



COMPETITION RULES: BREWING HOPE FOR A BETTER FUTURE

1. Objective of the Contest

The **BREWING HOPE FOR A BETTER FUTURE** award aims to recognize and celebrate craft breweries that are leading the change toward a more sustainable and inclusive future. Initiatives that demonstrate a genuine commitment to the environment, social responsibility, and innovation in the brewing sector will be highly valued.

2. Categories for Scoring

The award will be granted based on the actions and projects that breweries have implemented in the following categories:

1. **Environmental Sustainability:** Practices that reduce ecological impact, such as the use of renewable energy, the reuse of byproducts, or the reduction of emissions.
2. **Social Responsibility:** Initiatives that promote social inclusion, support for the local community, or collaboration with charitable causes.
3. **Sustainable Innovation:** Creative projects that integrate new technologies or methods to improve sustainability in the beer production process.
4. **Educational and Community Impact:** Actions that promote environmental and social awareness through workshops, activities, or educational campaigns.

3. Participation Requirements

- All craft breweries that are implementing sustainable and socially responsible practices can participate.
- Breweries must complete the form where they describe their initiatives.
- The initiatives can be of any scale, from small everyday actions to ambitious projects.

4. Evaluation Criteria

The jury will evaluate the applications based on the following criteria:

- **Environmental Impact:** The degree to which the initiative contributes to reducing ecological impact.
- **Social Impact:** Contribution to social inclusion, community well-being, or support for charitable causes.
- **Innovation:** Creativity and originality in the approach to sustainability.
- **Scalability:** Potential to inspire and replicate practices in other breweries or sectors.
- **Transparency:** Quality and detail of the documentation submitted.



5. Jury

The jury will be composed of experts in sustainability, representatives from the craft brewing sector, and members of the community committed to social and environmental responsibility. Their decision will be final and non-appealable. In the first round, 3 finalists will be chosen, and in the second round, 1 overall winner will be selected.

6. Award The finalists and the winner will be announced during the award ceremony, which will take place in Barcelona as part of the Barcelona Beer Festival and InnBrew, The Brewer's Convention. The results will also be published on social media and through collaborating media outlets.

- The title of BREWING HOPE FOR A BETTER FUTURE will be awarded.
- Promotion of their initiative through social media, media outlets, and industry events.
- A certificate of recognition and a symbolic trophy.

7. Participant Commitment

Participating breweries agree to share their experiences and best practices to inspire other breweries and contribute to the promotion of a more sustainable and inclusive model.

10. Acceptance of the Rules

Participation in this contest implies full acceptance of these rules. Any situations not foreseen will be resolved by the jury.