



TEA & HERBAL
ASSOCIATION OF CANADA
ASSOCIATION DU
THÉ ET DES TISANES
DU CANADA

Tea Association[®]
of the U.S.A. Inc.



Tea Sustainability Awards 2024

These Awards are in recognition of all the hard work being put forth globally across the tea industry to further the goals of sustainability.

Purpose of the Sustainability Awards

The purpose of these awards are to:

- Celebrate that work that goes above and beyond pure business metrics, to improve the health of the Industry, the environment in which it operates and the people whom work in it or are associated with it.
- To share these efforts with the tea industry in order to build a shared responsibility, support and knowledge for the state of the industry
- To inspire others to replicate the “above and beyond” attitude of recipients in their own environments to further the efforts of delivering tea to the status of Hero crop.

In recognition that ALL positive actions have merit, we have changed the Awards structure from that of prior years to be more inclusive and recognizing a wider scope of participants. We hope this encourages all entrants to feel their work will be acknowledged and applauded.

All entrants will receive a feature demonstrating their initiatives at the conference as well as on our website.

Award Categories

The United Nations SDGs are broadly accepted as a comprehensive “check list” for sustainable development and as such, we in the tea industry recognize them as being relevant categories for our sustainable awards to be recognized by, too.

In light of this, we are welcoming entrants that have had and will have positive impacts under one or more (your programme may indeed impact more than one SDG) of the following 17 SDGs.



If you are not sure which of the above are relevant to your particular programme, our judges will and may update the criteria based on your submission content but, in case you want to check yourselves, please go to

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/> .

Criteria for entries

All entries should be able to define for the judges:

The issue: Identifying the issue in your particular circumstance. What needed doing and how did you assess this need? (150 words)

Design of the interaction: Innovation or replication: Necessity is the mother of all inventions but is not always necessary to pull off a great result! In your case did you create a new way of approaching the issue or did you recognize the value of an existing model and replicate it for your needs?

How did you decide to do what you did and why was this deemed to be the best intervention for your case? (Max 500 words)

Impact: What was/is the scope of the issue (quantify) and what size of impact can your intervention have? Did you set a goal and what were the metrics and specifics of that goal (impact/time??)
(Max 150 words)

Validation: To confirm that progress is real and in line with expectations, all programmes require monitoring and evaluation. Ideally, this should be verified by a 3rd party. In your case what M&E was employed and by whom.
(Max 150 Words)

Hurdles to Success: What, if any, hurdles either recognized at the outset or unidentified, were experienced and how were they overcome? If none, state “None” (Max 150 words)

Collaboration: Who did you collaborate with in order to confirm the design was practical and achievable or how else did you collaborate externally to make your programme a success.(Max 500 words)

Transparency: Sustainable initiatives have to be open and transparent to be considered credible. How have you shared and made available information on your programme.(Max 150 words)

Transferability: If applicable, describe how you could transfer your program to address another issue. Could you roll the programme out elsewhere? What would be the difficulty in doing so? (Max 500 words)

Communication (optional): There are many cases on social media and in the press where selected details or broad brush commentary can embellish the overall impact of an initiative. This is very dangerous for both the programme owner and the industry as a whole. What steps have you taken to ensure fair and supportable communication of your programme? Examples of this would be good to add. (Max 300 words, Examples/attachments extra)

Please provide any pictures or videos to help support the application.

Application process:

All entries should be made on the accompanying application sheet
As many attachments as you wish can be added and must be appropriately referenced to your text answers. Please submit your package to the following dropbox account:
<https://www.dropbox.com/scl/fo/eyrsjlueoesbet672lpd/h?rlkey=8jt8e5wppkmcn39s7jpb7w6gs&dl=0>

Deadline for entrants August 26, 2024