



Sustain the Rock Award Fact Sheet

Overview

The Sustain the Rock Award recognizes businesses, non-profits, individuals, and departments or employees of the City of Little Rock who have made significant contributions to a more sustainable Little Rock. They contribute to a more sustainable city by embracing and promoting an approach to business and daily living that balances environmental responsibility, economic prosperity, and community equity.

Award Categories

- Individual
- Non-profit
- Small Business (less than ten employees)
- Medium Business (ten to fifty employees)
- Large Business (more than fifty employees)
- Educator
- City Department/Employee

Award Guidelines

The Sustain the Rock Awards recognize excellence and impact in economic, environmental, and social activities, strategies, and policies that support and advance sustainability in Little Rock. Recognizing that sustainability means many things to many people and is better described as a progressive journey and not a destination, the Sustain the Rock Awards are not bound to a set criteria. However, areas where Sustain the Rock Award winners will have demonstrated achievement and commitment to sustainability in Little Rock include:

- Leadership and commitment to sustainable practices in the Little Rock community
- Leadership in sustainable policy development and implementation



DEPARTMENT OF PUBLIC WORKS
SUSTAINABILITY OFFICE

- Development and use of sustainable practices that are defined, measurable, and repeatable
- Efforts that result in systemic changes
- Efforts that result in toxics reduction, waste reduction, saving habitat, pollution reduction, wildlife protection, environmental equity, changes in social equity
- Mobilization of a larger group of people, including education, outreach, and partnerships

Nominating Information

The Sustain the Rock Awards are presented annually at a special recognition event. Award winners are selected at the April meeting of the Little Rock Sustainability Commission.

All members of the community, including members of the Little Rock Sustainability Commission and of its committees, are eligible for recognition. With the exception of employees of the City of Little Rock, nominees must live or have their principal place of business in the City of Little Rock. Past winners do not qualify – see all past winners [on our webpage](#).

Sustain the Rock Award nominations should include a narrative describing the nominee, summarizing their achievements in sustainability, and detailing the reasons the nominee should be recognized. References and supporting documentation are welcomed and encouraged, and self-nominations are accepted. You can find the [nomination form](#) here, or on the [Sustain the Rock Award webpage](#).

**For any questions, please contact the Sustainability Officer,
Lennie Massanelli at lmassanelli@littlerock.gov.**

The deadline for nominations for the 2025 Sustain the Rock Awards is Friday, April 18th, 2025.