broader economic, community, environmental and infrastructure) contribute to the event's success?
 - b. Why should this event win over and above other events?