



Environmental Awareness Awards Program 2010

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Participants

- Austin Climate Protection Program
- Environmental Board
- Resource Management Commission
- Solid Waste Advisory Commission
- Electric Utility Commission
- Water/ Wastewater Commission
- City Council Office





History of Environmental Awareness Awards

- 1983 Environmental Board hosted 1st awards
- 1990 Boards Combined Earth day effort
- 1991 Solid Waste Advisory Commission and Resource Management Commission joined awards
- 2000 Water and Wastewater Commission replaced Solid Waste Commission
- 2001 last awards program





History of Environmental Awareness Awards

Goal of Awards: Recognize those making significant contributions to the protection and enhancement of our physical environment





Awards Categories

An award will be presented for each category. Applicants will select the category that best applies to the project being proposed.

- School or Educational Program
- Mayor's Individual Achievement
- Large Business
- Small Business
- Community/ Nonprofit
- City of Austin Department Award
- Governmental Agency





Awards Selection Criteria

- Innovative
- Beneficial
- Measurable
- Educational/Outreach
- Cooperative Effort
- Greenhouse Gas Reduction





Marketing and Advertising

- Postcards Mail out
- Print Ads:
 - ABJ, Statesman, Chronicle
- Utility Bill Stuffer
- Email Blast
- Access Station Slides
- Web Tiles Links
- Street Crossing Banner
- Radio Ads
- Community Calendars
- Eco Networks
- City Web Site
- Newsletters
- Libraries
- Posters
- Neighborhood associations





Physical Awards



The group chose to contract with a local artist to develop a unique award from recycled materials.





Awards Ceremony

- Event confirmed on Earth Day at City Hall (April 22, 2010)
- Awards will be distributed during the proclamation portion of council meeting
- Reception will be held at City Hall after presentation of awards





Proposed Appreciation Plan

- Channel 8 interview
- Media Ad Announcements
 - ABJ, Chronicle, Statesman
- Spotlight on Channel Austin and other access stations
- Bill insert announcement
- Unique Trophy
- Web Acknowledgements
- Televised awards ceremony





Online Application System

Do you know a person or group making outstanding contributions toward the protection, conservation and improvement of Austin's environment?

Nominate them or yourself for the City of Austin Environmental Awareness Awards by March 1 at:

www.coolaustin.org/awards

