

SKÅL Special Recognition Award by Diversey Recognises Sustainability

SKÅL's annual Sustainable Development in Tourism (SDIT) Awards for 2014 will once again include a special recognition award presented in collaboration with Diversey Care. This prestigious award was established in 2011 to recognise projects which are new and innovative, transform conventional understanding of sustainability, deliver positive outcomes, and support an "integrated bottom line" of people, planet and profit. The SKÅL Special Recognition Award by Diversey Care will be presented at the 75th World Congress in Mexico City later this year.

Entries for the award are always of an exceptionally high standard. The judges, who include experts from Diversey Care, explained that they are particularly interested in projects that cover the three principal pillars of sustainability – environmental stewardship, social progress, and economic growth. Many entries only cover one of these pillars – and anything that promotes sustainability is surely worthwhile – but the ones that stand out the most take a wider view.

In 2013, for example, the winning entry from the Heritage Kandalama Hotel in Sri Lanka showed that it had achieved significant positive environmental and social impact since the early 1990s. The design and construction of the facility, reforestation, biofuel generation, farming of produce for use in the kitchens and local community, and self-recycling of their own waste paper clearly demonstrated the hotel's commitment to sustainability. But the hotel has gone further over the years by supporting the education of 1.75 million school children, guests and other stakeholders, maintenance of the local base hospital, blood donation drives by its employees, and building close ties with 36 local schools and 12,000 students.

Commenting on the award Ilham Kadri, President of Diversey Care, said: "In sustainability, there is a well-known quotation 'We do not inherit the Earth from our ancestors – we borrow it from our children'. Thanks to this project, one small part of our Earth will be returned to our children in a better condition than they loaned it to us."

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Diversey Care is a division of Sealed Air Corp., a leader in food safety and security, facility hygiene and product protection. For more information about Diversey Care, please visit www.diversey.com.

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For further press information in the UK please contact:

Keith Wootton

Public Relations Consultant

T: 07778 315966

E: keith.wootton@sealedair.com