



SKÅL International Sustainable Tourism Awards  
supported by Sealed Air Diversey Care

## Skål Special Recognition Award by Diversey Care



Diversey Care is excited to partner with Skål to continue to award an outstanding approach to sustainability. At Diversey Care, we Re-imagine™ the industries we serve to create a world that feels, tastes and works better. For us, sustainability starts with our vision – “To create a better way for life”...

... a Better Way: constantly seeking to innovate and improve;

... for Life: for the environment, for people, forever.

Our SmartLife initiative is designed to bring sustainability as a value proposition for our partner and to help them to improve guest satisfaction, manage risks, reduce operational costs and the impact on the environment.

The “SKÅL Special Recognition by Diversey” shares its aim with the “SKÅL Sustainable Development in Tourism Awards” (SDIT), and designed to acknowledge projects which are new and innovative, set up to transform the conventional understanding of sustainability to deliver a most efficient output, closer to the idea of “integrated bottom line” where business and environment, along with safety, risk management, and corporate responsibility is managed.

### Award Criteria

- Projects that successfully transform the conventional understanding of sustainability to deliver a most efficient, measurable output – people/planet/profit
- Projects that recommend and inspire a new and innovative thinking for sustainability.
- Projects that include alternative, creative, out of the box approaches to sustainability.

This special recognition, presented in the frame of the Skål SDIT Awards, will be judged by Diversey experts. All active SKÅL members are eligible to participate.



### Award Ceremony

The award winners will be announced by the President of Skål International, Karine Coulanges, during the Opening Ceremony of the 75th Skål World Congress. \*

**Picture:** 2013 Special Recognition Award Winner: Heritance Kandalama Hotel, Sri Lanka

Jason Samuel, International Councillor, Skål International India, collected the award their behalf. The Award was announced by Mok Singh, President Skål International 2013 and presented by Daniel Dagget, Ph.D. Diversey Director, Product Stewardship and Sustainability.