

## **Nomination Criteria Guide – Innovation & Environment Awards (judged by Surfrider Foundation & Industry Panel)**

### **2021 Environment Award**

In preparation for your nomination please read this document in full as well as the “Brand or Retail Nomination Kit”. Your nomination will be submitted via Awards Force. If you require assistance please contact [admin@sbia.com.au](mailto:admin@sbia.com.au).

The Environment Award recognises the outstanding environmental and sustainability initiative(s) within the business or community. The Environment Award is open to all Products, Brands / Manufacturers and Retailers. Initiative(s) must have been active during the previous 19 months (1 January 2020 - 13th August 2021 - entries close).

#### **Each submission should include the following:**

- Answers to the below questions
- High resolution JPEG images and video (vibe clip) link

#### **Detailed answers and supporting material to the following questions:**

1. Please provide an overview of the initiative, product or campaign.  
(0 points - context only)
2. Explain the environmental and social issues or responsibilities that were considered and how they were addressed. Does your initiative go beyond what is expected of the law and regulation requirements?  
(maximum 25 points available)
3. Describe the product or initiative’s originality, innovation and creativity in context to its environmental impact or benefits.  
(maximum 25 points available)
4. How does the product or initiative lessen the environmental impact, whether through the manufacturing process, materials or usage of the product itself?  
(maximum 30 points available)
5. Detail how the product or initiative has been communicated or marketed and how it elevates and displays leadership within the industry and society.  
(maximum 20 points available)

## 2021 SBIA SURF INDUSTRY AWARDS CHECKLIST

Read the 2021 Nomination Criteria Guide & Nomination Kit	<input type="checkbox"/>
Prepare relevant information for nomination	<input type="checkbox"/>
Complete entry in Award Force by <b>13th August 2021</b> - <a href="#">click here to enter</a>	<input type="checkbox"/>
Purchase your tickets for 2021 SBIA Surf Industry Awards on 11 November, 2021	<input type="checkbox"/>



### 2021 Key Award Dates:

#### 18th June, 2021

- Nominations Open

#### 6th August, 2021

- Nominations Close (Voted Categories)

#### 13th August, 2021

- Tickets Available
- Voting Opens (Voted Categories)
- Nominations Close (Judged Categories)

#### 20th to 31st August, 2021

- Judging Period (Judged Categories)

#### 27th August, 2021

- Voting Closes (Voted Categories)

#### 17th September, 2021

- Finalists Announced

#### 11th November, 2021

- Awards Night