

# THE WORLD LEISURE INTERNATIONAL INNOVATION PRIZE

## What is the WL Prize?

The WL Prize will be presented at the World Leisure Congress to be held in Quebec City, Canada in October 2008 during the awards ceremony. Winning applicants will be chosen who will receive special recognition and a physical symbol at the ceremony. (The symbol given is affectionately known a "George" award in honor of George Torkildson who was the first panel chair until his untimely death.) A representative from each winning organization will have their travel, accommodation expenses and delegate fee paid to the Congress. A "highly commendable" certificate may be given to other projects but they will not be compensated to attend the Congress. WL Prize winners will be notified by July 1, 2008.

## What is meant by Innovation?

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. Further, the project should be "inspirational" or demonstrate a "feel good" factor. Innovation may mean a new idea or it may mean finding creative solutions through leisure to existing problems and issues. Innovations must demonstrate more than a quality program. In addition, applicants must demonstrate that their project does not exist elsewhere but it could be potentially adapted to other situations.

Please send any inquiries to  
[leisureprize@worldleisure.org](mailto:leisureprize@worldleisure.org)

## What is the application procedure?

Applications can be submitted in only two languages: Chinese or English. All entries must be sent in electronic formats to [leisureprize@worldleisure.org](mailto:leisureprize@worldleisure.org). Applications are limited to 1500 words. No images (videos, pictures, power points, brochures or any other material) besides the written materials can be submitted. The application, however, can include a web address where panel members may go to review images or get more information. Applications that are more than 1500 words or include images will be returned to the applicant without review. Once an application is submitted, it will be acknowledged by the administrative assistant.

## What should be included in the application?

The submission file should include the following from a senior representative of the organization:

- Name of organization & full contact details
- Name of principal contact or representative
- Title of project
- A written statement of not more than 1500 words that addresses the 6 criteria for selection listed below.

## Applications will be evaluated on:

1. Innovation
2. Description of the objectives of the project AND clear evidence that the project has been successful
3. Quality
4. Community Involvement
5. Impact on participants
6. Demonstration of sustainability

All applications must be received by  
April 1, 2008 at 12:00 GMT

## Who can apply?

The WL Prize is open to any organization (public, voluntary, or private) that completes the application process and meets the following criteria for their project:

- The project has been in operation for two years or more
- The applicant demonstrates originality and creativity in the project
- The objectives of the project are clearly stated with evidence that they have been met
- The project is of high quality
- The project contributes to promoting the social, cultural, economic, and/or environmental quality of the community
- The project demonstrates how leisure contributes to the quality of life of citizens and visitors (if appropriate)
- Evidence is described for the long term sustainability of the project

## What makes the WL Prize unique?

The major component that differs the Innovation Prize from the myriad of awards given (especially for tourism projects) is that this Prize focuses on the social and cultural aspects of leisure as an aspect of the lived experience for individuals in a community and for visitors to the community. This Prize represents the use of leisure as a creative solution to enhancing collectively the social, cultural, environmental, and economic quality of life in an area.

Please visit our website at  
[www.worldleisure.org](http://www.worldleisure.org)

## ABOUT THE WL PRIZE

The World Leisure Innovation Prize (referred to as the WL Prize) seeks to recognize organizations that have implemented creative solutions that foster local, national, or international leisure opportunities for the benefit and development of individuals and communities. Leisure is considered in its broadest sense including play, recreation, the arts and culture, sports, festivals and celebrations, health and fitness, or travel and tourism. It encompasses indoor or outdoor programs, services, and amenities. The first WL Prize was given in 2006 at the World Leisure biennial Congress in Hangzhou, China.

### 2006 COMMITTEE & RECIPIENTS



*Back: Ian Cooper (UK), Patrick Nanty (Seychelles), Pierre Morin (Canada), Henny Oldenhove (Australia); Front: Karla Henderson (United States) Chair, Gaohai Zhang (China), Narelle Mackaway (Australia), Lindsey Keith (New Zealand), and Gary Debney (Canada)*

### WORLD LEISURE INNOVATION PRIZE

203 Wellness/Recreation Center  
University of Northern Iowa  
Cedar Falls, Iowa 50614-0241  
USA

(319) 273-6279

[leisureprize@worldleisure.org](mailto:leisureprize@worldleisure.org)

[www.worldleisure.org](http://www.worldleisure.org)

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PRESENTED BY:



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