

Scottish Biodiversity Week Communications Awards 2009

This year, for the first time, we will be awarding prizes to those organisers who are judged to have held the best Scottish Biodiversity Week events.

- Did you hold an outstanding event during Biodiversity Week?
- Did your event communicate the importance of biodiversity to the public in an innovative and enjoyable way?
- Did you make particular use of the [Biodiversity Communications Toolkit](#) produced by Scottish Natural Heritage to help organisations communicate with the public on biodiversity?
- Does your team deserve special recognition?

If you answered yes then you should enter the Scottish Biodiversity Week Awards 2009.

There will be eight categories:

- **Best Team**
- **Best Event Co-ordinator**
- **Most Innovative Event**
- **Best event for making the link with health, wellbeing and feeling connected with nature**
- **Best event for facilitating social inclusion**
- **Best Urban Event**
- **Best Marine Event**
- **Best Rural Event**

The events which win in these categories will then be considered for the best overall event for 2009. The winning team will exemplify the best in communications work on biodiversity.

Entry into this year's Scottish Biodiversity Week Events Awards could not be easier or more rewarding!

Fill out the entry form available to download on this site
Write between 500 and 1000 words for each category you wish to enter
Collect relevant supporting material including high resolution photographs on disc
Submit the entry, by 31st July 2009

Then send your entry to Scottish Biodiversity Week Events Awards, Biodiversity Implementation Team, c/o Scottish Natural Heritage, Silvan House, 231 Corstorphine Road, Edinburgh. EH12 7AT.

For more information please contact Morag Elliot on 01463 725 5325 or email bit@snh.gov.uk

All entries must be received by 31st July 2009.

Award Categories

There are 8 different categories and the overall Scottish Biodiversity Week Event of the Year Award. Please include relevant supporting material as well as high-resolution photographs on disc.

Best Team

A team is the sum of many parts. Is your team something special to be singled out for praise? Do you have that blend which makes individuals into a cohesive supportive and productive group? Allow your staff the recognition they deserve for being the best at what they do.

Best Event Co-ordinator

Is your event co-ordinator somebody who has vision, excellent organisational skills and a get up and go kind of style? Does she create a supportive, encouraging and positive environment for the team? Does she allow creative vision to flourish in the team? We are looking for visionary leaders.

Best Innovative Event

Scottish Biodiversity Week is one mechanism through which professionals working in the Nature Conservation field can reach out to Scotland's people and communicate the value of Scotland's biodiversity to them. Did your event use the Arts to communicate on nature and wildlife? Are you a groundbreaker, creating trends instead of following them? Have you created something truly unique, which is the envy of all those who hear about it? Have you thought outside the box? We seek truly creative thinkers.

Best event for making the link with health, wellbeing and feeling connected with nature.

Did you organise an event that opened people's eyes to the regenerative and restorative power of experiencing nature? Did you forge links with health service providers and deliver your event in partnership with them? Did you explain how food, diet and therefore health are dependent on biodiversity? Did you hold an inspired event to explain how fit and active lifestyles can be attained through outdoor activities? We are looking for people who can see the connections and want to share these with Scotland's people for their benefit.

Best event for encouraging social inclusion.

Scotland is a multicultural society that has within it all scales of socio-economic prosperity. It is important that biodiversity communicators reach out to all sections of society. So have you organised an event that was specially designed to be accessible by people with limited mobility/sensory ability as well as others? Did you publicise your event in a way that made it accessible for those with lower incomes, or those who are from marginalised communities? We are looking for events that encouraged social inclusivity.

Best Urban Event

Did you hold an event in your town or city that generated excitement? Did your event highlight a green place of your urban area and present it in a fresh light? Did you succeed in inspiring local people to become involved with an event at which they looked after a special place?

80% of Scotland's population lives in urban areas so working with people in towns and cities is key to raising awareness about biodiversity. Urban areas are where we need to encourage participation, a sense of ownership and pride.

Best Marine Event

How well did you make use of Scotland's rich marine environments to promote your event? Did you turn the sea into a place of rich discovery, wonder and learning? Did you use modern day technologies to allow people to explore the hidden treasures of the sea? Or did you use traditional methods such as rock pooling? We want to hear how you invited people to learn about this hidden world.

Best Rural Event

Do you have a uniquely positive relationship with an estate owner or a farmer? Did you organise an event that allowed the public to experience the wildlife and habitats that are part of the rural landscape? Did your event generate understanding and appreciation of the role of land managers in maintaining Scotland's natural heritage? Did your event result in the public's enjoyment of the rural landscape being communicated to land managers? We are looking for events that work to restore lost connections between rural and urban streams of society.

We reserve the right to not select a winner in any or all categories if the events entered are judged not to meet the characteristics for which we are looking

Entry Process

To enter, simply fill in the entry form below and follow the guidelines for each category. You may enter as many or as few categories as you like – the only condition for entry is that you should be able to demonstrate that you publicised your event as part of Scottish Biodiversity Week 2009.

Please complete the Contact Details section and any sections relating to Award Categories you are applying for. In the **Supporting Statements Section**, explain why your event or the individual/team deserves to win using between 500 and 1000 words.

Ensure that you include any material that you would like to support your claims, such as photographs, event attendee testimonials, PR or marketing material. The more you include, the better a decision the judges will be able to make.

Judging Panel

An independent panel of judges including will select the winners. The panel will select one of its number as Chair.

The judging panel will study all entries and compile a shortlist for each category and the Scottish Biodiversity Week Event of the Year award.

Prizes

The overall winner would receive a prize equal to the amount of £1,000 for members of their team to receive media training in relation to biodiversity work.

Winners of the eight subcategories would receive a plaque in recognition of their success.

Background

Scottish Biodiversity Week is an annual event run in May by the Scottish Biodiversity Forum and centrally promoted by SNH. Its aims are to:

- Stimulate interest about nature and wildlife through a range of enjoyable events;
- Promote public understanding of biodiversity; and
- Encourage people to take an interest in helping to conserve biodiversity.

Context for Communication Awards

Promoting Biodiversity Week and the use of the Scottish Natural Heritage (SNH) Communications Toolkit (prepared on behalf of the Scottish Biodiversity Forum) are actions in the Scottish Biodiversity Strategy, which is a high priority within SNH's Corporate Plan Theme, 'Caring for Nature'. Encouraging participation in Biodiversity Week events and celebrating the diversity and distinctiveness of Scotland's landscape and wildlife this competition contribute to the Health and Wellbeing Theme.

In a letter to the Scottish Biodiversity Committee on 27 November 2008, the then Environment Minister, Michael Russell, challenged SNH and others to "engage local communities both to increase understanding and awareness and also to demonstrate the relevance of biodiversity issues in all our lives." The award and prizes will directly contribute towards this aim.

Zeshan Akhter
Biodiversity Implementation Team