



Green for Life! community award

*Green industry businesses working in community
to promote the joys and benefits of plants and
landscapes*



2021 Award Application



Purpose

To recognize projects or geographical segments within a community, region or municipality that have specific benefit to the public through the development and/or maintenance of green spaces.

The association encourages alliances that promote the benefits of plants and landscapes, while fostering community spirit. Past entrants have been applauded for their commitment to their local communities, environmental legacy and volunteer coordination. In 2013, the St. James Park Revitalization project won the inaugural Green for Life Community Award, most recently followed by the Open Hearth Park Project in Sydney, NS. Since its inception, CNLA has received entries from across the country: British Columbia, Alberta, Ontario, New Brunswick, Nova Scotia and Newfoundland and Labrador.

This award evaluates collaboration, environmental stewardship, innovative design and overall project impact.

Benefits

- ☒ Acknowledgement of the respective community, organizations, parks and school groups and their special projects being recognized
- ☒ Stimulating community energy and interest
- ☒ Promoting excellence in environmental initiatives
- ☒ Recognizing the dedication of valuable volunteers
- ☒ Provincial and national exposure of project entries through promotional materials, media releases and websites



Submission Process

Provincially, a project can be nominated by anyone within the community or by the park, school, organization, or municipality championing the respective project. It is the responsibility of the Provincial Association to determine whether a project is eligible to be entered into the Green for Life Community Award competition.

National projects must be submitted to CNLA by the Provincial Association office adhering to the entry criteria as described in this document. In provinces where a Green for Life Award program exists provincially, only the winning project from that program is eligible to be submitted to the national awards. One national award per year will be handed out, with entries requested from across the country – only one entry per province is permitted for submission.

Judging

The judging panel will consist of industry and business experts, including horticulturists, educators and related business professionals. Judges will use a standard score card based on a defined set of criteria including Community Spirit, Innovative Ideas, Environmental Sustainability and Community Impact. Judging scores will not be released to participants; however, judges' comments may be provided upon request following the National Awards of Landscape Excellence ceremony.





Criteria

Entrants must provide written information (500 words max. per category) and supplementary photos on the following categories:

☒ **Community Spirit**

Demonstrate the involvement from the community on this project that stimulated energy and interest.



☒ **Innovative Ideas**

Demonstrate the creativity in the design/build of this project.



☒ **Environmental Sustainability**

Demonstrate the initiative taken to create an environmentally friendly project with long-term environmental benefits to the community.



☒ **Community Impact**

What are the long-term benefits of the project for the community.

☒ **Entrant Description**

Description of the various partners that should be recognized as participating in the project (i.e. municipal staff, community volunteers, organizations, businesses, etc.)

Winners will receive significant promotions including through press releases and other provincial association communications.

Category winners will also be notified and promoted at the awards ceremony and in CNLA awards communications.

Deadline for Submission / Entry Requirements

All submissions must be received by June 30th, 2021. Late entries will not be considered.

Application forms and all related materials can be submitted via email. The entrant may submit a single hard copy of their application form and related materials for verification purposes; however, it is mandatory that all materials be submitted in electronic format to allow for easy transmission of all entries to the judging panel. Entrants are required to use standard electronic formats such as Microsoft Word, Excel and PowerPoint; as well as Adobe PDF files. Photos may be submitted as PDF, JPG or TIFF files. Video clips can be included as .mpeg files or by providing links to commonly available sites such as YouTube, Vimeo, etc.

Winning Entries / Prizes

The winning entrant of the provincial Green for Life Community Award will be submitted to the national Green for Life Community Award competition. National winners will be announced at the CNLA National Awards of Landscape Excellence ceremony.

The winning national entrant will receive economy airfare for two and two nights accommodation at a selected hotel in the host city. Winners will receive promotion through national press releases, the CNLA Newsbrief publication, CNLA Membership Update and the CNLA website.



Provincial Entry Form

All information must be clearly typed or printed.

Principal Project Organization: _____

Name of Project Contact: _____ Title: _____

Address: _____ City: _____

Province: _____ Postal Code: _____ Website: _____

Phone: () _____ Email: _____

Award Plaque and Promotional Information:

Please indicate the information exactly how it should appear on an award plaque or in presentations, websites, published association promotional material and/or media releases about the awards.

Name of the winning project: _____

Project City: _____ Project Province: _____

Name of Project Organization(s): _____

Photo # to be used for media: _____

Copyright Release of Digital Photos:

I (we) understand that upon submitting this application to (association name) the digital photos become the property of (association name) and the CNLA, should this entry be submitted to the National Awards of Landscape Excellence.

I (we) agree to give (association name), and the CNLA permission to use the digital photos in award recognition or any other promotional activity that (association name), and the CNLA is involved with.

Project Contact's Signature: _____ Date: _____

Submit completed application by June 30th, 2021.