



Western New York Sustainable Business Roundtable

Creating an Environmentally and Economically Resilient Buffalo-Niagara

SUSTAINABLE BUSINESS AWARDS

*Apply by **October 24th** to Showcase Your Achievements at the **2025 Sustainable Business Summit!***

Our member recognition and awards aim to honor your company's sustainable business practices and showcase the exemplary achievements of leaders, initiatives, and organizations that are reducing their environmental impact and making positive contributions to our community.

By submitting a project or initiative for the awards, this is your opportunity to celebrate your organization's dedication to our community and the environment. Award winners will be recognized and celebrated at the **2025 Sustainable Business Summit on November 19th**.

Eligibility:

- The organization must be an active SBR member.
- The organization must be headquartered or have a presence in WNY
- The project or initiative submitted for consideration must directly impact the WNY region and/or be within the organization's WNY operations
- Only projects or initiatives that were started, significantly advanced, or completed in 2024 or later are eligible for award consideration.
- An organization can apply for multiple award categories with separate and distinct projects or initiatives.
- Self-nomination is acceptable (in fact, it is the norm) but SBR member organizations may also be nominated by others.

Deadline: October 24, 2025



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COMMUNITY STEWARDSHIP

This award spotlights an organization that is extraordinarily committed to the WNY community. To be considered for this award, organizations should demonstrate how they have made a positive impact on the community or communities in which they operate. Additionally, submissions should illustrate how this impact supports sustainable development and long-term resilience.

Submissions must demonstrate tangible achievement in one or more of the following areas:

Environmental Stewardship

Examples: Community clean-up projects, tree planting, habitat restoration, waste reduction, or supporting local conservation efforts.

Social Impact & Inclusivity

Examples: Internal initiatives that address social equity, diversity, and inclusion within the business or community. Initiatives that support underserved or marginalized groups, such as job training, mentorship, or support programs. Engaging in partnerships that address social issues like food insecurity, access to clean water, or affordable housing.

Employee Engagement & Education

Examples: Providing fair wages, employment opportunities, or skills training programs for the community. Offering training programs or workshops that educate employees on sustainable practices, such as energy efficiency, waste reduction, or sustainable sourcing.

Supporting Local Economies

Examples: Sourcing products or services from local suppliers to boost the local economy. Supporting small businesses or startups through mentorship, partnerships, or collaborative projects.

Award Application Questions:

Describe the community-focused project or initiative. Specifically, please address the primary goals of the project or initiative and the community or communities it directly impacts. (300 words max)

How does the project or initiative address the issues of social equity, inclusivity, and community resilience? Share examples of how these efforts have supported underserved or marginalized groups, promoted diversity, or fostered sustainable development. (300 words max)

How has the project or initiative had measurable impacts on the community? Please provide supporting data, KPIs, or examples that demonstrate tangible progress. (300 words max)

Describe how the organization engaged with the community and other stakeholders (employees, businesses, local leaders) in the development and execution of the project or initiative. (200 words max)

Describe how the organization plans to ensure that the impact of its efforts are sustained. (200 words max)

What lessons has your organization learned from this project or initiative, and how will these insights influence your future community-focused efforts? Describe any changes in your approach or plans for expanding your impact based on this experience. (200 words max)



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LEADERSHIP IN DECARBONIZATION

The Leadership in Decarbonization Award recognizes an organization that demonstrates excellence in decarbonization through innovation, action, and transparency. To be considered for this award, the organization should not only have their own decarbonization strategy, but also display a commitment to this strategy through aggressive targets, internal initiatives, and transparency with regards to metrics and/or reporting.

Submissions must demonstrate achievement in the following areas:

- Carbon reduction efforts that surpass industry norms and/or peer benchmarks.
- Measurable reductions in carbon emissions year-over-year, supported by data.
- Transparent communication of carbon reduction strategy and progress to stakeholders
- Note: While reporting from a sustainability report or climate action plan is certainly sufficient, we recognize that not all organizations have publicly disclosed metrics. To share relevant decarbonization data with SBR directly, please include it as an attachment in your submission.

In addition to the above, preference will be given to submissions that demonstrate achievement in one or more of the following areas:

- Adoption of renewable energy sources
- Implementation of innovative carbon reduction technologies
- Participation in recognized reporting frameworks (CDP, GRI, etc)
- Communication of decarbonization strategy and/or goals to stakeholders
- Internal policies and/or procedures related to carbon reduction or climate change.

Award Application Questions:

Describe your organization's carbon reduction strategy. Please include detailed information on the following: (400 words max)

- a. Development, implementation and oversight of the strategy
- b. Relevant internal and external initiatives the organization has undertaken in support of the strategy
- c. Systems and/or processes related to the monitoring, measurement and continuous improvement of decarbonization efforts

Describe the organization's carbon reduction goals and/or targets. Please include detailed information on the following: (400 words max)

- a. Process by which the organization set these goals and/or targets
- b. Year-over-year progress
- c. How the organization plans to ensure continued progress toward these goals and/or targets in the future

Expand on any additional measurable outcomes that have been achieved as a result of the organization's decarbonization efforts. Examples include energy savings, improved customer satisfaction, financial gains, etc (200 words max)

Describe how the organization communicates with stakeholders on its carbon reduction strategy. (200 words max)



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INNOVATOR OF THE YEAR

The Innovator of the Year award recognizes an organization that has redefined the boundaries of sustainable business with a groundbreaking new product or initiative. The award celebrates a novel approach, product or service that has made a significant and transformative impact on customers, communities, the environment, or other key parties.

Candidates for Innovator of the Year should demonstrate exceptional creativity in addressing pressing environmental or social challenges, above and beyond current industry norms. Examples of qualifying initiatives might include cutting-edge new technologies, innovative products, or exceptional internal operations practices.

The winning innovation must be supported with evidence of measurable positive business impacts and quantifiable data.

Submissions must demonstrate achievement in one or more of the following areas:

- Introduction of a new sustainability product or initiative
- Application of a unique approach or methodology
- Contribution to solving critical sustainability challenges that go beyond industry norms
- Evidence of positive impact supported by measurable KPI's or targets

Award Application Questions:

Describe the product or initiative and elaborate on what led to its development. (300 words max)

What specific sustainability challenges does the product or initiative seek to address? (300 words max)

What about the product or initiative makes it an Innovation of the Year? Describe any creative or unique approaches, methodologies, or technologies that differentiate this product or initiative from others that address similar challenges. (300 words max)

What measurable impact has the product or initiative had? Provide specific data, KPIs, or examples that demonstrate *both* positive business outcomes and success in addressing the problem it seeks to solve. (300 words max)