

# SUSTAINABILITY EDUCATION & OUTREACH



**AWARD DESCRIPTION:** This award honors **ORGANIZATIONS AND BUSINESSES** engaged in community awareness (education) or assistance (outreach) initiatives to inspire environmentally responsible behavior from the Community.

## **AWARD CRITERIA:**

1. These programs should be external to the organization.
2. Programs will be judged on:
  - a. How effectively the message is heard among the targeted constituencies,
  - b. The specific impact or measurable outcomes the initiative or campaign has had on the Community's efforts to be more sustainable and
  - c. How effectively resources were utilized to reach the constituency.

## **AWARD CATEGORY**

There can be three Awards conferred in this category:

**Business**

**Non-Government Organization**

**Government**

### **CRITERIA #1**

Is this program external to the nominee / organization? (As in not an internal company / organization policy, but an outreach to the community. Business, Governmental and Environmental organizations must show the effort reaches outside their employees / staff).

### **CRITERIA #2**

How effectively is the message being heard among targeted constituencies?

### **CRITERIA #3**

What is the specific impact (ie: measurable outcome) the initiative / campaign has had on the Community's efforts to be more sustainable?

**CRITERIA #4**

How effective were resources utilized to reach the constituency?  
(Social Media, Earned Media, Print, Voice, etc.)

**CRITERIA #5**

How clearly can it be established the initiative that was successful in communicating among the targeted constituencies?