

## Core Values Award Style Guide

### Introduction:

For the 2009 Core Values Awards, IAP2 is introducing two changes from previous years:

- A new award category, the Innovation Award, will recognize public participation projects that have made extensive use of interactive technologies and Web 2.0 applications to engage the public in decision-making.
- The format for Core Values Award submissions is being standardized in a style guide that will provide more direction to applicants, clarify the presentation format of submissions, allow for the use of a limited number of photos and images in submissions, and enhance the ability of IAP2 to share submissions through the annual *State of the Practice Report*.

### Format

Submissions in all award categories are required to use the following guidelines:

- Submissions will be no more than eight Letter-sized (8 ½ x 11 in) or A4-sized pages (21.6 cm x 27.9 cm).
- All text will be in Arial 11 point font. Section headings will be in boldface.

The **cover page** must include:

- The title
- award category;
- organization name;
- nominee's name;
- contact information;
- 2 participant references; and,
- contact information for 3 publications (newspapers, journals, magazines, etc.) to be notified if your submission is selected

**Page 2** will be the Case Study Summary table using the following format and headings. The purpose of this summary is to provide an executive summary of the award submission. The total word count should not exceed 200-250 words, and it should fit on a single letter-sized page (8 ½" x 11") or A4 (21.5 cm x 27.9 cm) sheet with consistent 1" or 2.5 cm margins on all sides. Below is a template.

<b>Title</b>	
<b>Organizing Group</b>	
<b>Location</b>	
<b>Key Question/Problem</b>	
<b>Sample Methods</b>	
<b>Results</b>	
<b>Impact Level</b>	
<b>Time Frame</b>	
<b>People Engaged</b>	
<b>Web Link</b>	

Following is a sample of the Case Study Summary:

<b>Title</b>	<b>EXAMPLE: Our Shared Vision: Living in Brisbane 2026</b>
<b>Organizing Group</b>	Brisbane City Council
<b>Location</b>	Australia, Brisbane, population 1.77 million
<b>Key Question/Problem</b>	New vision city vision document, citizen input on high level themes and emerging issues identified by the city
<b>Sample Methods</b>	Survey, vision postcards, workshops, discussion forums, blogs, youth drawing activities
<b>Results</b>	A very comprehensive methodology to engage all citizens, with additional effort to engage hard-to- reach populations of youth and migrants; ensured that their vision was embedded in the vision document. Testing of all findings through a further survey provided additional support and guidance to council. Outcomes have been incorporated into the City's Strategic Planning framework in the annual, medium term and long term plans.
<b>Impact Level</b>	Metropolitan city
<b>Time Frame</b>	About 12 months
<b>People Engaged</b>	18,000 plus citizens
<b>Web Link</b>	<a href="http://www.brisbane.qld.gov.au/BCC:BASE:383280837:pc=PC_215">http://www.brisbane.qld.gov.au/BCC:BASE:383280837:pc=PC_215</a>

**Pages 3-7** will comprise the content of the award submission. Each page of the submission must include a header in the upper right hand corner that includes the Organization Name and page number.

**Optional.** An eighth page will be permitted if the applicant wishes to include images or photos to help illustrate an important aspect of their project or organization.

### **Headings and Content**

Submissions must be organized into sections with content under the following the headings:

For the **Project of the Year Award** category, the sections are as follows:

#### **The Problem and Challenge**

Describe the challenge or problem faced.

#### **The Role of Public Participation**

Describe how each of the parties involved viewed the role of public participation.

#### **Public Participation Methods**

Describe the methods used to implement public participation.

#### **Uniqueness of the Project**

Describe what makes this project special. Did public participation significantly improve the decision made? Were innovative participation techniques used? Did it solve a problem that faces the field of public participation? Did it spread the practice of public participation into a new area?

#### **Project Results**

Describe the project's effectiveness or results and explain the role that the public participation process played.

**Alignment with Core Values**

Describe how the IAP2 core values were met.

For the **Organization of the Year Award** category, the sections are as follows:

**Public Participation Challenges and Opportunities**

Describe the mission of the organization and its challenges with regard to internal and external stakeholders or public entities.

**Rationale for Public Participation**

Discuss the rationale or impetus that led the organization to embrace the principles and values of public participation.

**Impact of Public Participation on Decisions**

Give examples of specific ways that public participation has impacted decisions, and leveraged or created opportunities for your organization. Show the connection between the public participation processes and the shape of the decision(s).

**Alignment with Core Values**

Describe how the core values were met.

**Evaluation against Core Values**

Tell how the organization is evaluating how well it is fulfilling the spirit of the IAP2 core values.

For the **Innovation Award** category, the sections are the same as the Project of the Year category. The content of some of the sections must address the use of interactive technologies and web-based applications in engaging the public:

**The Problem and Challenge**

Describe the challenge or problem faced.

**The Role of Public Participation**

Describe how each of the parties involved viewed the role of public participation.

**Public Participation Methods**

Describe the interactive technologies and/or web-based applications that were used to implement public participation.

**Uniqueness of the Project**

Describe what makes this project special. Did public participation significantly improve the decision made? Why were interactive technologies and/or web-based applications used to engage the public? Did the project overall solve a problem that faces the field of public participation? Did it spread the practice of public participation into a new area?

**Project Results**

Describe the effectiveness or results of the project and explain the role that the public participation process played, with emphasis on the interactive technologies and/or web-based applications that were used.

**Alignment with Core Values**

Describe how the IAP2 core values were met.