



/ What is the Healthy Venues Award?

Through our Healthy Venue Award we are encouraging venues all around the world to support their visitors and staff in making healthier choices and to help minimise the negative health impacts of conference-going,

The Award program focuses on steps that venues can take to support healthy eating and to encourage more activity. We will work in partnership, looking holistically at the attendee experience, from healthy snacks in vending machines through to encouraging people to use the stairs rather than lifts.

/ Why Healthy Venues?

Research has shown that unhealthy diets and sedentary lifestyles increase the risk of obesity, diabetes, cancer and cardiovascular disease. Being active can be difficult when in an average lifetime a 25 - 60 year old spends around 87,562 days at work and a large percentage of this time is spent in meetings.

Around the world efforts are underway to combat obesity and reduce the health risks posed by poor diets and inactivity. Amongst these there have been some efforts to improve the healthiness of locations within communities where people spend a lot of their time, such as schools, workplaces and sporting venues. Improving access and relative availability to healthy food and opportunities for activity at these sites helps people to live healthier lives and create healthier social norms and behaviours.

In America alone there are an estimated 225 million visitors to conventions, conferences, congresses, trade shows and exhibitions, incentive events and corporate/business meeting every year. These present an opportunity to nudge people towards healthier choices during a time when they are stepping outside of their normal routines.

/ Why should you become a healthy venue?

As a venue you have unique access to large numbers of people every week. By becoming a Healthy Venue and promoting healthy eating and increased physical activity you can be sure that you are not only providing the best facilities for your clients and visitors, but that you are also helping to transform the entire conference into a healthy and enjoyable experience.

Becoming a Healthy Venue will help you and your venue to:

- ✓ Support and promote the health of your staff, clients and their delegates
- ✓ Help you to develop good relations and a positive business reputation with your community
- ✓ Develop a more meaningful partnership with conference organisers
- ✓ Engage with conference and exhibition organisers on an additional level and to provide a sustainable competitive advantage
- ✓ Harness a new marketing opportunity when promoting your venue
- ✓ Support your wider Social Responsibility commitments
- ✓ Enable you to call yourself a Healthy Venue
- ✓ Use the Healthy Venue Logo in your marketing which will reflect the award level that you have reached

/ What are the costs involved in becoming a Healthy Venue?

	Payment type	Amount (GBP)	What's involved
Initial entry payment (one-off)	Bronze award entry	£1500	When you first join the scheme you are required to demonstrate that you meet all of the bronze criteria and are committed to meeting all of the silver criteria within 18 months.
	Direct Silver award entry	£1900	If you already meet the criteria for the Bronze award and Silver award when you want to join the scheme you may apply for direct entry to silver award.
	Direct Gold award entry	£2300	If you already meet the requirements for Bronze, Silver and Gold award when you want to join the scheme you may apply for direct entry to Gold award.
Transfer fee	When moving between awards	£500	When you are ready to move between the awards you can submit your evidence for assessment. This fee is to be paid upon submitting your evidence and is non-refundable, regardless of whether or not you are approved for transfer.
Annual fee	All levels	£500	Each year you will have to submit an evidence update for review so that we can ensure you are continuing to meet the requirements for your eligible award. Review assessments will be shorter and simpler than applications to move up through the award levels.

/ We're interested, what's the next step?

Becoming a Healthy Venue is about adopting a healthy ethos and approach to your venue, clients, visitors and staff.

The Healthy Venue Award consists of three levels – bronze, silver and gold. There are a range of actions that venues can undertake to promote activity and healthy eating to their visitors. Many of these you will already do, or will only require small amendments to current practice, while others may require some changes to the way you work or promote your venue.

"Healthy venues are those that promote healthy eating and physical activity to their visitors and employees to transform conferences into a healthy and enjoyable experience"

/ Step 1

Contact World Obesity to register your interest in the Award

/ Step 2

Consult the Award criteria and decide which level you are going to enter at

/ Step 3

Establish what you need to do to be able to meet the desired Award level



/ Step 4

Complete the self-assessment form, providing the required evidence of action



/ Step 5

Submit the form, along with the appropriate fees



/ Step 6

Once approved, you can use the Healthy Venue logo in marketing materials.

For more information about Healthy Venues and to download an application form, please visit the website www.worldobesity.org or email ctrimmer@worldobesity.org