

## **Terms of Reference ISWA COMMUNICATION AWARD 2014**

### **Terms of References**

Approved by STC on February 13, 2009

### **Purpose**

The ISWA Communication Award has been designed to honour excellent **waste communication campaigns** that increase public awareness and promote sustainable waste management.

The Award is open for participation for both ISWA members and non-ISWA members. The Award has one category.

### **Nominations**

Nominations can be made by any organisation for a waste communication campaign. Submissions should be uploaded with the following information in English:

1. A filled ISWA Communication Award online nomination form
2. A short description and objectives of the campaign
3. Some .PDF or/and multimedia examples of the nominated campaign's communication material (max. 5 files with max. 10 MB each)

### **Eligibility**

1. Each organisation can only nominate one campaign
2. Members of the Jury can not submit nominations to the Communication Award
3. Each campaign can only be nominated once

### **Evaluation Criteria**

1. Quality of Communication plan
2. Best correspondence between the waste campaign objectives and the communication plan
3. Best integration between actions and tools of the communication campaign
4. Best integration between external and internal communication
5. Quality of the evaluation and the communication of the evaluation

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### **The Jury**

A Jury of five elements shall be appointed by the STC:

- 1 – Vice-President of ISWA
- 2 – One member from WGC on suggestion from the WGC
- 3 – The representative for the Awarded Campaign of the previous year
- 4 – The Communication Coordinator of ISWA or another ISWA GS representative
- 5 – An invited person from UNEP

The meetings of the jury will take place over the telephone.

### **Prize**

The prize will be:

1. A symbolic award, delivered at the ISWA World Congress
2. A one-year free ISWA individual membership
3. An article about the Awarded campaign in the ISWA journal Waste Management World and at the ISWA website
4. The right to use a special ISWA commemorative logo
5. The possibility to present the Awarded campaign at the ISWA World Congress

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