

**A Celebration of Excellence in Public Participation:**

**2021**

**Core Values Awards**

**Applicant’s Kit**

**Applications Open: February 22, 2021**

**Applications Close: Friday, May 7, 2021**

**IAP2 USA**

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**2021 CORE VALUES AWARDS**

**Overview**



IAP2 USA’s premier Core Values Awards recognize and encourage projects and organizations that are at the forefront of public participation. The Awards were created to promote excellence, quality, and innovation in public participation. Embedding the IAP2 Core Values in organizations and projects that demonstrate leading practice is a key focus for the Awards.

**IAP2 Foundations for the practice of public participation**

The Core Values are one of the foundations of the IAP2 framework for decision-focused, values-based public participation. Public participation is likely to be successful when:

∙ there is clarity about the decision to be made.

∙ appropriate choices have been made regarding the role of the public; and

∙ the Core Values are expressed throughout the process.

The IAP2 Spectrum describes a range of roles for the public in a decision process. Applicants should be able to describe how their work expresses the Core Values and the other IAP2 foundations.

**IAP2 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 CATEGORIES**

#### In 2021, IAP2 USA is offering three Project Category Awards:

##### (from which the winner of Project of the Year will be chosen)

* General Project Award
* Creativity and Innovation Award
* Respect for Diversity, Inclusion and Culture Award

**IAP2 USA is also offering Three National Awards:**

Which will move on to compete internationally at the IAP2 Federation Core Values Awards.

* Project of the Year Award
* Organization of the Year Award
* Research Project of the Year Award

The winners in each category of the Awards will be announced at the Core Values Awards Gala at the virtual 2021 IAP2 North American Conference in September 2021.

Finalists will be notified mid-2021.

The Project, Organization and Research Project of the Year will also have their successful submissions entered into the IAP2 International Awards. The International Awards are to be judged in August and the winners will be announced later that fall.



**American Award Categories**

**Organization of the Year Award Submission Guidelines**

**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 Core Values on the Organization**

Discuss how the Core Values are influencing both operations and organizational culture. Provide examples of specific ways that public participation has impacted decisions, leveraged, or created opportunities for your organization.

Provide evidence of how the Core Values are helping to shape organizational culture. Evidence of a culture of public participation within an organization may include (but are not limited to):

* evidence that public participation is an organizational strategy, a component of organizational mission/mandate, a key business element or deliverable for the organization.
* evidence of how the IAP2 Core Values are embedded into the professional development of the organization.
* the existence of a public participation policy, and the breadth of scope of the policy’s influence on the operations or work of the organization
* evidence of public participation knowledge and/or practice competency of employees, and the existence of internal training programs for staff, volunteers, etc.
* existence of internal frameworks for carrying out public participation work that reflect or are based in IAP2’s Core Values.
* evidence that the public participation activities of the organization are evaluated as part of overall business strategy.

**Evaluation against Core Values**

Provide evidence to demonstrate how the Core Values influence the organization and its public participation approach and practice. Please consider ALL the Core Values.

**American Award Categories (continued)**

**Research Award Submission Guidelines**

**Research Award**

Innovation does not happen by accident. The combination of interesting problems, good questions and a spirit of inquiry are the foundations that help us build new theories and give shape to new ideas; they are the elements that help advance our knowledge and understanding.

Research is critically important to IAP2 and its members if we are to understand and overcome challenges in everyday public participation and build upon P2 theory and practice.

The Research Award acknowledges important contributions to the body of public participation knowledge.

**The Problem and Challenge**

Briefly describe the overall research question or problem, and its alignment with public participation.

**Methodology & Theoretical Frameworks**

Briefly describe the research methods used and how you approached your research question or problem. Also note any theoretical frameworks which underpinned your research.

**Research Results**

Describe the outcomes of the research, in particular your findings. What did you discover? How solid are your findings? What evidence do you have to support your claims?

**Contribution to the Body of Knowledge**

What is your contribution to the body of knowledge in the field of public participation?

**Alignment with Core Values**

Describe how the IAP2 core values are reflected in your methodology and/or your findings.

This might include some or all the following:

* Those who are affected by the decision were involved in the decision-making process.
* The public's contribution influenced the decision.
* The decision was sustainable and recognized and communicated the needs and interests of all participants, including decision makers.
* The involvement of those potentially affected by or interested in the decision was sought out and facilitated.
* Participants provided input into designing how they participated in the decision.
* Information provided to participants supported meaningful participation.
* Participants were informed about how their input affected the decision.



**American Award Categories (continued)**

**Project Category Awards**

**The project should demonstrate a high level of alignment with ALL the IAP2 Core Values and meet the criteria outlined on page 7. Submissions should also consider the category descriptions below and how the project aligns to the chosen category.**

**General Project Award**

This award will be given to the project that best reflects excellence in the tools, techniques and efforts in public participation and demonstrates the use of all the Core Values within a defined project.

**Creativity and Innovation Award**

This award will be given to the project that best demonstrates innovative, creative use of techniques and tools to engage participants effectively and meaningfully in a project. Judges will look for a robust project or process that stands out because it is unique, with a series of innovations that can serve as a model for others. Perhaps the innovation is in the use of social media with a focus on iterative conversations. Or familiar techniques are used in an unexpected manner or with unusual publics. Possibly, techniques have been applied to uncommon problems. Tell your story in an inventive and original manner.

**Respect for Diversity, Inclusion and Culture Award**

This award will be given to the project that best demonstrates one or more of the following:

* Effective engagement of marginalized, vulnerable and “hard to reach” populations.
* A multicultural, linguistically diverse and/or bilingual process that reflect a depth and diversity of participants.
* Size, scope and scale of project that incorporates areas that are remote, rural or vast.
* Culturally appropriate and inclusive processes with Indigenous people and/or communities
* Projects that resulted in positive social outcomes with limited budget and/or resources in such as project.

**NOTE - awards will be won in each of the Project categories. The judges will then review the winners from each category to determine the Project of the Year.**



**Project of the Year Award Submission Guidelines**

**The Problem and Challenge**

Describe the problem and challenge faced and how the question or decision statement for public participation was developed.

**The Role of Public Participation**

Briefly describe the role of public participation in addressing the problem or challenge.

**Public Participation Methods**

Describe the methods used to implement public participation.

**Uniqueness of the Project**

Describe what makes this project special. Some questions to consider in this section include:

* What was the decision statement and how were the public involved in framing the statement?
* In what way(s) did public participation improve the decision?
* How did public participation contribute to the resolution of the problem?
* Describe the innovative participation techniques that were used?
* How did the project advance the practice of public participation?
* What evaluative and monitoring techniques were used throughout the project to provide evidence of public participation?

**Project Results**

Describe the project's effectiveness in achieving results. Provide a brief summary of the project evaluation.

**Organizing Group**

**Alignment with IAP2 Core Values**

Describe how ALL the IAP2 core values are reflected in the project outcomes. Specifically:

* How did the project ensure that those most affected by the decision or problem were involved?
* How was the outcome of the project influenced by the public’s contributions?
* How did the project promote sustainable decisions and ensure that the needs and interests of all participants were communicated?
* How did the project seek out and facilitate the involvement of those most affected?
* How did the project seek input from participants on how they wished to participate?
* How did the information provided to participants support or contribute to meaningful participation?
* How did the communication of the project results ensure that participants knew how their input affected the decision or addressed the problem.



**Style Guide**

## Format:

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

* Entries will be ***no more than seven*** Letter-size (8 ½ in x 11 in) or A4-size pages (21.6 cm x 27.9 cm). If the entry includes photos or images, it may be up to eight pages. Please consider using links.
* All text will be in Arial 11-point font. Section headings will be in boldface.

## Cover:

The **cover page** must include:

* + The title
  + award category.
  + organization name.
  + nominee’s name.
  + contact Information.
  + references.
  + contact information for 3 publications (newspapers, journals, magazines, etc.) to be notified if your entry is selected; and
  + Names of any IAP2 members involved in the project, organization, or research team.

**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-size 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.

|  |  |
| --- | --- |
| **Title** |  |
| **Organizing Group** |  |
| **Location** |  |
| **Key Question/Problem** |  |
| **Sample Methods** |  |
| **Results** |  |
| **Impact Level** |  |
| **Time Frame** |  |
| **People Engaged** |  |
| **Web Link** |  |

The following is a sample of the Case Study Summary:

|  |  |
| --- | --- |
| **Title** | **EXAMPLE: Citizens’ Initiative Review (CIR)** |
| **Organizing Group** | Healthy Democracy |
| **Location** | Oregon (events in Portland and Salem drawing participants statewide) |
| **Key Question/Problem** | How can we strengthen ballot measures as a tool for public participation in government by giving voters the unbiased information they need to make informed decisions? |
| **Sample Methods** | Invitations were sent to 10,000 randomly selected registered voters. Panelists were selected from those who agreed to participate and were chosen to match the state’s demographics (age, gender, ethnicity, geographic location, educational attainment, voter participation, party affiliation). Twenty-four panelists participated in each of two reviews in 2012. |
| **Results** | Healthy Democracy brought together two groups of randomly selected, demographically balanced citizens to study ballot measures in advance of the 2012 general election. The citizen panels heard from activists in favor and against the measures, called upon neutral policy experts, and deliberated with the help of trained facilitators. Each group wrote a “Citizens’ Statement” summarizing facts about the ballot measure in question and arguments for and against the measure. Results were published in the statewide voters’ guide. |
| **Impact Level** | Results were read by voters around the state in the statewide voters’ guide and impacted significant governance decisions decided by ballot measure. |
| **Time Frame** | July-November 2012 |
| **People Engaged** | Forty-eight panelists directly engaged. Independent research found that over half of all Oregonians read a Citizens’ Initiative Review Statement in the statewide voters’ guide, and two-thirds – over 627,000 Oregonians — found it useful when voting |
| **Web Link** | [www.healthydemocracy.org](http://www.healthydemocracy.org) |

**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 Page 8** An eighth page is permitted if the applicant wishes to include images or photos to help illustrate an important aspect of their submission.

## Headings and Content

Submissions must be organized in sections with the same headings used in each of the award guidelines. See the award guidelines for specific headings to use in your submission.

## Please Note

The style guidelines have been put in place to assist with the award application process, enhance fairness, judging, and publication in the *Core Values Awards Showcase*. The judging panel will favor submissions that conform to the style guide specifications.

For examples of properly formatted award submissions, please refer to [2020 US Core Value Award winners](https://iap2usa.org/2020cva). Note if you scroll down to the bottom of the [Core Values Awards webpage](http://iap2usa.org/cva) you can link to award applications from 2014 and view award winners from previous years.

While not a requirement for submission, applicants are welcome to provide a 3-minute video to supplement their application that includes members of the public, stakeholders, project staff identifying how IAP2 core values were reflected in the project and/or footage of public participation in practice in the project, research or organization.  Once submitted these videos will remain the property of IAP2 and will be included in a bank of resources for IAP2 members around the world to access thereby furthering the practice and sharing experience in the field.

As always, we are happy to accept entries of the same project in multiple award categories. We do require you to make separate submissions for each category you wish to enter, and that each entry clearly addresses the requirements of the category as outlined in the style guide.

**Prizes**

**All winners will receive:**

* Framed Certificate and/or Award
* Projects will also be turned into case studies and showcased on the IAP2 USA and/or International websites.

Winners of the 2021 IAP2 American Core Values Awards will be encouraged to share their learning stories and experiences through several means with the IAP2 USA community throughout 2021-2022. Exact details will be determined with the winners, but may include:

* Presenting at events.
* Presenting a webinar.
* Providing resources for the IAP2 USA website.
* Writing about their project or organization or research.

The three major Award winners will also have their successful submissions entered into the IAP2 International Awards. The International Awards are to be judged in Fall of 2021.

The national awards will be announced at the virtual IAP2 North American Conference in September at the Core Values Awards event and the international award winners will be announced in the fall.

**Judging Panel**

A panel of diverse public participation professionals will be appointed by the IAP2 USA Board to judge the applications.

**Judging Process**

Judges will be required to measure submissions against the 7 Core Values AND the criteria.

Judges will be required to provide their numerical score along with an explanation for their choice of score to ensure transparency. Submissions must receive a minimum average score of “good” (4/5) in order to be included in the “state of the practice” report of submissions. A minimum of 4 (good) must also be achieved to be considered for a Project of the Year award.

**Rating Scale**

5 = this project effectively demonstrates the highest level of achievement for this value

4 = this value is fully incorporated into this project’s scope and implementation

3 = this value is incorporated into this project’s scope at a basic level

2 = this value is demonstrated but inconsistently incorporated into this project

1 = this value is demonstrated to little or no extent by this project

Judges will provide an explanation of their choice of score to ensure transparency.

Judges will select a shortlist of entries for dialogue and deliberation with the other judges.

Judges will decide on project category finalists and winners.

Judges will decide the overall winners of the Project of the Year, Organization of the Year, and the Research Award.

***Note: The Judges reserve the right to decline giving an award in any category if they believe there are no exceptional applicants each year. The Judges reserve the right to change or move a project submission to an alternate category. The Judges may identify runner-up or honorable mention for each award category.***

**Key Dates**

**Applications open: February 22, 2021**

**Applications close: May 7, 2021.**

**Finalists for each category will be notified in mid-2021.**

**All award winners will be announced at the Core Values Awards event at the virtual IAP2 North American Conference in September 2021.**

**How to Enter the 2021 Core Values**

**Awards**

**Submissions supporting applications for all award categories must be:**

* **No more than 8 pages – please do not forget to include some pictures or examples of materials used.**
* **To foster creativity and diversity, consideration should be given to including a “creative or interactive” element to the submission. For example, applicants could include a link to a photo diary, oral account, or a link to a video as part of their submission.**
* **Font size 11 Arial**
* **Up to 5MB in size (submissions greater than this will not be received)**

**Entries must also be accompanied by:**

* Application Cover Sheet (page 15 of this Kit)
* Consent to Reproduce Material Form (page 16 of this Kit),
* Checklist (page 17 of this Kit).

**Entries via email to:**

[**gail@iap2usa.org**](mailto:gail@iap2usa.org)– **Subject Heading – Core Value Awards Application**

**DEADLINE:**

**May 7, 2021**

***Entries received after this date will not be included in the judging process.***

***Note: All entrants will receive a confirmation email to acknowledge receipt of their submission. If you do not receive this email within 24 hours, please contact*** [***gail@iap2usa.org***](mailto:gail@iap2usa.org)

**Application Fee**

A registration fee of $100 is required for each application. The fee is in place to cover the costs of program administration. However, please let us know if this is a problem because we do not want it to be a deterrent to applying.

You can pay online through the IAP2 USA PayPal system by registering for the [2021 Core Values Awards](https://iap2usa.org/event-4175382) listed in the IAP2 USA Events Calendar.

Or send a check:

IAP2 USA

13396 Kearney St.

Thornton, CO 80602

(Please send a cover letter with check noting: CVA and applicant name and email address)

**Questions**

Please refer any questions to [gail@iap2usa.org](mailto:gail@iap2usa.org) – subject heading – Core Values Awards.

**2021 CORE VALUES AWARDS**

**Application Cover Sheet**

*Please attach completed form to each entry*

|  |  |
| --- | --- |
| Name of Submission |  |
| Sponsoring Organization |  |
| Contact Person |  |
| Name of Relevant Manager |  |
| E-Mail Address and Phone Number |  |
| Award Category:  National Awards and Project Awards  Please highlight which one you are applying for. Each category requires a separate submission. | Organization of the Year Award  Research Award  Project Categories:  General Project Award  Creativity and Innovation Award  Respect for Diversity, Inclusion and Culture Award |

**2021 CORE VALUES AWARDS**

**Consent to reproduce material.**

*Please attach completed form to each entry*

I, the undersigned, do hereby authorize IAP2 USA to use the material provided by

*(insert name of contact person):*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

on behalf of *(insert name of organization or individual):*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

and I/We agree that IAP2 USA may use or permit other persons to use the material provided in such a manner as may be deemed appropriate. This may include, but is not limited to, newsletters, websites, marketing materials, educational information, brochures, and media releases.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2021 CORE VALUES AWARDS**

**Application Checklist**

*Please attach completed form to each entry*

ORGANIZATION NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PHONE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EMAIL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| ITEM | COMMENTS | PLEASE CHECK |
| Application addresses the criteria for each category |  |  |
| A brief summary of the application for posting on the IAP2 website(s) and promotional use. |  |  |
| Application Cover Sheet |  |  |
| Consent Form to Reproduce Material |  |  |
| Application is no longer than 8 typed pages in length |  |  |
| Application is under 5MB in size. |  |  |
| Additional creative/interactive materials |  |  |
| Application Fee |  |  |

**2021 CORE VALUES AWARDS**

**Tips and Tools**

Drafting an award submission takes time and thought. But entering the IAP2 USA Core Values Awards (CVA) program is a great way to showcase your organization and share your achievements with others in this rapidly growing industry. It is a great way to receive recognition for hard work while also providing a valuable resource for colleagues in the industry.

IAP2 USA’s premier Core Values Awards recognize and encourage projects and organizations that are at the forefront of public participation. The awards were created to encourage excellence, quality, and innovation in public participation. Embedding the IAP2 Core Values in organizations and projects that demonstrate leading practice is a key focus for the awards.

While winning is the goal of all entrants, the submission process can be an invaluable opportunity for your organization and team. By carefully answering each question in your chosen category you have an opportunity to gain a deeper insight into your activities, achievements, and values.

**Compliance**

First and foremost, make sure your awards submission is compliant. If you are unsure about your interpretation of the specifications, rules or requirements email IAP2 USA and ask for clarification.

* Do not make assumptions in answering the questions.
* Answer ALL the questions on the award application, as each question is scored against the criteria.
* Proofread your submission.
* Stick to the page limit and font size. Only the 7-8-page submission will be made available to the judging panel in keeping with guidelines. Submissions over the page limit do not get passed on to the judges.

**Content**

* Your answers should be succinct, well phrased and provide the most important information in relation to IAP2’s Core Values.
* Make sure you read every question carefully and understand how it should be answered before you start writing.
* Do not be afraid to tell the truth. A failure in a project that is incorporated in the learning curve towards a successful outcome is valuable information to share.
* Each CVA Category has a criteria and description. This is a clear indication that your response needs to show how your project or organization meets that criteria. The entries that receive stronger scoring clearly answer the selection criteria.
* If any of the evaluation criteria are quantifiable, make sure you report the success of your activity against hard metrics.
* The best submissions present details rather than broad statements such as ‘The results exceeded all expectations’.

**References**

* References are checked for every award finalist.

**WOW Factor**

* Make your submission stand out. The judges will be analyzing many submissions. You want to make your submission stand out to keep them engaged. Write it in a voice that is engaging and compelling.

**Timing**

* Ensure you have allocated enough time to complete all the questions.
* If you are unsure how long the application will take, have a quick look through the questions so you can determine how long it will take you to write the answers. This will also give you a good indication of what type of information you will need to complete the submission.

**Submitting your application**

* Submissions must be received no later than the due date and time. Late submissions will not be accepted.
* Confirm your submission has been received. All submissions will be sent a confirmation email. If you do not receive one take the initiative and follow it up.
* Ensure your submission is not too large – must be fewer than 5MB.