



127 Wyndham St. N., Suite 100, Guelph, ON N1H 4E9

Formerly known as AMRC

2010 Municipal Waste Management PROMOTION & EDUCATION AWARDS

Call for Entries

This form must accompany each submission.

SUBMISSION DEADLINE:

4 p.m. on Friday, September 24, 2010

MWA | 127 Wyndham St. N., Suite 100, Guelph, ON N1H 4E9

SPONSORED BY:



Contact

Municipality/Region:

Contact Person Name & Position:

Telephone:

Email:

AWARD CATEGORY (please select one)

- Campaign*
- Brochure, Pamphlet, Booklet
- Calendar
- Print Ad
- Newsletter
- Web Based Tool
- P & E Tool – *Municipal Population Under 20,000*
- P&E Tool – *Other*

*NEW THIS YEAR!

Materials entered in the Campaign category are not eligible for awards in other categories. (Example, a newsletter included as part of a submission to the Campaign category cannot be submitted to the Newsletter category).

SUBMISSION GUIDELINES

- For municipal promotional and educational materials used from July 1, 2009 to June 30, 2010.
- Maximum of one submission per award category, per municipality.
- Use a separate Submission Form for each award category.
- Attach a separate page with Category Details. Limit Category Details write-ups to one page.
- Submissions must be complete and include all required documentation. Incomplete submissions will be disqualified.
- If you are submitting in more than one category, you can include submissions on one CD. Please ensure CDs are well labelled and saved files are clearly identifiable.
- Finalists for each award category will be notified.
- **First, Second, and Third place winners will be awarded in each category!**
- All submissions (including electronic submissions) will become the property of the MWA and will be retained in the MWA Resource Centre. Submissions will be used to highlight award winners.
- **Awards will be presented at the MWA Fall Workshop on Monday October 25, 2010.**

Award Descriptions

- For municipal promotional and educational materials used from July 1, 2009 to June 30, 2010.
- Maximum of one submission per award category, per municipality.
- Each submission must include the Submission Form and Category Details (one page maximum).
- Promotional and educational materials eligible for awards could be related to any municipal waste management or diversion program, project or event, including but not limited to recycling, organics, household hazardous waste, user pay or bag limits, public strategic planning sessions, etc.
- Please see Submission Form for additional guidelines.
- The submission deadline is **4 p.m. on Friday, September 24, 2010.**

Judging Criteria

Submissions will be judged based on the Category Details information provided by municipalities.

SUBMISSIONS WILL ALSO BE JUDGED ON:

- General aesthetic appeal
- Accuracy and quality of work
- Originality

Award Categories

Campaign

Overall waste management campaign that involves different types of promotional mediums and materials. Can be to launch a new program or enhance an existing program. Has to have specific focus/goal and show effectiveness. This category can also include a series of print ads, or a series of newsletters. Materials entered in this section are not eligible for awards in other categories.

SUBMISSION REQUIREMENTS:

- Completed Submission Form and Category Details
- 1 complete copy/package of campaign (can include promotional items, ads, newsletters, pictures, etc.)
- Electronic version of applicable components of campaign such as newsletters (if available).

Brochure, Pamphlet or Booklet

Waste management-related brochure, pamphlet or booklet that contains specific program information (how's, why's, when's). Can be for a single program (i.e. recycling only) or multiple programs combined (i.e. recycling, HHW, organics).

SUBMISSION REQUIREMENTS:

- Completed Submission Form and Category Details
- 3 copies of the brochure, pamphlet or booklet
- Electronic version of your brochure, pamphlet or booklet (if available)

Calendar

Publication with actual calendar/dates for use in 2009/2010. Must contain waste management program information.

SUBMISSION REQUIREMENTS:

- Completed Submission Form and Category Details
- 3 copies of the calendar
- Electronic version of calendar (if available)

Award Categories

Print Ad

Waste management ad/notice that appeared in a print medium (newspaper, magazine, newsletter). Contains a key message or general information on waste management issue(s) or program(s). Please include one ad only; series of ads must be submitted under Campaign.

SUBMISSION REQUIREMENTS:

- Completed Submission Form and Category Details
- 3 copies of the ad
- Electronic version of ad (if available)

Newsletter

A periodical publication that contains general information on waste management programs. Please include one newsletter only; series of newsletters must be submitted under Campaign.

SUBMISSION REQUIREMENTS:

- Completed Submission Form and Category Details
- 3 copies of the same newsletter
- Electronic version of newsletter (if available)

Web Based Tool

A tool, function or feature used on your municipal website or other web based media related to your waste management program. Could be a collection day search function, game, etc.

SUBMISSION REQUIREMENTS:

- Completed Submission Form and Category Details

P & E Tool –

MUNICIPAL POPULATION UNDER 20,000

Program, campaign or tool created in a municipality with a population under 20,000.

SUBMISSION REQUIREMENTS:

- Completed Submission Form and Category Details
- 1 complete copy/package that includes samples of the program, campaign or tool
- Electronic version of applicable components such as pictures (if available)

P&E Tool – OTHER

If it doesn't fit anywhere else, this is the place for it. Can be a float in a parade, a mall display, or anything else you came up with as long as it promotes waste management/diversion.

SUBMISSION REQUIREMENTS:

- Completed Submission Form and Category Details
- 3 samples (or photographs)
- Electronic version of applicable components of tool (i.e. photographs)

Category Details: **CAMPAIGN** (limit of one page per entry)

Describe the goals, scope and duration of this campaign:

Describe the range of media used in your campaign (i.e. ads, newsletters, promotional items, etc.):

Describe how this campaign is creative and unique:

Include any details on how you measured the effectiveness of this campaign. Provide quantitative data if available.

Cost per household to implement this campaign:

Other information you would like judges to take into consideration when viewing your submission (i.e. partnering arrangements).

Category Details: BROCHURE, PAMPHLET OR BOOKLET (limit of one page per entry)

Describe how it was distributed:

Describe how this brochure, pamphlet or booklet is creative and innovative:

Include any details on how you measured the effectiveness of this brochure, pamphlet or booklet. Provide quantitative data if available.

Cost per household to produce, print, and distribute this brochure, pamphlet or booklet:

Other information you would like judges to take into consideration when viewing your submission (i.e. recycled paper content).

Category Details: **CALENDAR** (limit of one page per entry)

Describe how the calendar was distributed:

Describe how this calendar is creative and innovative:

Include any details on how you measured the effectiveness of this calendar. Provide quantitative data if available.

Cost per household to produce, print and distribute this calendar:

Describe any cross-promotion that was utilized (i.e. Other Municipal Departments (Water, Waste Water Treatment, Parks) local businesses, etc.):

Other information you would like judges to take into consideration when viewing your submission (i.e. recycled paper content).

Category Details: **PRINT AD** (limit of one page per entry)

Describe what media this ad was used in (i.e. weekly newspaper):

Describe the insertion schedule (i.e. once per week):

Describe how this ad is creative and innovative:

Include any details on how you measured the effectiveness of this ad. Provide quantitative data if available.

Cost per household to produce and print this ad:

Other information you would like judges to take into consideration when viewing your submission.

Category Details: **NEWSLETTER** (limit of one page per entry)

Describe how it was distributed and frequency of distribution:

Describe how this newsletter is creative and innovative:

Include any details on how you measured the effectiveness of this newsletter. Provide quantitative data if available.

Cost per household to produce, print, and distribute this newsletter:

Other information you would like judges to take into consideration when viewing your submission (i.e. recycled paper content).

Category Details: **WEB BASED TOOL** (limit of one page per entry)

Web address for accessing this Tool:

Describe the Web Based Tool:

Describe how this Web Based Tool is creative and unique:

How is this Web Based Tool promoted?

Include any details on how you measured the effectiveness of this Web Based Tool. Provide quantitative data (i.e. number of hits) if available.

Cost per household and/or total budget for this Web Based Tool:

Other information you would like judges to take into consideration when viewing your submission.

Category Details: P & E TOOL – Municipal Population Under 20,000 (limit of one page per entry)

Please provide the population of the municipality:

Describe the program, campaign or tool and how it was used:

Describe how the program, campaign or tool was creative and unique:

Include any details on how you measured the effectiveness of this program, campaign or tool. Provide quantitative data if available.

Cost per household and/or total budget for this program, campaign or tool:

Other information you would like judges to take into consideration when viewing your submission.

Category Details: **P&E TOOL – OTHER** (limit of one page per entry)

Describe the P&E Tool and how it was used:

Describe how this P&E Tool is creative and unique:

Include any details on how you measured the effectiveness of this P&E Tool. Provide quantitative data if available.

Cost per household and/or total budget for this P&E Tool:

Other information you would like judges to take into consideration when viewing your submission.