



International
Water Association

IWA-Marketing and
Communications Award
2010



Montreal
20-23 September 2010

IWA-Marketing and Communications Award 2010

Montreal, 20-23, September 2010



Overall Winner 2008, Rand Water

This competition is arranged by the IWA Marketing and Communications Group. The purpose of the award scheme is twofold:

1. Enhance an integrated and sustainable view on Water as the Essential Good
2. Heighten the awareness among water utilities world wide of the increasing importance of establishing professional and effective communications with users of water and water services.

The entries to the competition should reflect any aspect concerned with the provision of water and wastewater services – the Essential Services.

Entries should be presented on a poster no larger than 70 x 100 cm. It could be submitted in hard copy or on a CD.

The entries must have been published in **2008** or later.

One first prize and two highly commended will be presented in each of the five categories.

There will be one Overall Winner.

The winners will be presented during the IWA Congress in Montreal.

The categories

Best popular presentation of water science –

a popular, pedagogical presentation of science in the form of a report, a newspaper or magazine article, a video, a web site etc.

Best promoted water protection activity or programme –

a pedagogical, communicative presentation in the form of a report, a newspaper or magazine article, a video, a web site etc.

School information programme –

enhancing water awareness among young people up to the age of 15.

Customer services activities.

enhancing information and water awareness among utility customers and consumers

Best water professionals recruiting programme

programmes and presentations that highlight professions in the water business as a future option for young people

Judging criteria

The entries will be judged on the following three criteria:

- Creativity and clarity of the message
- Creative use of design and photography in portraying and communicating the messages
- The measured, successful result of the activity in question

Judging process

1. Preliminary selection

All entries received by **29 May 2010** will be reviewed by the IWA Awards Committee. One winner and two highly commended will be chosen for each of the categories.

2. Category winners

All the category winners will be notified of their pre-selection by **19 July 2010**. The names of all winners will be published in the IWA magazine, Water 21.

3. Final judging

Selection of the overall winner, from the category winners, will take place in Vienna before the opening of the Congress.

4. The IWA Trophies

The Overall Winner will receive the IWA Trophies during the Congress.

5. Public display

The winning entries will be on display throughout the Congress for the benefit of delegates and visitors. The display will be organised by the IWA Awards Committee in co-operation with the category winners.

6. Highly commended entries

Certificates will be sent to the participants awarded "Highly Commended" status.

7. Judges' decision

The decision of the judges is final and no correspondence will be entered into at any time. The IWA Marketing and Communications Group regret that entries submitted will not be returned.

Closing date

Entries must have arrived no later than **29 May 2010** to be considered for judging in the competition. Each entry must be accompanied by a completed entry form.

Mailing address

Entries should be submitted to:

Vienna Waterworks, Katherine Wagner, Grabnergasse 4-6, A-1060 Vienna/Austria

For enquiries please contact:

Walter Kling, Chair, Phone +43 1 599 59-31002,

Katherine Wagner, IWA PR-Award Secretariat, Phone +43 1 599 59-31070

Fax +43 1 599 59-7311, E-mail: office@iawd.at, katherine.wagner@wien.gv.at



Awards Dinner, Palais Ferstel (Austria)



Best water professionals recruiting programme, OVGW (Austria)



Best popular presentation of water science, WaterReuse Association (USA)



School information programme, Rand Water (South Africa)



Best promoted water protection activity or programme, Queensland Water Commission (Australia)



Customer services activities, Linz AG Wasser (Austria)



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