# Sustainability in Hospitality Contest – Official Guidelines

The Hospitality Industry is at a transformative moment where sustainability must go beyond operational compliance—it must become an engaging experience for guests and businesses alike. This contest challenges participants to design innovative Hospitality solutions that actively contribute to sustainability while enhancing the guest experience. Through this initiative, the Alliance Network strives to foster collaboration and innovation in Hospitality education, empowering students to develop impactful solutions that address global sustainability challenges.

**ALLIANCE**
Hospitality & Culinary Arts
A Higher Education Network

# Contest Overview & Purpose

**1** **Transform sustainability into an experience**

Encourage Hospitality concepts that transform sustainability into a positive, memorable guest experience.

**2** **Shape long-term behaviors**

Develop solutions that shape long-term sustainable behaviors rather than short-term compliance.

**3** **Economic opportunity**

Promote sustainability as an economic opportunity, not just a cost.

**4** **Social impact**

Highlight the social impact of Hospitality, ensuring responsible tourism, fair labor, community engagement...

# Contest Themes - The Three Pillars of Sustainability

## Environmental Sustainability

- Circular economy : How can hotels/restaurants operate on a closed-loop system ?

- Energy and water conservation.

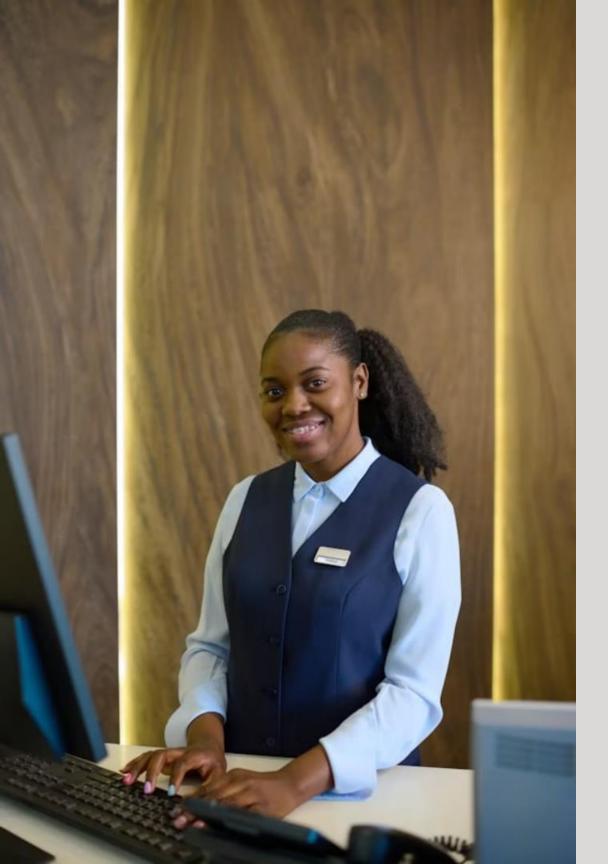- Carbon footprint reduction : How can hotels engage guests in reducing emissions.



## Economic Sustainability

- Sustainable sourcing & ethical supply chains: How can businesses source responsibly while supporting local economies ?

- Cost-effective sustainability strategies.

- Zero-waste business models.

## Social Sustainability

- Transforming guests into responsible consumers through interactive education.

- Community-based tourism.

- Hospitality experiences that embed sustainability into daily life without sacrificing guest enjoyment.

# Who Can Participate & Contest Format

## Eligibility

- Open to Hospitality & Culinary Arts students, worldwide.
- Participants can compete individually or in teams of up to 3 members.

## Evaluation Criteria

- Guest & Stakeholder engagement
- Feasibility & scalability
- Triple Bottom Line impact.
- Clarity & Structure of Proposal
- Innovation & Creativity
- Presentation Quality
- Economic Viability
- Alignment with Hospitality Needs

# Submission Requirements – How to Enter

## Step 1: Prepare Your Submission

Each entry must include a detailed written proposal (PDF), in English, that outlines:

- Concept overview.

- How does it work in a hospitality setting?

- Who benefits from your solution? (Guests, staff, communities, etc.)

- Sustainability impact – How does it address the three pillars ?

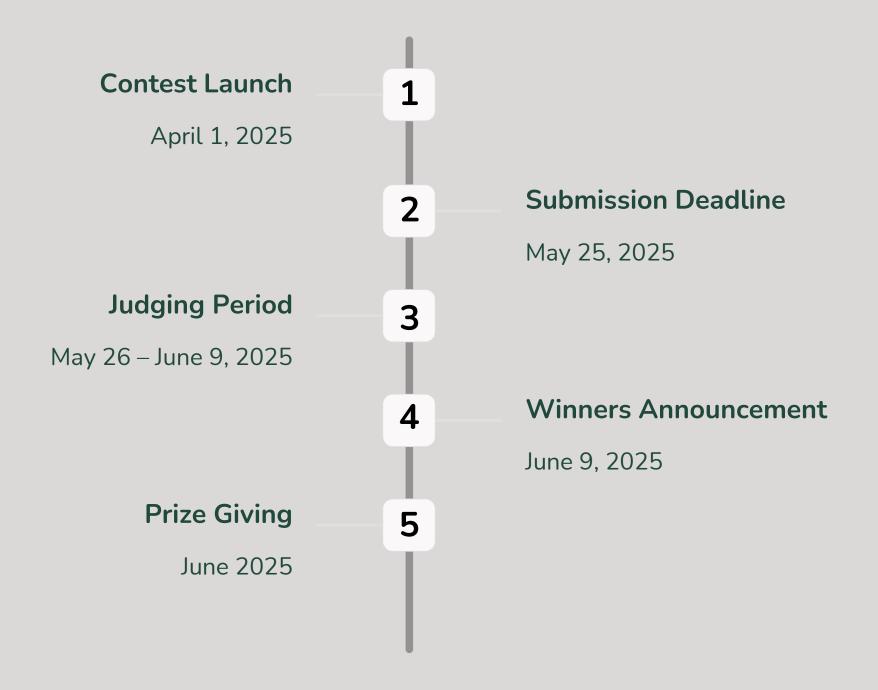- Scalability & feasibility.

### Supporting Visuals

Enhance your submission with visual elements, sent via WeTransfer:

- Infographics, charts, or diagrams explaining your concept.

- Mock-ups, sketches, AI-generated designs, or photographs (if applicable).

- Presentation slides or a short video demonstrating your idea in action.

## Step 2: Submit Your Entry

All entries must be submitted via Email by May 25, 2025, 11:59 PM (Paris Time) to ichellali@institutlyfe.com.

# Contest Timeline

**Contest Launch**

April 1, 2025

**1**

**2**

**Submission Deadline**

May 25, 2025

**Judging Period**

May 26 – June 9, 2025

**3**

**4**

**Winners Announcement**

June 9, 2025

**Prize Giving**

June 2025

**5**

# Prizes & Opportunities

### Grand Prize

Winners will receive exclusive recognition and a chance to present their project to hospitality industry leaders.

### The Alliance Cookbook

Winners will receive The Alliance Cookbook.

### Recognition

Recognition certificates for all participants.

### & Other Suprises

# Judging Panel & Terms

**1** **Expert Judging Panel**

Entries reviewed by Industry experts.

**2** **Ownership & Rights**

Participants retain ownership but grant feature rights.

**3** **Originality Required**

Submissions must be original work.

**4** **English Language**

All entries should be in English.

Entries will be reviewed by a panel of industry experts, including Hospitality sustainability leaders, experience designers & guest engagement specialists, and CSR & social impact professionals. The judges' decisions are final.

For any questions, contact: ichellali@institutlyfe.com.