



**ISWA**  
*International Solid Waste Association*

## ISWA Communication Award

### Guidelines

#### Purpose

The International Solid Waste Association's Communication Award has been designed to yearly honour the ISWA members, either they are companies, associations or organizations, which are deemed to be particularly effective in supporting a waste communication project with communication.

The Award has one category and the logistics is similar to the Publication Award.

#### Evaluation Criteria

- 1) Original and direct contribution of the nominated member in projecting a communication plan (no organization will be awarded if the strategic role of nominated member is not demonstrated);
- 2) Best correspondence between the waste project objectives and the communication strategy;
- 3) Best integration between actions and tools of the communication project;
- 4) Best integration between external and internal communication;
- 5) Results demonstrated by evaluation methods and activities.

#### The Jury

The 2008 Jury consists of:

- 1 - The Vice President of ISWA Mr. Atilio Savino
- 2 - Two members of the WGCSI, Ana Loureiro and Tonda Parks
- 3 - The Communication Coordinator of ISWA;
- 6 - Mr. Arab Hoballah, UNEP

#### Nominations

Nominations can be made by any ISWA member author of the nominated communication project, by submission to General Secretariat of ISWA, with the following information:

- a) Presentation of the project; a simple text in English that can resume the action or campaign. The description can be no more than 10 A4 pages, letter Arial 10.
- b) Biographical details of the project's author(s);
- c) A filled ISWA nomination form;
- d) Some .PDF examples of communication materials used during the communication campaign.

## Eligibility

- 1) Only ISWA members can participate in the first edition;
- 2) Every organization can only nominate one project;
- 3) All the information must be in English or translated into English – still, the original documents and instruments can be in the organization language;
- 4) Members of the Board and of the Jury can not nominate to the Communication

## Award;

- 5) Each campaign can only be nominated once;
- 6) For the 2008 edition, are eligible campaigns made in 2006 and 2007.

## Prize

In the “name of communication” the prize is:

- a) A symbolic award and a certificate, delivered at the Annual Congress, with the same visibility as the publication award;
- b) An article about the awarded campaign at the ISWA magazine and at the ISWA website;
- c) The right to use a special ISWA commemorative logo on all its documents for a year;
- d) The possibility to present the awarded campaign at the Annual Congress.

The first award will be handed at the Annual Congress 2008, in Singapore.

## Publicity

The ISWA Communication Award will be publicised in Waste Management World, ISWA Website and ISWA Newsletters; Emails to all ISWA Members, remembering the prize and its agenda.

## Agenda

- 1) Announcement: at the plenary session, on the first day of the Annual Congress;
- 2) Date for receiving nominations: till 30th of April 2008.
- 3) Evaluation period: from 1st May till 31st August 2008.
- 4) The winners / candidates will be contacted directly with information on whether they won or not
- 5) Announcement and ceremony for the prize: on the first day of the Annual Congress.
- 6) The first announcement will take place at the Annual Congress in 2007 with the first award in 2008.

DEADLINE for submissions 30<sup>th</sup> of April 2008

By e- mail to Helena Bergman [hb@iswa.dk](mailto:hb@iswa.dk)

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