



ANNUAL
INTERNATIONAL
CORE VALUES
AWARDS

2009 Sponsorship Kit



CORE VALUES AWARDS

APPLICATION DEADLINE: JUNE 1

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CORE VALUES AWARDS 2009

IAP2, the international leader in public participation, has developed the "IAP2 Core Values for Public Participation". These core values identify the aspects of public participation that transcend national, language and cultural boundaries. These core values help make better decisions and reflect the interests and concerns of potentially affected people and entities. Each year these prestigious awards attract international applicants.

Core Values for the Practice of Public Participation

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

AWARD WINNERS SAY:

As a local government, we must always remember that the people are the government and that an essential part of our daily work is to vigorously pursue efforts to bring all voices to the table in ways that are meaningful to our community members and that authentically consider all perspectives. And because of this, we could not have received a greater honor than the Core Values Award for Project of the Year in 2006. This award has inspired us to keep doing this challenging and invaluable work within our community, and has been a catalyst for expanding our organization's capacity to sustain our public involvement efforts.

Karen Roney, Community Services Director, City of Longmont, Colorado, USA

Capital Health's focus on public participation is relatively new. Winning the Core Values Award for Project of the Year in 2008 brought needed attention to this work and clearly demonstrated that there was a place for citizens in making decisions and setting priorities in our organization. The Award was also important recognition on an international stage and a step towards our vision of becoming a world-leading health care organization.

Chris Power, President and CEO, Capital Health, Halifax, Nova Scotia, Canada

HOW TO SPONSOR

If you are interested in promoting excellence in public participation, these awards will bring your reputation to ours. As the premier professional body in public participation world-wide, these international awards attract attention across the globe. They guarantee a wide audience in fields such as –planning, engineering, community development, health, science and public policy. If you are interested in being a sponsor, consider how you would like your brand to be associated with ours and consider which of the categories best brings that alignment.

CATEGORIES

INNOVATION USING TECHNOLOGY AWARD \$5,000 (USD)

This is the first time this award will be offered and it is being introduced to encourage and foster those who are using information communication technologies in public participation. If you sponsor this award you will present it to the winner. The winner will receive half of the sponsorship money for future education opportunities. The remainder will be used to seed next year's awards promotion. This award will attract a sponsor who maybe involved in the use of social media marketing, online polling or technologies for participation. You may be in the media, communications or public sector, seeking to support excellence in quality online engagement or specialising in participatory techniques across the generations in a range of mixed media.

ORGANIZATION OF THE YEAR \$5,000 (USD) or PROJECT OF THE YEAR \$5,000 (USD)

Winning these awards is highly valued and demonstrates lifelong commitment and evidence of applying the core values in projects, policies and practices. Winners attract the attention of potential employees, peers and competitors. If you sponsor these awards you will be able to present the award. The sponsorship funds will be reflected in all promotional material pre and post the awards and there will be an opportunity for you and your agency to be recognized during the 2009 17th International Conference. There will only be one sponsor allowed for each of these categories and the sponsorship will be used to support winners to attend the event, promotional material and master class training places for the award winning organization and project staff.

The Project of the Year Award will attract a sponsor who is interested in showcasing excellence in a specified environment with a particular community or set of challenging problems that has led to creative public participation. It

may be a project that was developed to address a series of inter-related high and complex problems or one that was able to reflect, in an exemplary manner the Core Values of IAP2. As a sponsor of this award you will also be rewarding project excellence.

The Organization of the Year Award will attract a sponsor committed to sustainable and consistent high performance. Typically you will be wanting to associate yourself with long-term stayers in the field of public participation – organizations that can demonstrate how they have embedded excellence into the way they do business in public participation and who understand the core values to enhance outcomes for their publics and mitigate risks for investors – whether they are public or private funds.

JUDGES

Each year an international judging panel is formed to assess the applications and this year the Judging Panel will be led by 2008 Project of the Year winner Geoff Wilson from Capital Health Nova Scotia, Canada. He will be joined by a panel from academia, media and practitioners in the field. This year's panel includes:

Dr. Patricia Wilson, University of Texas, Austin USA

Chad Foulkes South Coast Shire, Victoria, Australia

Lynne Gillette, US Institute for Environmental Conflict Resolution, USA

Sandy Heierbacher, National Coalition for Deliberation and Dialogue

Sandra McBrayer, The Children's Initiative, San Diego, USA

Dr. Alice Siu, Center for Deliberative Democracy, Stanford University USA

FOR FURTHER INFORMATION

For a confidential conversation about sponsorship please contact Terry Koch via email tkoch@shaw.ca or alternatively Executive Director, Moira Deslandes moira@iap2.org.

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