

Climate Hero Awards go social

Now in its fourth year, the Climate Hero Awards (CHA) sees a number of updates and revisions, as it takes its lead from its predecessor, the Climate Change Leadership Awards.



Jeunesse Park

The awards, which aim to inspire action, motivate change and promote awareness towards an inclusive and low carbon economy, reduced extreme weather risks, green options for food security and a healthy and sustainable continent, will open for entries in December 2012. Winners of each category and the overall Climate Hero will be announced at a ceremony held in Johannesburg in October 2013.

"The name change is part of a rebranding exercise that makes it even more accessible and includes a revamped website, new logo and a strong social media focus for this year's participation," says Jeunesse Park, founder of the awards.

Climate change is recognised as the greatest threat to life as we know it, for our communities and our planet. Increasingly the message around climate change response is that it is up to individuals, businesses, organisations and cities to take action.

"Applications and nominations will be easier this year with the updated website, Facebook and Twitter channels. Communication and participation are important for the awards, as we highlight the serious and irreversible climate change and resource depletion now widely recognised as the biggest environmental, social and economic issues facing humanity."

Prizes are presented in five categories: Large Business; Small Medium Enterprises; Smart Low Carbon Cities & Towns; Community, NGO, CBO, Individual or School; and Climate Hero of the Year selected from the four categories for the one who demonstrates extraordinary leadership, legacy, innovation, influence and enduring impact.

Pick n Pay will again sponsor the awards this year, with ABI and Primedia Broadcasting is the official media partner.

Gaopaleloe Mothoagae, sustainable development manager at ABI, says, "The growing significance of the SME sector has led to an emphasis on their social and environmental impact. As a company, we are committed to efforts made to improve the environment and in making our communities more sustainable."

Avis' support of the CHA indicates its recognition of the importance that sustainability issues play within the corporate, education and social environments. Keith Rankin, chief executive of Avis Rent a Car Southern Africa, says, "We are pleased that sustainability best practices are being acknowledged; by being responsible citizens and businesses is how South Africans will continue to develop and grow their communities."

The awards are facilitated by the Carbon Protocol, which manages the adjudication and approves and accredits the carbon neutrality of the awards.

"The adjudication panel includes astute and credible climate change and environmental specialists, professionals and consultants from across the country and the awards are audited by PKF South Africa," adds Parks.

CHA still hopes to welcome more partners, companies who are Climate Heroes in their own right and are proactive in supporting climate action.

Supporters of these awards benefit by aligning as heroes and through web-based promotion, PeoplesWeather channel coverage, print and social media platforms and radio coverage with Primedia Broadcasting. Partners also have use of the Climate Hero Awards' branding.

For more information, go to <http://climateheroawards.com>.

For more, visit: <https://www.bizcommunity.com>