



WORLD LEISURE ORGANIZATION 2017 INTERNATIONAL INNOVATION PRIZE

1 ABOUT

What is the World Leisure International Innovation Prize?

The 7th edition of the World Leisure International Innovation Prize seeks to recognize organizations that have implemented creative solutions which foster local, national or international leisure opportunities for the benefit and development of individuals and communities.

The originality, creativity, and innovation should be demonstrated related to process (vision, management and communications), resources (financial viability and human such as volunteers), partnerships and community involvement, outputs (program, events and amenities) and outcomes. Innovation may mean a new idea or it may mean finding creative solutions through leisure to existing problems and issues.

Leisure is considered in its broadest sense including culture, tourism, sports and recreation. Including different kind of initiatives related to: policies, management, education, research, children, youth, aging, wellbeing, access and inclusion, diversity, gender, health, events, digital leisure, nature, travel, etc.). In addition, applicants must demonstrate that their project does not exist elsewhere but it could be potentially adapted to other situations.

Previous Winners

Details of previous winning projects can be found on our website here:

<http://worldleisure.org/awards/world-leisure-international-innovation-prize/>



2 AWARDING THE PRIZE

2.1 APPLICATION

The Prize is open to any public, voluntary, or private sector organization.

Application procedure

- Applications can be submitted in either the English language OR the Chinese language.
- All entries must be sent in Adobe PDF format to secretariat@worldleisure.org
- A senior member of the organisation must make the application and include the following details:
 - Name of organisation and full contact details
 - Name of principal contact
 - Title of project
 - A written statement demonstrating how the project meets the six Prize criteria (given below).
 - The written statement (excluding applicant's name and contact details) is limited to 1,500 words. Applications that exceed this limit will not be accepted.
 - No images (videos, pictures, PowerPoint presentations, brochures or any other material) besides the written materials can be submitted.
 - Graphs and data tables illustrating the project are acceptable.
 - The application can include a web address where the Evaluation Committee Members may go to review images or get more information about the project.
 - Applications that are more than 1500 words or include images will not be accepted.
- Once an application is accepted, it will be acknowledged by the WLO Secretariat.
- Applications must be received by WLO Secretariat by **12.00hrs Central European time (CET) 31st August 2017**.
- Winners will be announced in September 2017.
- The 2017 World Leisure International Innovation Prize will be presented in the morning of October 20th, during the opening of 3rd World Leisure Expo, which will be held in Hangzhou, China, from 20th October to 12th November 2017. Please see our website for more details: <http://worldleisure.org/events/expo/world-leisure-expo-hangzhou-china-2017/>
- A condition of being awarded the Innovation Prize is that a representative of the winning organisation must attend the Prize Award Ceremony to personally collect the Prize.



2.2 EVALUATION CRITERIA

The project must have been in operation for two years or more and needs to meet the following criteria:

- 1) **Innovation**
The applicant demonstrates originality and creativity in the project, which must have been operational for more than two years at the time of application.
- 2) **Clear Objectives**
The objectives of the project must be clearly stated and evidence provided that they have been met successfully.
- 3) **Quality**
The project is a quality project demonstrated by independent assessments (where available).
- 4) **Community Involvement**
The project contributes to promoting the social, cultural, economic, and environmental quality of the community.
- 5) **Community Impact**
The project demonstrates how leisure contributes to the quality of life of a community.
- 6) **Sustainability**
Evidence is provided showing that the project is sustainable in the long term.

2.3 EVALUATION COMMITTEE

Applications are judged by an international panel.

Chair	Ian Cooper (United Kingdom)
Committee Members	Garry Henshall (Australia) Huimei Liu (China) Karla Henderson (United States of America) Lijun Zhou (China) Patrick Nanty (Seychelles) Pierre Morin (Canada) Ye Min (China)



3 PRIZE WINNERS

Initiated in 2006 the World Leisure Organization has awarded projects all over the world offering them a unique opportunity to be recognized by a high international level audience, gaining prestigious position and promotion in the leisure field.

The 2017 Innovation Prize winner, furthermore and apart of including the international promotion and recognition, will have the opportunity to present the project to a large international audience, at the World Leisure Expo in the city of Hangzhou, China. The World Leisure Expo previous edition in 2011 gathered over 15 million visitors from China, Asia and the World.

- One representative of the winning organization will be funded to attend the World Leisure Expo to receive their Prize, funding includes:
 - Air and other transport modes travel to the Expo location from their home location
 - Hotel accommodation for the duration of the Award Ceremony period
 - Registration fee
- The winning organization representative also receives the following in the Prize Ceremony during the World Leisure Expo:
 - The “George” trophy, a physical symbol/statue reflecting the unique social, cultural characteristics of the physical, cultural or social geography of the location of the World Leisure Congress where the prize is presented. The “George” is named to recognise the late Dr George Torkildsen (1934–2005, UK) who was the first Prize Committee Chair and past Chair of the World Leisure Board of Directors.
 - A framed certificate
- The winning organization’s representative will be given the opportunity to present and showcase their project to World Leisure Expo delegates as part of the programme. *Details to be confirmed soon.*
- Winning organisations may also use the title “2017 World Leisure International Innovation Prize Winner” and the Innovation Prize logo in their future media information.

Highly Commendable

- World Leisure will recognize and award projects that are judged to be “Highly Commendable” with a certificate.