

Sustainable Tourism Mauritius Awards 2022

**Important Information &
Evaluation Criteria**



Important information

Registration is open to **local producers (SMEs) and handicraft manufacturers** under the category **“Handicraft & Local products”**

Eligibility Criteria:

- ✓ Deadline for submission of registration: **Friday 8th April 2022 at 16:00**
- ✓ Participants should have a **valid operating Licence**.
- ✓ Participants should **fill the mandatory fields*** in the application form.

Process:

- ✓ Registration will close on **8th April 2022 at 16:00**
- ✓ Selected nominees will be **informed by 15th April 2022**, followed by scheduled **on-site visits**
- ✓ The award winners will be highly commended during our **Awards Ceremony on Thursday 5th May 2022**



Evaluation Criteria

Local producers (SMEs) and handicraft manufacturers will be assessed on the basis of the following criteria. In the application form you should indicate all the criteria that you have already implemented in your business practices.

1. Product's Lifecycles

From raw materials to circular strategies

2. Sustainable Design

Sustainable Design Principles

3. Innovation & Authenticity

4. Positive Impact Areas

Including collaboration

5. Female and youth development



It's ok if you have only implemented a few of the following criteria, **we are focussed on the impact not the quantity of actions!**

1 | Product's lifecycle (part 1/2)

Evaluation Criteria



Material Sourcing

What are you doing at the **material sourcing stage?**

Selecting low-impact materials

- cleaner materials
- durable materials
- renewable materials
- recycled/recyclable materials
- biodegradable materials
- locally-sourced materials

Reducing usage of materials

- reducing materials
- reduction in weight
- reduction in (transport) volume

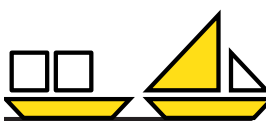


Production

What are you doing at the **production stage?**

Optimisation of production techniques

- more local production
- alternative production techniques
- fewer production steps
- lower/cleaner energy consumption
- less production waste
- fewer/cleaner production consumables



Package & transport

What are you doing at the **package & transport stage?**

Optimisation of distribution system

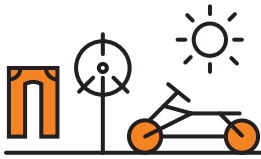
- fewer production steps
- lower/cleaner energy consumption
- less production waste
- fewer/cleaner production consumables

Sustainable Packaging Strategies

- use of smaller packages
- recycled, plant-based, edible or biodegradable packaging material
- reusable packaging
- use manufacturing partners with sustainable practices

1 | Product's lifecycle (part 2/2)

Evaluation Criteria



Consumption & lifestyle

What are you doing at the **consumption & lifestyle stage?**

Reduction of impact during use

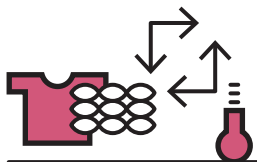
- lower energy consumption
- cleaner energy source
- fewer / cleaner consumables
- no waste of energy & consumables

Optimisation of initial life

- reliability and durability
- easier maintenance and repair
- modular product structure
- timeless design
- strong product-user relation

Think about your product

- Has it multiple uses?
- Does it spread a sustainable message?



End of life... or not!

What are you doing at the **end of life stage?**

Consider the end-of-life

- reusing
- repairing
- remanufacturing/refurbishing
- recycling of materials
- safe discard / incineration

Think about your business model

- can you offer a take-back service?
- can the product be rented in the first place?
- can you offer a repair service?

Think about your product

- can it be put to a new use?
- can your product be part of a new product at the end of its life?
- can your product leave less or no waste behind?

2 | Sustainable Design (part 1/2)

Evaluation Criteria



Criteria 1 | Longevity

- Do style and functionality of your product have a high-durability?
- Are the materials of your product enabling a long-life?
- Are you offering repairing or reselling options?



Criteria 2 | Recyclability

- Are the materials be locally sourced (raw, waste or recycled)?
- Can individual components be easily separated?
- Can any of these components be recycled?
- Are the materials you are using recyclable in Mauritius?
- Are you communicating to your consumers what materials you are using and how to recycle them?



Criteria 3 | Repairability

- Are you using materials and components that can be repaired easily?
- Are you giving instructions on how to repair your product?
- Do you you offer a repairing service?

2 | Sustainable Design (part 2/2)

Evaluation Criteria



Criteria 4 | Reusability

- Are there ways your product can serve a second or even third life after its core original purpose to increase its lifespan?
- Can you attach instructions or inspiration on how to reuse your product?



Criteria 5 | Equity

- Are people along your value chain treated and paid fairly?
- Do you provide opportunities for personal development in your business?
- Can you ensure that your working space is safe and with optimal conditions?
- Can you communicate your working policy to your customers?



Criteria 6 | Influence / Change

- Are you establishing a deep connection between your product and the user?
- What positive experiences is your product evoking?
- Are you designing with your potential buyers in mind?
- Are you designing products that trigger sustainable behaviours?

3 | Authenticity & Innovation

Evaluation Criteria

Please elaborate on these points in your registration:

1. How are your products or services **connecting to the local culture?**
2. **Do you have a positive impact** through a handprint or reduction in footprint? (see graphic)
3. Have you created new products in **collaboration or co-creation with other brands of tourism stakeholders?**

Reducing negative impacts

- Resource overuse
- Emissions
- Waste generation
- Water
- Social consequences
- ...



Increasing positive impacts

- Social wellbeing
- Community development
- Responsible sourcing
- Cultural Preservation
- Ecosystems quality
- Authentic experience
- Sustainability awareness
- ...

4 | Positive Impact (part 1/2)

Do you have a positive impact on any of these areas in Mauritius? Elaborate in your registration.



Biodiversity

- Work in favour of biodiversity protection
- Showcase the biodiversity in our product
- Raise environmental awareness
- Support conservation and restoration initiatives
- Consumers, staff engaged and empowered on biodiversity
- Promote restoration activities in local ecosystems
- Sustainably sourced and “biodiversity friendly” products



Community development

- Encourage tourists to interact with locals
- Use local arts and designs in tourist venues (hotels, local attractions)
- Create awareness about local culture and traditions
- Promote an authentic Mauritian tourism experience
- Encourage local pride and authenticity
- Using products with high social standards
- Satisfy an increasing demand for authenticity

4 | Positive Impact (part 2/2)

Do you have a positive impact on any of these areas in Mauritius? Elaborate in your registration.



Waste Management & Pollution

- Find creative ways repurposing waste
- Promote recycled, locally made handicrafts
- Products with little packaging or returnable packaging
- Products that offer an alternative to single-use plastics (textile, biodegradable, etc)
- High-quality and repairable products
- Engaging activities for tourists to contribute to reduce waste
- Increase awareness towards waste issues



Energy and water consumption

- Increase awareness of energy issues
- Communicates about energy saving targets
- Offers tourist the option to support efforts to mitigate emissions
- Contributes to projects and local initiatives to reduce energy consumption

5 | Female & Youth Development

Has your business a positive impact on gender equality or youth development?

Below are some examples of these actions. Elaborate on these or any other actions with a positive impact on equality or youth in your registration.

Gender Equality

- Percentage of female employees on the workforce
- Improved access for women (in all their diversity) to managerial and leadership roles at the organization
- Equal welfare and benefits among female and male workers
- Special amenities such as nurseries for kids at the work place

Youth development

- Education/Training to the youth within the local community
- Sponsoring special activities for the youth

