

# 2021 PROMOTION & EDUCATION AWARDS



AN ANNUAL INNOVATION AWARDS PROGRAM OF THE MUNICIPAL WASTE ASSOCIATION

## 2021 P&E Awards Submission Form

### 2021 P&E Awards Overview & Guidelines

Welcome to the 2021 Promotion & Education (P&E) Awards! We are excited to receive and review your submissions.

The annual P&E Awards program is a way for us to celebrate the creativity and ingenuity of our colleagues in Promotion & Education. If your municipality launched an innovative campaign, tool, strategy, event, or program that engaged residents in waste diversion in 2020, it could be eligible for an award. Please see the award categories and submission guidelines below. Good luck!

#### Awards Categories

**Campaign:** *This award recognizes a waste management promotion and education campaign that uses a number of different communication tools to inform, educate and motivate residents. This category has 2 streams based on municipality size:*

- Large Municipality (50,001 households or more)
- Small Municipality (50,000 households or less)

**Print Tool:** *This award recognizes a promotion and education tool that appears in printed form (booklet, brochure, calendar, newsletter, pamphlet, poster, print advertisement, etc.) that is new and innovative to your municipality and that others can learn from. This category has 1 stream for all municipalities.*

**Social Media & Online Strategy:** *This award recognizes a buzz-worthy social media or online strategy (e.g. online advertisement, social media campaign, interactive website). We are looking for submissions that go beyond third-party tools and reminder apps. Show us something new, unique, and innovative. This category has 1 stream for all municipalities.*

**Special Event:** *This award recognizes a municipality's organization of or participation in a special community event (e.g. Repair Cafes, Reuse Days, Ribfest) that directly reduced or diverted waste in a significant way. This category has 1 stream for all municipalities.*

**Community Engagement and Outreach Program:** *This award recognizes a municipality for its approach to community engagement and outreach in 2020 relating to waste management. The approach is meaningful, inclusive, and impactful. Examples could include a combination of webinars, workshops, surveys, booths, or other community engagement and outreach programs. This category has 1 stream for all municipalities.*

**"Surprise Us" Category:** *This award recognizes a P&E project that is innovative and unique and does not fit within any of the above categories. This category has 1 stream for all municipalities.*

### **Submission Guidelines**

- Submissions must be campaigns, tools, strategies, events, or programs used between January 1, 2020 and December 31, 2020.
- Submissions are 100% digital this year! All submissions must be entered online via this submission form.
- Submissions 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.
- Maximum of one submission per award category, per municipality.
- Submissions must achieve a score of at least 45 to be eligible for an award; as a result, Gold, Silver, and Bronze may not be awarded in each category.
- Winners will be announced and the awards will be presented online via P&E Awards Zoom Ceremony on Wednesday, June 2.
- Winners will be asked to present their success stories and tips to MWA members at later date in 2021.

The deadline to apply is Monday, April 26, 2021, @ 11:59 PM EST

\* 1. I understand and agree to the submission guidelines

Yes

# 2021 PROMOTION & EDUCATION AWARDS



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## 2021 P&E Awards Submission Form

### Municipality Information

#### \* 1. Contact Information

Contact Person

Municipality/Region

Email Address

Phone Number

#### 2. Municipality Size (Number of Households)

#### 3. Choose your award submission category

# 2021 PROMOTION & EDUCATION AWARDS



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## 2021 P&E Awards Submission Form

### Campaign

This award recognizes a waste management promotion and education campaign that uses a number of different communication tools to inform, educate and motivate residents.

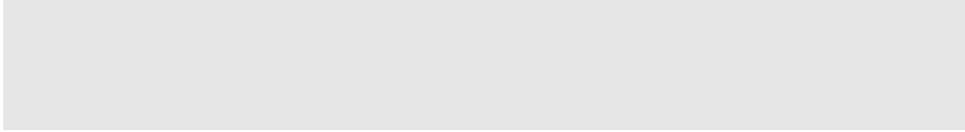
#### 1. Municipality Size

- Small municipality (50,000 households and less)
- Large municipality (50,001 households and more)

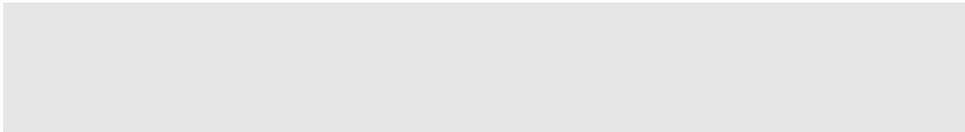
#### Planning and implementation (30 points)

#### 2. Name of campaign

**3. What was the goal of this campaign?**



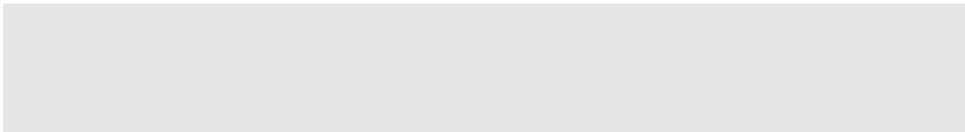
**4. What were the objectives? (Write in the SMART format. E.g., To distribute 10,000 recycling flyers by March 31, 2020; To decrease Blue Box contamination by 2% by December 31, 2020; To deliver 5 educational workshops to 200 people by August 31, 2020.)**



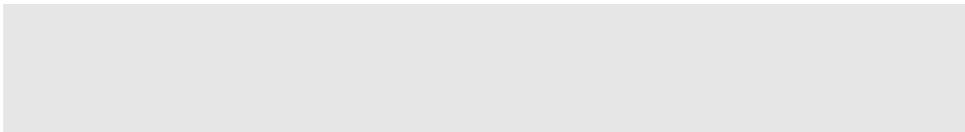
**5. Who was the target audience?**



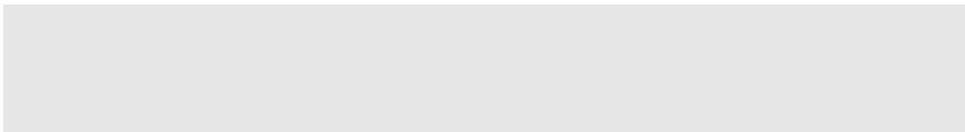
**6. Why was this audience targeted?**



**7. What was the timeframe of this campaign?**



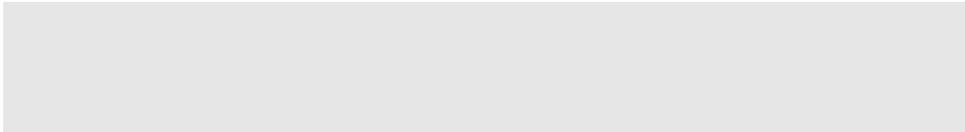
**8. What were the key messages of the campaign?**



**9. Describe the various communication formats used (e.g., print ads, videos, newsletters, promotional items, webinars, online surveys).**



**10. Did any communication formats utilize environmentally-friendly materials or processes (e.g., FSC certified paper, waterless printing, digital)?**

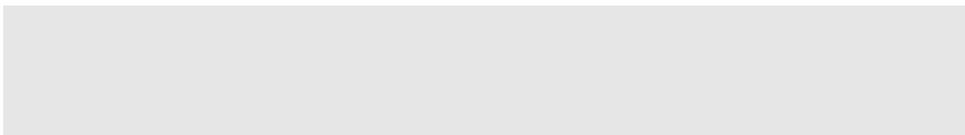


**Effectiveness (20 points)**

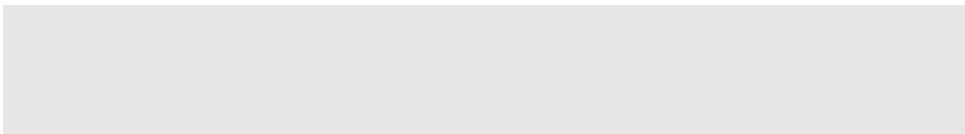
**11. What tools did you use to evaluate success? (e.g., waste audits, participation studies, surveys, attendance, engagement metrics, social media metrics, etc.)**



**12. What were the quantitative results of this campaign? Use relative metrics if applicable (e.g., % municipality population reached, % increase in waste diverted, % decrease in contamination, % increase in program uptake).**



**13. What were the qualitative/anecdotal results of this campaign?**



**14. What was the total budget for this campaign?**



**15. What was the cost per household of this campaign?**

**16. Did this campaign receive funding support? Where from?**

**Novelty, innovation, and value to others (20 points)**

**17. How was this campaign improved from what you have done before?**

**18. How is it potentially new and innovative to others?**

**19. What is one thing that other municipalities can learn from this campaign?**

**20. Upload images, material samples and/or supporting documents (optional)**

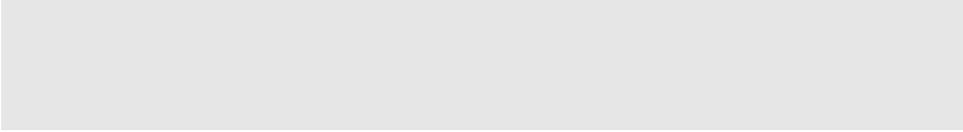
Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files accepted.

Choose File

Choose File

No file chosen

**21. Provide additional links to webpages, videos, articles, etc. (optional)**



# 2021 PROMOTION & EDUCATION AWARDS



AN ANNUAL INNOVATION AWARDS PROGRAM OF THE MUNICIPAL WASTE ASSOCIATION

## 2021 P&E Awards Submission Form

### Print Tool

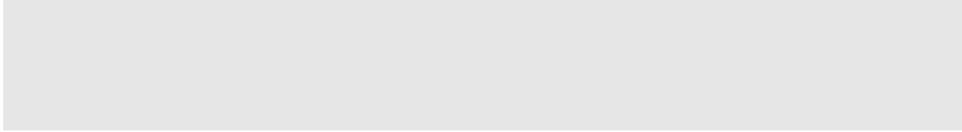
This award recognizes a promotion and education tool that appears in printed form (booklet, brochure, newsletter, pamphlet, poster, print advertisement, etc.) that is new and innovative to your municipality and that others can learn from.

### Planning and implementation (30 points)

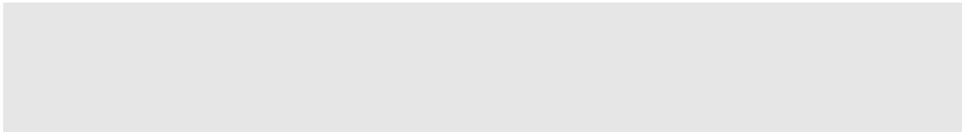
1. Name of tool

2. What was the goal of this tool?

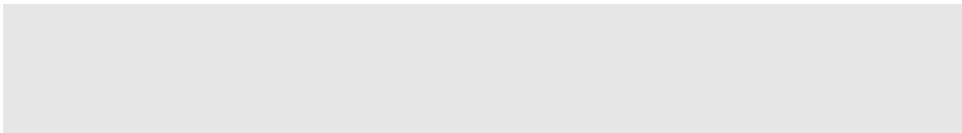
**3. What were the objectives? (Write in the SMART format. E.g., To distribute 10,000 recycling flyers by March 31, 2020; To decrease Blue Box contamination by 2% by December 31, 2020; To deliver 5 educational workshops to 200 people by August 31, 2020.)**



**4. Who was the target audience?**



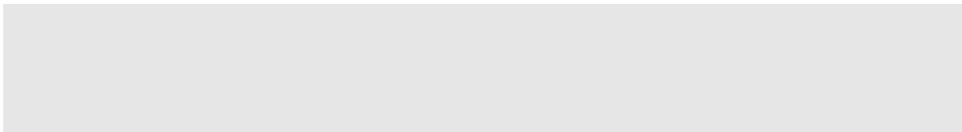
**5. Why was this audience targeted?**



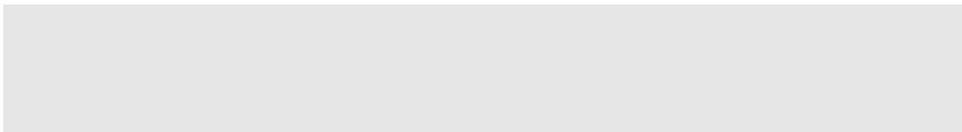
**6. What was the timeframe of this tool?**



**7. What were the key messages of the tool?**



**8. Describe the communication format used (e.g. calendar, newsletter, mailout)**

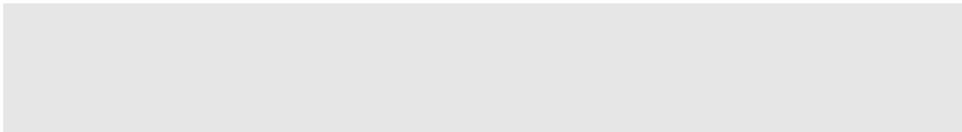


**9. Did any communication formats utilize environmentally-friendly materials or processes (e.g., FSC certified paper, waterless printing)?**

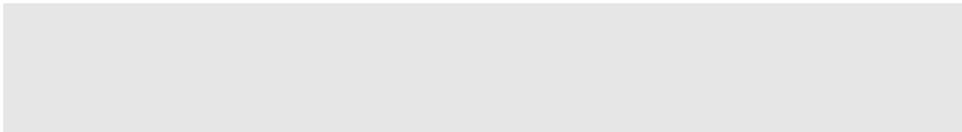


**Effectiveness (20 points)**

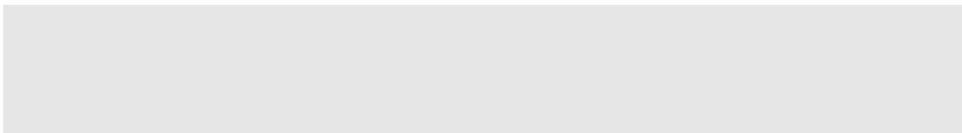
**10. What tools did you use to evaluate success? (e.g., waste audits, participation studies, surveys, attendance, engagement metrics, social media metrics, etc.)**



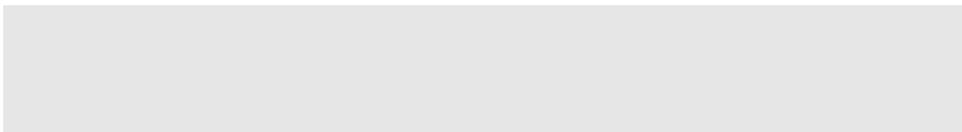
**11. What were the quantitative results of this tool? Use relative metrics if applicable (e.g., % municipality population reached, % increase in waste diverted, % decrease in contamination, % increase in program uptake).**



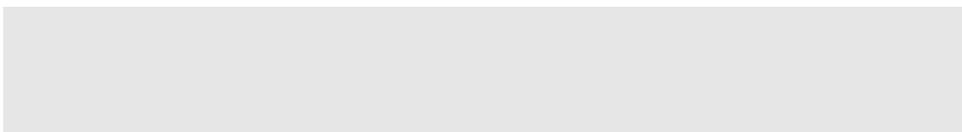
**12. What were the qualitative/anecdotal results of this tool?**



**13. What was the total budget for this tool?**



**14. What was the cost per household of this tool?**



**15. Did this tool receive funding support? Where from?**

**Novelty, innovation, and value to others (20 points)**

**16. How was this tool improved from what you have done before?**

**17. How is it potentially new and innovative to others?**

**18. What is one thing that other municipalities can learn from this tool?**

**19. Upload images, material samples and/or supporting documents (optional)**

Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files accepted.

Choose File

Choose File

No file chosen

**20. Provide additional links to webpages, videos, articles, etc. (optional)**

# 2021 PROMOTION & EDUCATION AWARDS



AN ANNUAL INNOVATION AWARDS PROGRAM OF THE MUNICIPAL WASTE ASSOCIATION

## 2021 P&E Awards Submission Form

### Social Media & Online Strategy

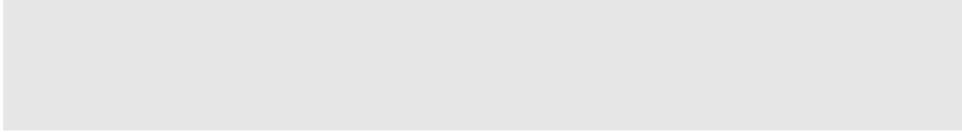
This award recognizes a buzz-worthy social media or online strategy (e.g. online advertisement, social media campaign, interactive website). We are looking for submissions that go beyond third-party tools and reminder apps. Show us something new, unique, and innovative.

#### Planning and implementation (30 points)

##### 1. Name of strategy

##### 2. What was the goal of this strategy?

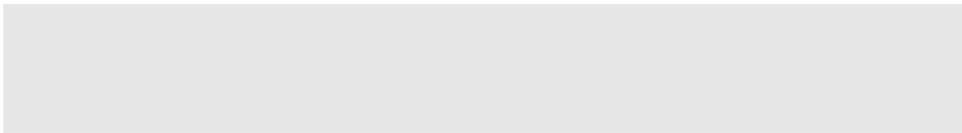
**3. What were the objectives? (Write in the SMART format. E.g., To distribute 10,000 recycling flyers by March 31, 2020; To decrease Blue Box contamination by 2% by December 31, 2020; To deliver 5 educational workshops to 200 people by August 31, 2020.)**



**4. Who was the target audience?**



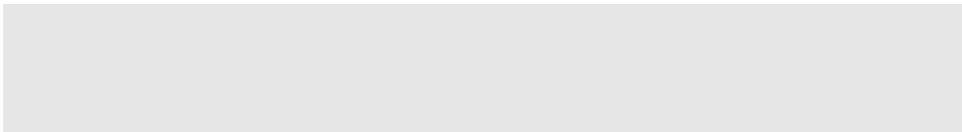
**5. Why was this audience targeted?**



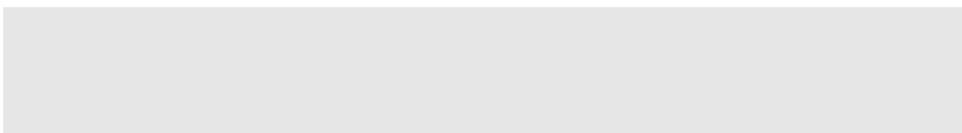
**6. What was the timeframe of this strategy?**



**7. What were the key messages of the strategy?**



**8. Describe the various communication formats used (e.g., videos, social media platforms, webinars, online surveys).**



**Effectiveness (20 points)**

**9. What tools did you use to evaluate success? (e.g., waste audits, participation studies, surveys, attendance, engagement metrics, social media metrics, etc.)**

**10. What were the quantitative results of this strategy? Use relative metrics if applicable (e.g., % municipality population reached, % increase in waste diverted, % decrease in contamination, % increase in program uptake).**

**11. What were the qualitative/anecdotal results of this strategy?**

**12. What was the total budget for this strategy?**

**13. What was the cost per household of this strategy?**

**14. Did this strategy receive funding support? Where from?**

**Novelty, innovation, and value to others (20 points)**

**15. How was this strategy improved from what you have done before?**

**16. How is it potentially new and innovative to others?**

**17. What is one thing that other municipalities can learn from this strategy?**

**18. Upload images, material samples and/or supporting documents (optional)**

Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files accepted.

Choose File

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No file chosen

**19. Provide additional links to webpages, videos, articles, etc. (optional)**

# 2021 PROMOTION & EDUCATION AWARDS



AN ANNUAL INNOVATION AWARDS PROGRAM OF THE MUNICIPAL WASTE ASSOCIATION

## 2021 P&E Awards Submission Form

### Special Event

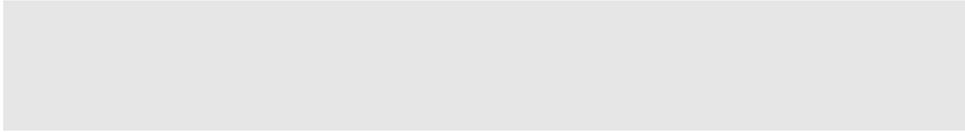
This award recognizes a municipality's organization of or participation in a special community event that directly reduced or diverted waste in a significant way.

### Planning and implementation (30 points)

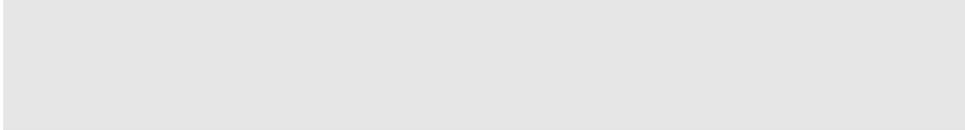
#### 1. Name of event

#### 2. What was the goal of this event / why did you participate in this event?

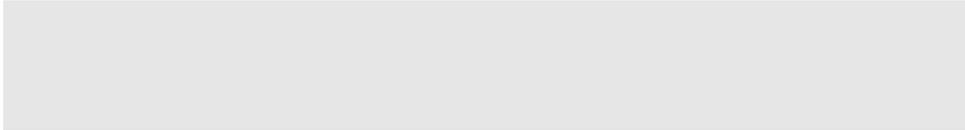
**3. What were the objectives? (Write in the SMART format. E.g., To engage directly with 5,000 people by March 31, 2020; To divert X tonnes of organic waste from landfill by December 31, 2020)**



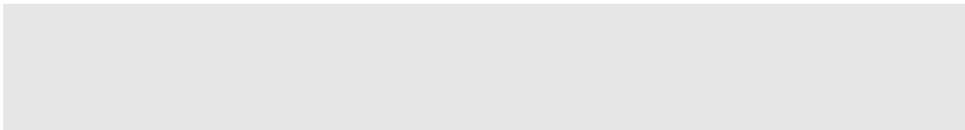
**4. Who was the target audience?**



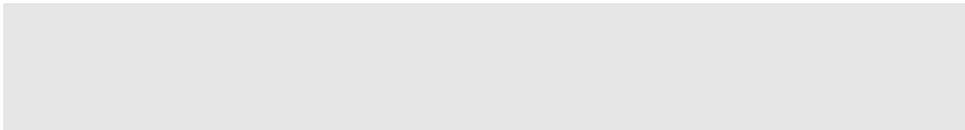
**5. Why was this audience targeted?**



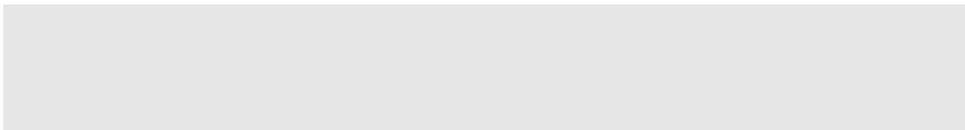
**6. What was the timeframe of this event?**



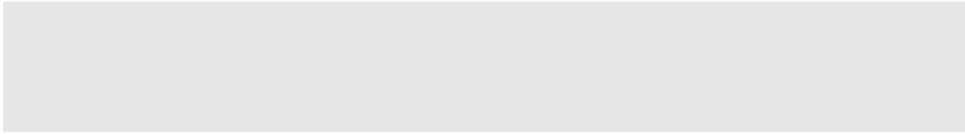
**7. What were the key messages of the event?**



**8. Describe the various communication formats used (e.g., in-person and online workshops, promotional items).**



**9. Did any communication formats utilize environmentally-friendly materials or processes (e.g., FSC certified paper, waterless printing, digital)?**



**Effectiveness (20 points)**

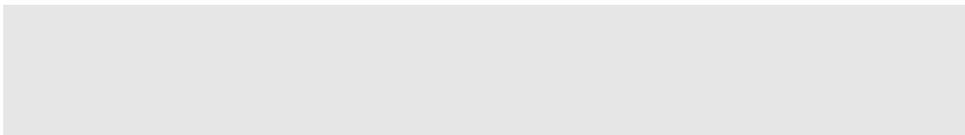
**10. What tools did you use to evaluate success? (e.g., waste audits, participation studies, surveys, attendance, engagement metrics, social media metrics, etc.)**



**11. What were the quantitative results of this event? Use relative metrics if applicable (e.g., % municipality population reached, % increase in waste diverted, % decrease in contamination, % increase in program uptake).**



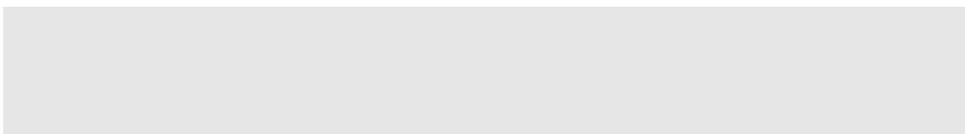
**12. What were the qualitative/anecdotal results of this event?**



**13. What was the total budget for this event?**



**14. What was the cost per household of this event?**



**15. Did this event receive funding support? Where from?**

**Novelty, innovation, and value to others (20 points)**

**16. How was this event improved from what you have done before?**

**17. How is it potentially new and innovative to others?**

**18. What is one thing that other municipalities can learn from this event?**

**19. Upload images, material samples and/or supporting documents (optional)**

Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files accepted.

Choose File

Choose File

No file chosen

**20. Provide additional links to webpages, videos, articles, etc. (optional)**

# 2021 PROMOTION & EDUCATION AWARDS



AN ANNUAL INNOVATION AWARDS PROGRAM OF THE MUNICIPAL WASTE ASSOCIATION

## 2021 P&E Awards Submission Form

### Community Engagement & Outreach Program

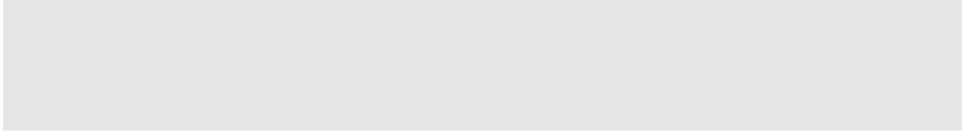
This award recognizes a municipality for its approach to community engagement and outreach in 2020 relating to waste management. The approach is meaningful, inclusive, and impactful. Examples could include a combination of webinars, workshops, surveys, or other community engagement and outreach programs.

#### Planning and implementation (30 points)

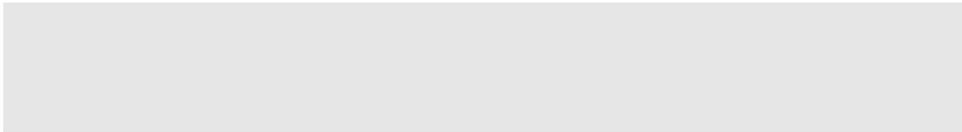
1. Name of community engagement & outreach program

2. What was the goal of this outreach program?

**3. What were the objectives? (Write in the SMART format. E.g., To distribute 10,000 recycling flyers by March 31, 2020; To decrease Blue Box contamination by 2% by December 31, 2020; To deliver 5 educational workshops to 200 people by August 31, 2020.)**



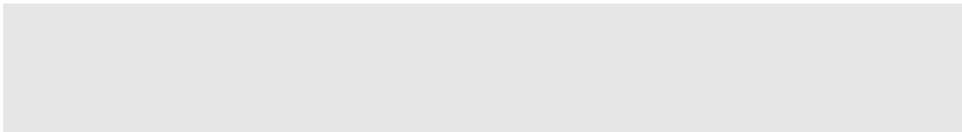
**4. Who was the target audience?**



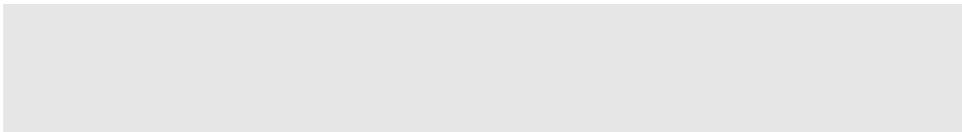
**5. Why was this audience targeted?**



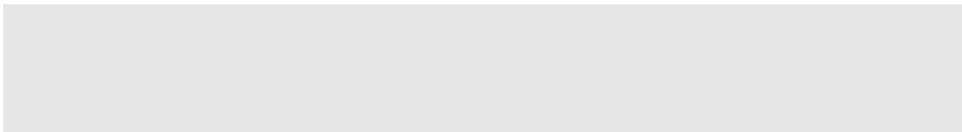
**6. What was the timeframe of this outreach program?**



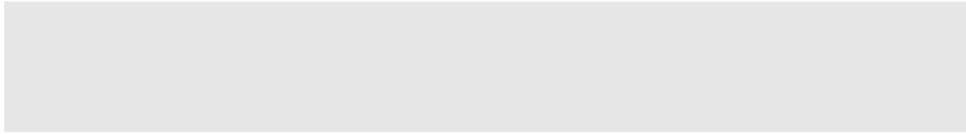
**7. What were the key messages of the program?**



**8. Describe the various communication formats used (e.g., videos, social media platforms, webinars, online surveys).**



**9. Did any communication formats utilize environmentally-friendly materials or processes (e.g., FSC certified paper, waterless printing, digital)?**



**Effectiveness (20 points)**

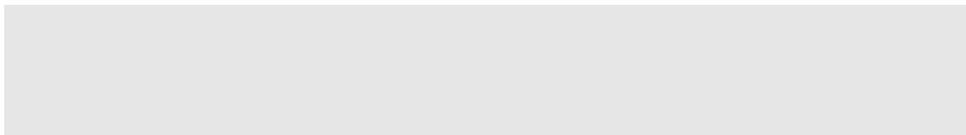
**10. What tools did you use to evaluate success? (e.g., waste audits, participation studies, surveys, attendance, engagement metrics, social media metrics, etc.)**



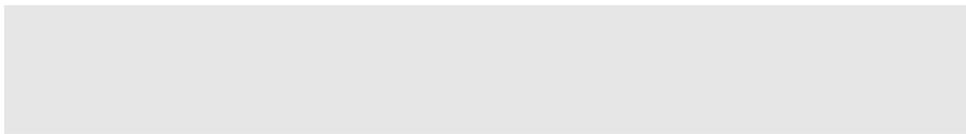
**11. What were the quantitative results of this outreach program? Use relative metrics if applicable (e.g., % municipality population reached, % increase in waste diverted, % decrease in contamination, % increase in program uptake).**



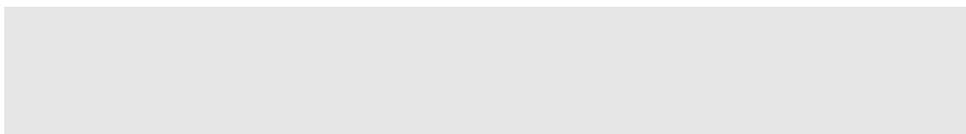
**12. What were the qualitative/anecdotal results of this outreach program?**



**13. What was the total budget for this outreach program?**



**14. What was the cost per household of this outreach program?**



**15. Did this program receive funding support? Where from?**

**Novelty, innovation, and value to others (20 points)**

**16. How was this outreach program improved from what you have done before?**

**17. How is it potentially new and innovative to others?**

**18. What is one thing that other municipalities can learn from this outreach program?**

**19. Upload images, material samples and/or supporting documents (optional)**

Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files accepted.

Choose File

Choose File

No file chosen

**20. Provide additional links to webpages, videos, articles, etc. (optional)**

# 2021 PROMOTION & EDUCATION AWARDS



AN ANNUAL INNOVATION AWARDS PROGRAM OF THE MUNICIPAL WASTE ASSOCIATION

## 2021 P&E Awards Submission Form

### "Surprise Us" Category

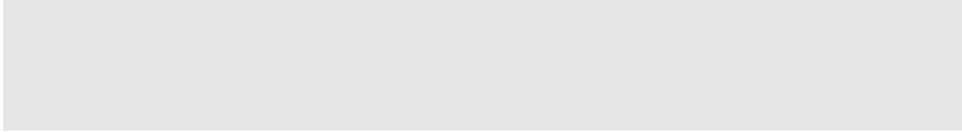
This award recognizes a P&E project that is innovative and unique and does not fit within any of the above categories.

#### Planning and implementation (30 points)

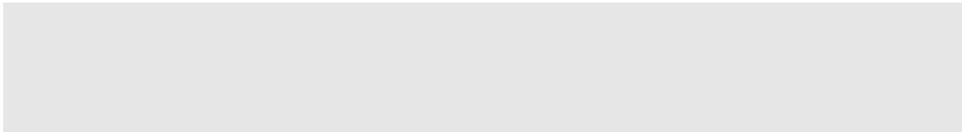
1. Name of project

2. What was the goal of this project?

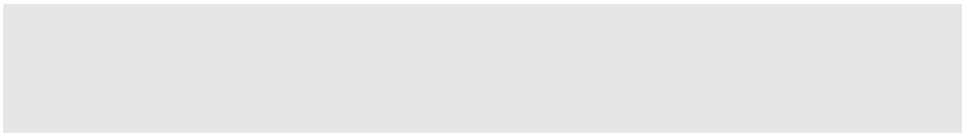
**3. What were the objectives? (Write in the SMART format. E.g., To distribute 10,000 recycling flyers by March 31, 2020; To decrease Blue Box contamination by 2% by December 31, 2020; To deliver 5 educational workshops to 200 people by August 31, 2020.)**



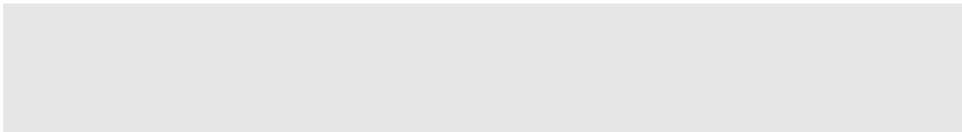
**4. Who was the target audience?**



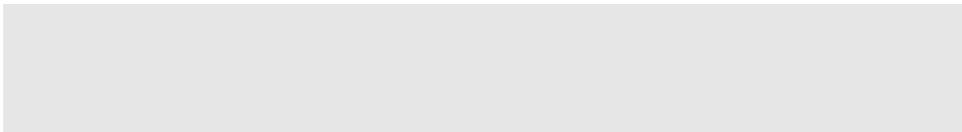
**5. Why was this audience targeted?**



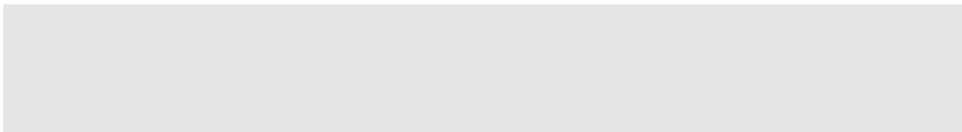
**6. What was the timeframe of this project?**



**7. What were the key messages of the project?**



**8. Describe the various communication formats used (e.g., videos, social media platforms, in-person/virtual demonstrations).**



**9. Did any communication formats utilize environmentally-friendly materials or processes (e.g., FSC certified paper, waterless printing, digital)?**



**Effectiveness (20 points)**

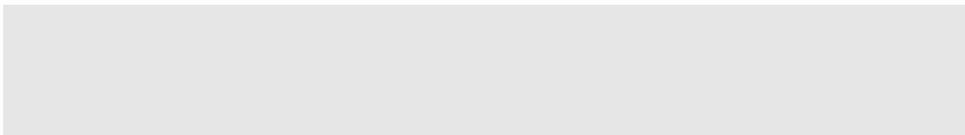
**10. What tools did you use to evaluate success? (e.g., waste audits, participation studies, surveys, attendance, engagement metrics, social media metrics, etc.)**



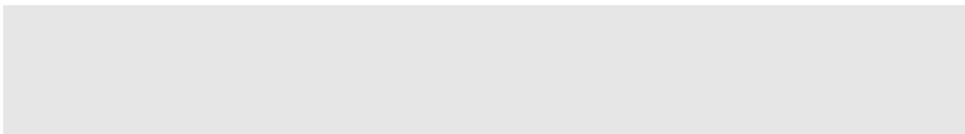
**11. What were the quantitative results of this project? Use relative metrics if applicable (e.g., % municipality population reached, % increase in waste diverted, % decrease in contamination, % increase in program uptake).**



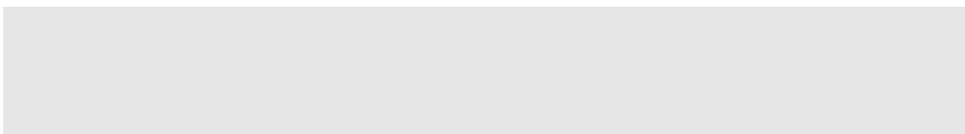
**12. What were the qualitative/anecdotal results of this project?**



**13. What was the total budget for this project?**



**14. What was the cost per household of this project?**



**15. Did this campaign receive funding support? Where from?**

**Novelty, innovation, and value to others (20 points)**

**16. How was this project improved from what you have done before?**

**17. How is it potentially new and innovative to others?**

**18. What is one thing that other municipalities can learn from this project?**

**19. Upload images, material samples and/or supporting documents (optional)**

Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files accepted.

Choose File

Choose File

No file chosen

**20. Provide additional links to webpages, videos, articles, etc. (optional)**

# 2021 PROMOTION & EDUCATION AWARDS



AN ANNUAL INNOVATION AWARDS PROGRAM OF THE MUNICIPAL WASTE ASSOCIATION

## 2021 P&E Awards Submission Form

### Award Submission Confirmation

1. I confirm the completeness of this submission and enter it in the 2021 P&E Awards.

Yes