



ENVIRONMENTAL COMMUNICATIONS AWARDS

Successfully communicating complex and challenging issues to the public and its stakeholders who need to understand the value, the benefits, and the process of environmental engineering and environmental science projects aimed at benefiting the public health is paramount. With this in mind, in cooperation with the International Water Association and the PIA Awards, AAEEES offers the Environmental Communications Awards.

Here are the criteria for judging the Environmental Communications Awards:

- **Innovative** approach to messaging or branding
- **Future value** to the water engineering profession
- **Creativity and clarity** in portraying and communicating the messages
- **Effectiveness** in delivery and achieving desired outcome
- **Integrated Design Approach** – Narrative and visual elements work together to achieve the communication objectives.

This Award is designed to recognize environmental communication efforts by industrial entities; municipal, state and federal governments; and consulting firms who work to convey the important environmental messages to their constituencies and other interested parties.

The deadline for entries is March 1, 2018.

Benefits

The public relations value of participation in the **Environmental Communications Awards** program is considerable. There are many ways that your participation investment will be rewarded through Press Announcements, coverage on AAEEES's Website, articles in *Environmental*



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Engineer & Scientist, announcements in Sponsoring Organization media, and more.

The experience of entering will boost staff morale. It also provides an effective mechanism for enhancing your relations with other project participants, clients, owners and others you involve in the entering process. All will be pleased that you think enough of the project to enter it in a national competition.

Winning entries automatically qualify for entry into the North American category of the International Water Association's Project Innovation Awards.

How to Enter

Entry Guidelines and submission forms are available online at <http://www.aees.org/environmentalcommunicationsawards.php>.

If you intend to enter, you must first submit a Reservation Form. The reservation form acts as an intent to enter the competition. After completing the form, it should be emailed to Sammi Olmo. You will then be assigned a personal and secured drop box for electronically submitting your entry for the competition. This drop box will be available to you up until the entry deadline. At that time, you will no longer be able to upload any additional files. The deadline for entering the Environmental Communications Awards Competition is March 1. It is advised that you submit your reservation form at least a week prior to the deadline to ensure that you have enough time to test and review uploading instructions for your drop box before the project submittal date.

Submission of your completed entry is due by March 1, 2018.

Description of Entry

State in 1,000 words or less the challenge(s) that the communication and marketing plan was designed to address; the target audience(s); the marketing and communications goals of the entry; objectives and strategies employed and duration of the campaign; and the documented results, if any. Include sample copies of relevant materials used.

Components employed should include one or more of the following elements:

- Advertorial Supplements
- Brochures

- Direct Mail-Campaign
- Focus Groups
- Joint Effort with Agency or Firm
- Media Kits-Public Relations
- Newsletters
- Presentations-Corporate Communications
- Presentations-Marketing
- PR Campaigns-Public Relations
- Public Surveys
- Public Exhibition
- Radio Broadcast
- Regulatory Exhibition
- Special Events –Public Relations
- Local/Regional Exhibition
- Television Advertising –Public Relations
- Local/Regional Exhibition
- Video-PR/Marketing
- Web site
- Social Networking
- Other_____

The uploaded project must be submitted as a single PDF. Your PDF may be interactive, i.e., contain links to websites, videos, etc.

Judging Criteria

The criteria for judging the Environmental Communications Award:

- Innovative approach to messaging or branding
- Future value to the water engineering profession
- Creativity and clarity in portraying and communicating the messages
- Effectiveness in delivery and achieving desired outcomes
- Integrated Design Approach - Narrative and visual elements work together to achieve the communication objectives.

This award is designed to recognize outstanding environmental communication efforts by industry; municipal, state and federal governments; and consulting firms to convey their important environmental messages to the public and other stakeholders.

The winner of this award is automatically qualified to enter the International Water Association’s Project Innovation Award competition for Marketing and Communications-North American Category.

Awards

Honor Awards are awarded to projects achieving a judging score within 90% of the Grand Prize winning project.

Grand Prize is awarded to the highest scoring project in each category.

The awards will be announced and presented at the Excellence in Environmental Engineering and Science Awards Luncheon and Conference which will be held at the National Press Club in Washington, D.C., on April 19, 2018.