



### Important Dates:

Nominations Close: **Friday, February 20, 2015**

Finalists Announced: **March 27, 2015**

24<sup>th</sup> Annual Emerald Awards: **June 4, 2015 in Edmonton**

More information and the online nominations form at  
[emerald.foundation.ca](http://emerald.foundation.ca)

**Please review this package prior to starting your nomination!**

Please contact us with questions at  
**780-616-1556** or [info@emerald.foundation.ca](mailto:info@emerald.foundation.ca)

## ABOUT THE 24<sup>th</sup> ANNUAL EMERALD AWARDS

**Albertans are both creative and pragmatic in their search to balance the development of our natural resources with the preservation of our environment. The Emerald Awards recognize this leadership and share these stories, setting an example for others to follow.**

The Emerald Awards emerged from the idea to recognize environmental excellence at all levels in our province. The only program of their kind in Canada, the Awards are the flagship program of the Alberta Emerald Foundation, which is an independent, charitable organization.

Founded by McLennan Ross LLP, Deloitte & Touche Chartered Accountants and Alberta Environment in 1991, the Alberta Emerald Foundation has come to be represented by a diverse group of individuals and organizations working to bring together government, private industry, non-government organizations, individuals and youth.

This year, the AEF is pleased to celebrate the 24<sup>th</sup> Annual Emerald Awards, recognizing extraordinary achievements by Albertans in protecting, preserving, enhancing and sustaining the environment.

Each year, once the nominations for the Emerald Awards are received, an independent panel of ten expert judges review these to select finalists and later, award recipients. Nominations are judged based on the following criteria:

**Environmental Benefit & Outcomes:** The demonstrated tangible, positive results that benefit the quality of air, water and land, and protect or enhance biodiversity of flora and fauna.

**Innovation:** Creativity and leadership shown in reaching or exceeding environmental goals.

**Commitment:** The nominee's dedication and effort involved to complete their project.

**Outreach:** The ability of the nominee to communicate their work with the public, inspire others to follow suit and to change attitudes across sectors or industries. Also, the extent of collaboration with other organizations and individuals.

## CATEGORIES:

*Please choose one category that you think fits your nomination best. Judges reserve the right to move nominations from one category to another, where appropriate.*

**Business:** Recognizing large businesses (of 101 employees or more) and small businesses (of up to 100 employees) that demonstrate a significant ongoing commitment to the environment, social responsibility and exceed normal practices or statutory duties.

**Education:** Recognizing classrooms, schools or school boards within the formal education system, formal educational curricula and programs as well as post-secondary programs. The category acknowledges those nominees that have gone beyond the normal practices and shown leadership and creativity in educating students about environmental matters.

**Public Education & Outreach:** Recognizing individuals, organizations and on-the-ground local initiatives within the non-formal education system that demonstrate leadership and creativity in educating the broader public about environmental matters.

**Community Group or Not-For-Profit Association:** Acknowledging environmental achievement by grassroots community groups, volunteer initiatives, not-for-profits and professional associations, this award recognizes particular initiatives that demonstrate the group's commitment to the environment and has produced measurable, positive change.

### **Government Institution:**

**Presented by ATCO Gas & ATCO Electric** Recognizing all levels of government, Crown corporations, public institutions, agencies, boards, etc., that demonstrate an ongoing commitment to the environment and exceed normal practice or statutory duties. This category includes universities, colleges and schools at the facilities or governance level (i.e. facilities enhancements or policy changes).

**Individual Commitment:** Recognizing individuals committed to protecting the environment through personal initiative and/or within and through the organizations in which they work. Characteristics of nominees include: enthusiasm and resourcefulness in educating, inspiring and influencing others locally, provincially and/or more broadly. This category can be about lifetime achievement or something new and innovative with a particular "wow" factor.

**Youth:** Recognizing young people for initiatives that contribute to the future environmental well-being of the province of Alberta. The finalists have taken innovative action and demonstrated commitment to address or substantially mitigate a local, regional or provincial environmental issue. They have also shared the results and lessons learned so that others might be inspired to undertake similar initiatives.

### **Emerald Challenge Award: Water**

**Presented by Encana:** The theme for the 2014 Emerald Challenge Award is **WATER**. This award recognizes excellence and leadership related to activities in water. Any individual, group or business may nominate their work in this category.

### **Shared Footprints Award,**

**Presented by Alberta Real Estate Foundation:** The Shared Footprints Award celebrates excellence in Integrated Land Management. Nominees must meet the standards of the Emerald Awards plus support the principles of ILM.

**Since the first Emerald Awards celebration was held on June 1, 1992,  
over 2200 nominations have been received,  
leading to the recognition of over 500 finalists and 250 recipients!**

## CRITERIA

Nominations are evaluated based upon four criteria, outlined on the first page of this document:

- **Environmental Benefit & Outcomes**
- **Innovation**
- **Commitment**
- **Outreach**

Nominations for the Shared Footprints Award must demonstrate the four Emerald Awards criteria, in addition to support the principles of Integrated Land Management.

## THE NOMINATION

**Nominee Contact Information:** Provide the name and contact information of an appropriate contact person to represent the nomination. Where the nominee is an individual, normally that individual will be the contact; where the nominee is an organization, please provide the name of an individual who can provide clarification or additional information about the project as necessary as well as serve as liaison for event details. There is no penalty for self-nomination.

**Nominator Contact Name:** If you are self-nominating, please check the "Same as Nominee" box and proceed to Nomination Category. If you are nominating someone else, please provide your name and contact information here. You will be the primary contact for the Emerald Foundation for logistical information.

**NOTE: It is the responsibility of the Nominator to keep the Nominee updated when appropriate.**

**Category:** Choose one category that you think fits your nomination best. A complete list of categories and the criteria used to judge them is included in this document as well as on the AEF website. **The Judges reserve the right to move nominations from one award category to another where appropriate.**

**The Nomination:** The online nomination form has been formatted to provide word limits for all long-answer fields.

*Nominate yourself or someone you know!*

*Academy Awards recognize good acting.  
Emerald Awards recognize **great actions***

*~ Dr. Raquel Feroe, AEF Donor and Member*

### Long Answer Questions:

**1. Summary of Activities:** Provide a succinct (**150 words**) description of the nomination. Include the objectives and outcomes of the project or the accomplishments of the Nominee in relation to environmental excellence. This summary may appear on the Alberta Emerald Foundation website and will be used in the 24<sup>th</sup> Annual Emerald Awards Program should your nomination be chosen as a finalist.

**2. Environmental Benefit & Outcomes:** Identify what environmental receptor or element of the environment is benefiting from the project or activity being nominated: air, land, water, flora, fauna, biodiversity, waste reduction etc. Effectiveness in engaging youth. Clearly identify/ describe /explain how this is being accomplished: Reducing the impact on the environment; Protecting preserving, enhancing; Reclamation, restoration; Conservation or preservation (i.e. nature conservancy holding land); Social science (culture) has a role in environmental protection. **How does the nominated project achieve environmental benefit and outcomes? 200 words**

**3. Innovation:** Is the nominee or the project creative or new? Does it use older technology in a new way? Does it provide leadership for others? Is this a research project – will and has it influenced public policy? How does this project differ from business-as-usual? **In what way(s) is the project innovative? 200 words**

## Long Answer Questions Continued:

**4. Commitment:** What were the results achieved? Demonstrate the depth and breadth of involvement by individuals and organizations. # of years project has been active. Demonstrate the extraordinary levels of dedication required to see the project or work of the nominee to completion. Describe the magnitude of impact. Did the project overcome any barriers? How did this contribute to project learning? **How does the nominated project demonstrate commitment? 200 words**

**5. Outreach:** How did/does this nominee influence others? (How were project results shared? Did the project educate target audiences or the public? Lead by example in order to change attitudes in specific industries or sectors?) Collaboration / partnerships with other organizations and individuals (# of people involved, # of partners involved; Extent of cross-sector partnerships i.e. between different industry sectors; or partnering between industry, government, and community; versus partnering within a sector) How the project can stand as a prototype for future projects? **How does the nominated project incorporate sharing? 200 words**

### **6. Shared Footprints Award Only:**

How does the proposed activity demonstrate land stewardship? What Industry Beneficial Management Practices have been incorporated that go beyond regulatory approvals to support conservation and stewardship of the landscape? How were social, environmental, cultural and economic factors integrated into the decision-making process? Describe how the best available knowledge, data, information, science, process and/or models have been used to support the proposed activity, and how will this be used to minimize the present and future footprint. Demonstrate how local stakeholders were engaged in a cooperative process to identify and integrate their knowledge, values and interests into the project or activity? Describe the mechanisms for collecting feedback and learning, and how this is influencing changes in management practices. **Nominations in his category must be observant and consistent with the Emerald Awards Criteria as well, must demonstrate alignment to Land Management principles. (200 words)**

**7. Why is the nominated project Emerald Award worthy? 250 words** This is your chance to explain why you believe the nominated project deserves to receive an Emerald Award. Feel free to use your creativity in your response and highlight anything that you feel may have been missed in the above sections.

**8. Please attach 2 letters of support for the nominated project or testimonials.** This provides an "outside voice" to validate your good work.

**9. OPTIONAL:** One supporting document or a link to a website may be uploaded.

### ☆☆ TIPS TO HELP YOUR NOMINATION: ☆☆

- In order to ensure that the judges can adequately assess your nomination, please provide **thorough** and **specific** information as requested in the instructions.
- If you are nominating an individual or an organization as a whole, please put their name in the Project field. *There is no need to pull out one project if you are nominating a larger body of work.*
- **Eloquence is key!** Each judge reviews every nomination, which means they read through 100 nominations or more. Strive to keep your nomination eloquent and focus on major results of the work. Point form highlights are fine.
- If you are waiting for a letter of support or an attachment, feel free to submit your nomination through the online system without the attachment(s) and then email the document(s) to [info@emerald.foundation.ca](mailto:info@emerald.foundation.ca) once they are ready.
- Thanks to the generous support of our donors and sponsors, there is no charge to submit a nomination for the Emerald Awards.
- You are welcome to submit multiple nominations for different projects/nominees.

### **WE ARE HAPPY TO HELP!**

For more information or if you have any questions, please contact the Alberta Emerald Foundation at **780-616-1556** or [Info@emerald.foundation.ca](mailto:Info@emerald.foundation.ca)

**Please share this information with others who may be interested**