



ENVIRONMENTAL COMMUNICATIONS AWARDS

Successfully communicating complex and challenging issues to the public and its stakeholders who need to understand the value, the benefits, and the process of environmental engineering and environmental science projects aimed at benefiting the public health is paramount.

Here are the criteria for judging the Environmental Communications Awards:

- **Innovative** approach to messaging or branding
- **Future value** to the water engineering and/or science profession
- **Creativity and clarity** in portraying and communicating the messages
- **Effectiveness** in delivery and achieving desired outcome
- **Integrated Design Approach** – Narrative and visual elements work together to achieve the communication objectives.

This Award is designed to recognize environmental communication efforts by industrial entities; municipal, state and federal governments; and consulting firms who work to convey the important environmental messages to their constituencies and other interested parties.

Benefits

The public relations value of participation in the **Environmental Communications Awards** program is considerable. There are many ways that your participation investment will be rewarded through Press Announcements, coverage on AAEES's Website, articles in *Environmental Engineer & Scientist*, announcements in Sponsoring Organization media, and more.



OF ENVIRONMENTAL ENGINEERS & SCIENTISTS®

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The experience of entering will boost staff morale. It also provides an effective mechanism for enhancing your relations with other project participants, clients, owners and others you involve in the entering process. All will be pleased that you think enough of the project to enter it in a national competition.

How to Enter

Entry submission forms are available online at <https://www.aaees.org/ecommmcompetition>.

Your entry must include the official entry form.

To upload your project, submit your project online at: <https://www.aaees.org/ecommm-submissionform>.

Submission of your completed entry is due by February 28, 2025.

Is There A Fee to Enter the Competition?

Yes. AAEEES Board Certified Individuals and Members must pay a \$350 entry fee; nonmembers must pay a \$500 entry fee. The fee is waived for AAEEES Patrons and its employees.

Description of Entry

State in 1,000 words or less the challenge(s) that the communication and marketing plan was designed to address; the target audience(s); the marketing and communications goals of the entry; objectives and strategies employed and duration of the campaign; and the documented results, if any. Include sample copies of relevant materials used.

Components employed should include one or more of the following elements:

- Advertorial Supplements
- Brochures
- Direct Mail-Campaign
- Focus Groups
- Joint Effort with Agency or Firm
- Media Kits-Public Relations
- Newsletters
- Presentations-Corporate Communications

- Presentations-Marketing
- PR Campaigns-Public Relations
- Public Surveys
- Public Exhibition
- Radio Broadcast
- Regulatory Exhibition
- Special Events –Public Relations
- Local/Regional Exhibition
- Television Advertising –Public Relations
- Local/Regional Exhibition
- Video-PR/Marketing
- Web site
- Social Networking
- Other_____

The uploaded project must be submitted as a single PDF. Your PDF may be interactive, i.e., contain links to websites, videos, etc.

Judging Criteria

The criteria for judging the Environmental Communications Award:

- Innovative approach to messaging or branding
- Future value to the water engineering and/or science profession
- Creativity and clarity in portraying and communicating the messages
- Effectiveness in delivery and achieving desired outcomes
- Integrated Design Approach - Narrative and visual elements work together to achieve the communication objectives.

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Awards

Honor Awards are awarded to projects achieving a judging score within 90% of the Grand Prize winning project.

Grand Prize is awarded to the highest scoring project in each category.