



SEAL
AWARDS

SUSTAINABILITY,
ENVIRONMENTAL
ACHIEVEMENT
AND LEADERSHIP

AWARD CRITERIA & METHODOLOGY

2018 BUSINESS SUSTAINABILITY



SUSTAINABILITY,
ENVIRONMENTAL
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AND LEADERSHIP

This document is a written approximation and representation of the electronic application form.

To access the electronic application form please visit:

<https://sealawards.secure-platform.com/a>



SEAL Award for Organizational Impact

Based on our experience through our [2017 awards](#) and discussions with corporate sustainability leaders, companies are overwhelmed with requests to complete various and largely overlapping benchmarking and disclosure forms.

Moreover, limiting our award universe to the sample of companies that complete our application form is inconsistent with our mission to create the premier business environmental award. **The 2018 SEAL Award for Organizational Impact will recognize the top 50 companies globally.**

Going forward we are conducting the evaluation process for the SEAL Award for Organizational Impact without an application process.

The evaluations will be conducted using existing benchmarks - like the CDP datasets - combined with our specialists panel review of other publicly available information.

We are also soliciting peer company nominations from sustainability professionals. Our nomination form can be accessed here: <https://awardsinput.typeform.com/to/JQe8GG>

The 2018 winners of SEAL Award for Organizational Impact will be announced simultaneously with the SEAL Award for Environmental Initiatives.

SEAL Award for Environmental Initiatives Criteria

Progress happens incrementally. The SEAL Award for Environmental Initiatives recognizes and honors individual programs that move the needle on environmental progress, and demonstrate leadership and commitment to a sustainable future.

In the space below, provide a brief description of a specific initiative your organization has initiated to drive environmental progress and impact global sustainability.

Examples of qualifying initiatives include:

- Greenhouse Gas Reduction in Specific Projects
- Energy Sources – Use of Renewables
- Sustainable Materials Usage
- Water Usage Reduction
- General Waste Reduction
- Sustainable Packaging
- Supply Chain Process Improvement
- Specific Business Process Changes



Entrant Initiative Description:

(Describe Initiative Here)



Evaluation Criteria:

Using a blend of quantitative and qualitative metrics, the SEAL Award for Environmental Initiatives measures environmental progress across a range of criteria. These include:

- **Impact** Metrics
- **Innovation** / Uniqueness of the Initiative
- Sharing of **Insights** and Best Practices
- **Investment** of Organizational Leadership Capital

Please include alignment with any global external initiatives, such as the 2030 United Nations Sustainable Development Goals (SDGs) or any industry specific targets.

Impact Metrics:

What is the environmental impact of the initiative?

When did the initiative begin?

What are the tangible environmental benefits of the initiative?

How have they been measured?

Provide specific metrics that support and are relevant to the initiative. Data is to be current (dated) and part of an active initiative.

(Entrant Response)

Innovation / Uniqueness of the Initiative:

What makes this initiative innovative?

What is your company doing to solve this environmental problem and why is this initiative unique?

How viable and sustainable is this initiative?

(Entrant Response)

Sharing of Insights and Best Practices:

What are the best practices learned from the initiative?

How is this best practice being shared?

How far-reaching is the scope of the initiative?

(Entrant Response)

Investment of Organizational Leadership Capital:

What level of organizational leadership was shown in the decision to carry out this initiative? More simply, why was this a “tough decision” that required a real commitment to get implemented?

How does this leadership encourage innovation to promote environmental stewardship?

(Entrant Response)