



The inaugural Amenities Initiatives 2021 looks to recognise the airline industry's unceasing commitment to the wellbeing of their passengers. They will commend the ingenuity, creativity and innovation of both airlines and suppliers during the challenging times of this pandemic year, and the rapid changes & challenges they have faced and overcome.

Our mission is to raise awareness and shine a spotlight on the new standards in Hygiene, Sustainability and Wellness that airlines and suppliers have steadfastly adopted.

These awards will be judged by a panel of individual experts in the fields of Hygiene, Sustainability and Wellness, alongside those whose opinion matters most, the passengers.

The Categories

These have been divided into three key sections Hygiene, Sustainability and Wellness



- **Best PPE Passenger Care or Travel Hygiene Kit/Item:** - This category is for PPE/Hygiene kits or item(s) provided to passengers either at check-in or onboard to ensure their health and safety. E.g. hand sanitiser, face mask or a kit containing multiple hygiene items.
- **Best Cabin Crew PPE Initiative:** - This category is for PPE/Hygiene kits or item(s) provided to airline cabin crew to keep them safe whilst serving passengers onboard. E.g. protective clothing, or a kit containing multiple hygiene items.
- **Best Children's PPE Passenger Care or Travel Hygiene Kit/Item:** - This category is for PPE/Hygiene kits or item(s) provided to children either at check-in or onboard. E.g. hand sanitiser, face mask or a kit containing multiple hygiene items.
- **Best Cabin Hygiene Initiative:** - This category is for cabin hygiene initiatives in place to ensure the health and safety of both passengers and crew and minimise the spread of infection. E.g. HEPA air filters, UV equipment, cabin cleaning and disinfecting.



- **Best Sustainable Textile Fabric Initiative:** - This category is for sustainable fabric/textile solutions that support a green circular airline economy and reduce the need for single use items. E.g. PET blankets, bedding, sleep suits etc.
- **Best Sustainable Packaging Initiative:** - This category is for sustainable packaging solutions or alternatives that support a green circular airline economy and reduce the need for single use packaging items.
- **Best Sustainable Tableware Initiative:** - This category is for sustainable tableware solutions or alternatives that support a green circular airline economy and reduce the need for single use items.
- **Best Airline Corporate Social Responsibility (CSR) Initiative:** - This category is for best airline CSR initiatives that aim to actively contribute to societal goals of a philanthropic, charitable nature by engaging in or supporting volunteering or ethically orientated practices.
- **Best Supplier Corporate Social Responsibility (CSR) Initiative:** - This category is for best supplier CSR initiatives that aim to actively contribute to societal goals of a philanthropic, charitable nature by engaging in or supporting volunteering or ethically orientated practices.



- **Best Passenger Wellness Product Initiative:** - This category is for passenger wellness products or items that promote comfort and well-being. E.g. lavatory toiletries, cosmetics, dental/oral kits, sleep suits etc.
- **Best Passenger Wellness Consumables Initiative:** - This category is for passenger wellness consumable initiatives that promote comfort and well-being. E.g. rehydration solutions, meal programmes etc.
- **Best Passenger Wellness Programme and Tech Initiative:** - This category is for passenger wellness technology and programme initiatives that promote comfort and well-being. E.g. mindfulness concepts, wellbeing apps, meditation programmes, cabin lighting etc
- **Best Children's Initiative:** - This category is for the development of new concepts, materials and kits including technology specifically designed for children onboard.

How to Prepare an Entry Submission

Please read carefully the below guidelines detailing the necessary requirements for every category. Please note **all** of the criteria need to be fulfilled for each individual category and entry in order to be counted and judged.

The three key entry files that are needed are:

1. Entry Description
2. Media Description
3. Picture Files/ZIP

For selected categories, there is an additional requirement of a physical sample that must be submitted to complete the entry. (as detailed below)

1. The Entry Description

This should be a detailed description of your entry of no more than 1,000 words highlighting its key elements in relation to the category. Please ensure it is titled with the category it is being entered for, the airline and supplier where applicable. Any supporting low-res pictures, videos or graphics can be embedded to optimise your entry; however, the overall length of the document must not exceed 6 pages. (This must be submitted as a Word doc or PDF format ONLY)

2. The Media Description

This should be a short form description of your entry of no more than 250 words for media purposes, with the main focus on the innovative qualities of your product or initiative. (This is accepted as a Word doc or PDF format ONLY)

3. The Picture Files/ZIP

These must be high res images/graphics that show off your entry (300dpi), as well as a company logo. We require a minimum of 2 images. (This is accepted as JPG format, sent in a zip file ONLY)

Additional Requirements

For **selected categories**, there is the **additional requirement** of a physical sample that must be submitted to complete the entry. These categories are listed below:

- Best PPE Passenger Care /Travel Hygiene kit
- Best Cabin Crew PPE Initiative
- Best Sustainable Textile Fabric Initiative
- Best Sustainable Packaging Initiative
- Best Sustainable Tableware Initiative
- Best Passenger Wellness Product Initiative
- Best Children's PPE Passenger Care /Travel Hygiene kit

For the remaining categories below, we will accept physical samples only if you feel it is necessary for the judgement of your entry.

- Best Passenger Wellness Consumables Initiative
- Best Children's Initiative

How to Submit an Entry:

Your completed Entry Description, Media Description and Picture Files/ZIP should be emailed in the first instance to initiatives@amenitiesmagazine.com

If you are supplying product samples supporting your entry, they must be clearly labelled with the category, airline and supplier where applicable, and sent to the following address:

AMENITIES INITIATIVES 2021
Jennings Farmhouse
Littleworth Road
Burnham
Buckinghamshire
SL1 8PQ
United Kingdom

Cost of Entry

An entry fee of GBP £180.00 is made per submission per category entered. The entry fee entitles the use of the official awards logo and automatic inclusion of your submission into the Amenities Initiatives Review 2021 with high res images and media description.

An early bird entry fee of GBP £95 is available for all entry submissions received on or before to 22nd December 2020.

All entry fees must be received in full prior to the official closing date, early bird fee by 22nd December 2020, after this time the full fee must be received by 31st January 2021

If you have any questions about entry please do not hesitate to get in touch.

Key dates

Entry opens, 18th November 2020
Early Bird closing date for submissions, 22nd December 2020
Official closing date for submission 31st January 2021
Short list announced on the 1st March 2021
Virtual Award Ceremony date 27th March 2021