



**SCOTTSDALE CONVENTION & VISITORS BUREAU  
2009 SCOTTSDALE GREEN BY DESIGN  
AWARDS ENTRY FORM**

1. Award Category Level (select one per entry):

Green

Greener

Greenest

2. Name of Entry:

\_\_\_\_\_

3.

Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax \_\_\_\_\_

Email: \_\_\_\_\_

Address  
\_\_\_\_\_  
\_\_\_\_\_

City, State, Zip  
\_\_\_\_\_

4. Nomination prepared by: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_  
Name to appear on award (company and/or contact name):

**SIGNATURE: (Required)**  
\_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## ***Recognizing Your Efforts to Green Your Business***

The Scottsdale Convention & Visitors Bureau invites you to take The Scottsdale Green Challenge and be recognized for your efforts!

In 2008, the Scottsdale CVB increased its environmental efforts and introduced *Scottsdale ~ Green by Design*, our sustainability program. This program included the Green by Design tool kit for businesses, the introduction of the Green by Design Awards and other programs to help our members become more sustainable.

This year, the Scottsdale CVB is proud to announce the 2<sup>nd</sup> Annual Scottsdale ~ Green by Design Awards, for Arizona businesses who have green practices in place. The awards are intended to recognize businesses that exhibit promising efforts to help create a more sustainable community.

Winners will be announced and awards will be presented at a Scottsdale CVB meeting this fall. Winners will receive:

- Special public recognition by the SCVB commemorating your efforts.
- Recognition on the Scottsdale ~ Green by Design Web site
- Recognition in Scottsdale CVB quarterly e-mails Winter 2009 Quarterly Emails (Resort/Spa, Arts/Culture, Golf) sent to over 100,000 opt-in individuals.
- Recognition in the Scottsdale CVB *Tourism Industry Update* weekly e-newsletter sent to 1,300 Scottsdale-area tourism industry partners
- Recognition in the January "Spotlight on Scottsdale Tourism" section in *The Arizona Republic*

Nominate your business and tell us about the efforts you've made to become more environmentally friendly. Or, you can nominate other local businesses that you think have truly embraced their own green initiatives.

Detailed information regarding award categories, evaluation criteria, submission requirements, eligibility and judging follow. We look forward to reviewing your submissions!

Entries for any category must be an addition to an existing program or a new program introduced between July 1, 2008 and June 30, 2009. Programs created prior to July 1, 2008 will not be considered for an award.

**AWARD CATEGORIES: GREEN, GREENER, GREENEST**

**Award Category #1 / GREEN**

The “Green” category includes the creation of green projects, programs and/or campaigns.

All “Green” entries will be judged relative to the following criteria; please address as many criteria as applicable:

Entrants must demonstrate effort to help preserve the environment or reduce their carbon footprint. This may include, but is not limited to: waste reduction, energy efficiency, water conservation, green meetings, or a green product developed or implemented by your business for operational or consumer purposes.

Note: Individual elements of a program, such as brochures, Web sites and newsletters, also can be entered in the “Green” Category.

**Award Category #2 / GREENER**

The “Greener” category includes the improvement of pre-existing green projects, programs and/or campaigns.

All “Greener” entries will be judged relative to the following criteria; please address as many criteria as applicable:

Entrants must show proof of improvement or enhancements to a pre-existing program that helps preserve the environment or reduce their carbon footprint. This may include, but is not limited to: waste reduction, energy efficiency, water conservation, green meetings, or a green product developed or implemented by your business for operational or consumer purposes.

Note: Individual elements of a program, such as brochures, Web sites and newsletters, also can be entered in the Greener Category.

**Award Category #3 / GREENEST**

The “Greenest” category is limited to businesses that **have both green business practices and offer green products or services.**

All “Greenest” entries will be judged relative to the following criteria; please address as many criteria as applicable:

Entrants must show proof of an internal program that helps preserve the environment. This may include, but is not limited to: waste reduction, energy

efficiency, water conservation, green meetings, or a green product developed or implemented by your business for operational or consumer purposes. Entrants must also show proof of a green product or service offered to customers. Extra consideration will be given to businesses that show how operations affected the community positively (i.e. through education, donation of by-products to underserved agencies, etc.).

## **SUBMISSION REQUIREMENTS**

*All submissions must be provided in an electronic format (Word, PowerPoint, Excel, Videos, PDF or JPG) and must be limited to the following:*

- A complete award entry form for each entry, **including signature**.
- A narrative **Work Plan** description of no more than FOUR pages (standard 8 ½" x 11") of double-spaced, typewritten text is required for each entry; include a description of what makes the nomination innovative or unique and its impact on the organization and/or community. Please address criteria as outlined within each specific award category and include the following information:
  1. Need/Opportunity—Provide the context by describing the need or opportunity that influenced your green initiative. Discuss the impact of the issue on the organization, your customers and/or the community.
  2. Intended Audience(s)—Identify your primary, secondary and tertiary (if any) audiences. Specify the key characteristics (needs, preferences, demographics, etc.) that were taken into account in developing your solution.
  3. Goals and Objectives—Describe what you wanted to accomplish in the big picture sense. How did these align with the needs of the organization?
  4. Solution/Overview—Summarize the project. Tell us why you did what you did. Describe the rationale or creative solution behind your approach. The overview should demonstrate your thinking, imagination and approach to problem-solving. Present the tactics and communication vehicles you used and comment on how the audience responded.
  5. Implementation and Challenges—Describe any limitations or challenges that you faced (budget, time and other resources) in selling and implementing your idea and how you addressed these challenges.
  6. Measurement/Evaluation of Outcomes—What results have been generated by your efforts? What impact have these decisions had on your organization, employees, customers and/or the community?
- **Program marketing materials need to accompany all submissions. Marketing materials are limited to two pieces plus a Web site for each entry. Include items such as:**
  - Brochures
  - Advertising campaigns
  - Web site or URLs
  - Newsletters
  - Videos

*Compiling your submission:*

Submissions should consist of the following:

1. Entry form
2. Work Plan

3. Marketing material samples

***Submission Due Date: 4:00 P.M. (MST), Sept. 1, 2009***

Submissions must be placed on a CD or a Jump Drive and delivered to  
Kelly Tope  
Marketing Coordinator  
Scottsdale Convention & Visitors Bureau  
[ktope@scottsdalecvb.com](mailto:ktope@scottsdalecvb.com)

For questions regarding the submission process, please contact Kelly Tope at  
480-889-2711 or [ktope@scottsdalecvb.com](mailto:ktope@scottsdalecvb.com).