



Municipal Waste Management 2008/2009 PROMOTION AND EDUCATION AWARDS

Use this form for entering your submission to each award category/categories.

- For municipal promotional and educational materials used from **July 1st, 2008 to June 30, 2009.**
- 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.
- ****NEW**: First, Second, and Third place winners will be awarded in each category!**

**All submission forms/category details to be received at the MWA office located at
127 Wyndham St. N., Suite 100, Guelph, ON N1H 4E9
by 4 p.m. on Friday, September 18, 2009.**

Submission Category (Please select one.)

- | | | |
|-------------------------------------|---|--|
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Campaign | <input type="checkbox"/> 'Grassroots' Campaign |
| <input type="checkbox"/> Calendar | <input type="checkbox"/> Print Ad | <input type="checkbox"/> P&E Tool-Other |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Web Based Tool | |

Municipality/Region: _____

Contact Person Name & Position: _____

Telephone#: _____ Fax#: _____

Email: _____

Please note:

- Submissions must be complete and include all required documentation.
- Incomplete submissions will be disqualified.
- Limit descriptive write-ups with Category Details to **one page.**
- Finalists for each award category will be notified by Friday, October 9th, 2009.
- Awards will be presented at the MWA Fall Workshop – Date to be Announced
- All submissions will become the property of the MWA and will be retained in the MWA Resource Centre.
- If you are submitting in more than one award category, you can include all electronic versions (where requested) on one CD. Electronic versions will be archived in the MWA Resource Centre as well as used to promote the award winners. Please ensure CDs are well labelled and saved files are clearly identifiable.

Submission Form

AWARD CATEGORY DETAILS

****NEW** - Please fill-in AWARD CATEGORY DETAILS (attached) for each submission. Details of the categories are found below. *Maximum of one submission per award category, per municipality.* Please note that entries must be for municipal waste management-related promotional and educational materials* used from July 1st, 2008 to June 30th, 2009.**

AWARD CATEGORIES:

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)

Newsletter

A periodical publication that contains general information on waste management programs.

Submission requirements:

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

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)

Calendar

Publication with actual calendar/dates for use in 2008/2009. 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)

*Note: 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 multi-residential recycling, Blue Box recycling, household hazardous waste events, electronics diversion, user pay or bag limits, public strategic planning sessions, etc.

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.**

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).

'Grassroots' Program/Campaign

Creative programs or campaigns that were executed on a **limited budget**. **Must have partnership focus (i.e. school program, community associations, etc.).**

Submission requirements:

- Completed Submission Form and Category Details
- 1 complete copy/package that includes samples of applicable components (i.e. pictures, press coverage, etc)
- Electronic version of applicable components of campaign such as pictures (if available)

****NEW CATEGORY** 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 – 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)

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



2008/2009 Promotion and Education Awards

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).



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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).



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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.



2008/2009 Promotion and Education Awards

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).



2008/2009 Promotion and Education Awards

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).



2008/2009 Promotion and Education Awards

Category Details: 'Grassroots' Program/Campaign

(limit of one page per entry)

Describe the goals and scope of this program/campaign:

Describe the range of media and/or components used in your program/campaign (i.e. ads, open houses, special events, newsletters, etc.):

Describe how this program/campaign is creative and unique:

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

Cost per household to implement this program/campaign *and/or* total budget for this program/campaign:

Describe the partnerships involved in this program/campaign (i.e. schools, community associations, etc.).

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



2008/2009 Promotion and Education Awards

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.



2008/2009 Promotion and Education Awards

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.