

SWANA – Georgia Chapter AWARDS APPLICATION FORM for Communication, Education, and Marketing (CEM) Tools

Program/Facility Nominated: _____

Contact Person Name & Title: _____

Address: _____

City, State, Zip/ Province, Postal Code: _____

Phone #: _____

Fax #: _____

Email: _____

Application submitted by (if different than information listed above):

Phone #: _____

Fax #: _____

Email: _____

If selected for an award, how would you like the name of the solid waste worker to read on the award (limit of 50 characters)?

Application Checklist - Please make sure the following items are included in your submittal packet:

*Award Application Form (this form)

*Entry meeting the Application Requirements for the category selected (noted later in this application)

*Entries shall consist of ONE electronic copy of your application in a PDF format emailed to georgiaswana@gmail.com

Release Statement: I certify that the information provided in this application is accurate and correct to the best of my knowledge. SWANA – Georgia Chapter reserves the right to publish the enclosed information. Nominations become the property of SWANA – Georgia Chapter. My signature gives SWANA the right to reprint or make available for purchase any portion of this submittal.

Signature: _____ Date: _____

Application Requirements

Provide answers/information for the following categories:

1.) Executive Summary (5 Points)

In addition to describing your CEM tool or tools, explain why you are applying in this category and why you deserve to win an award. Review the category descriptions carefully before applying. Judges will use this statement to decide if your application is in the appropriate category. *OPTIONAL: In addition to a written executive summary of no more than 150 words, you may include a link to a video of no more than 90 seconds that tells the story of your CEM tools and the results of their use.*

2.) Research (10 points)

Describe the need for this specific CEM tool or combination of tools. What resources were being used prior to implementing this tool or tools, and why was a change needed? What research was used to identify a problem or situation? Include a synopsis of research methods and findings.

3.) Planning and Goal Setting (20 points)

Who is the target audience(s) and how does the CEM tool or combination of tools reach the intended target? What are the goals and objectives for use of this tool, described in SMART terms (SMART: Specific – Measurable – Attainable – Relevant – Time-bound), and the tactics to meet the goals? What was the timeline for the implementing the tool, in terms of objectives and benchmarks you planned to complete? Describe the timeline in monthly or quarterly increments. Discuss the budget (including cost per household and any funding leverage). Describe your financial projections.

4.) Implementation (30 points)

What obstacles did you encounter and how did you overcome them? What new opportunities arose that you didn't anticipate and how did you take advantage of them? Compare the original production budget with the actual implementation costs. Where did expenses exceed budget and what was the effect on the development of the tool as a result? Were you able to leverage any other projects or efforts to make available funds go farther? How is how this specific CEM tool or combination of tools an improvement over similar ones? If this is a new tool that has no direct comparison, please state that.

5.) Results (15 points)

How did the target audience(s) respond to the CEM tool? How did you measure results? Results should be both quantified and described in detail as they relate to the goals.

6.) Evaluation (15 points)

What lessons did you learn to improve future CEM tools? How could your CEM tools be replicated in other communities for a similar target audience?

7.) Application Quality (this is a judges category only, not to be addressed in your application) (5 points)

Your application will be judged on its organization and presentation, and on editorial and technical quality.

All Entries Must Be Postmarked by August 31.

There is NO Application fee for Georgia Chapter Award Submittals.