

# THE WORLD LEISURE INTERNATIONAL INNOVATION PRIZE

## What is the WLO Prize?

The World Leisure International Innovation Prize (referred to as the WLO Prize) will be presented at the Awards Ceremony during the World Leisure Congress to be held in ChunCheon, Korea in August 2010. Winning applicants will receive a "George" trophy and a framed certificate at the Ceremony. The "George" is named in honor of Dr. George Torkildsen (1934 – 2005) who was the first Prize Committee Chair and past WLO Board Chair.

The World Leisure Organization (WLO) will pay for one representative from each winning organization to attend the 2010 World Leisure Congress by funding their travel, accommodation expenses and delegate fee. A "highly commendable" certificate may be given to other projects but they will not be compensated to attend the Congress. WLO Prize winners will be notified by June 1, 2010.

## 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.

## 2010 Key Innovation Criteria

In the current economic climate the Prize Committee will give greater consideration to projects that:

- have demonstrated responsiveness to major changes in their economic environment
- are low budget projects which can be developed or replicated elsewhere.

## 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 and 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 (*Note the 2010 Key Innovation Criteria described above*)
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

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

## Who can apply?

The WLO 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 WLO Prize unique?

The major component that differentiates the Innovation Prize from the myriad of other awards (especially for tourism projects) is that it 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)

Submission deadline is **March 31, 2010, 18:00** US Central Daylight Time

## ABOUT THE WLO PRIZE

The WLO 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.

### Prize Committee

Applications are judged by an international panel of experts

Chair: Ian Cooper (United Kingdom).

Committee Members:

Karla Henderson (United States of America)

Fu Lei (China)

Pierre Morin (Canada)

Patrick Nanty (Seychelles)

Henny Oldenhove (Australia)

Pang Xue Quan (China)

The first WLO Prizes were awarded at the 2006 World Leisure Congress in Hangzhou, China.

## 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)

## WLO PRIZE TIMELINE

September 1, 2009

Application and full assessment  
criteria available on WLO website

**March 31, 2010 (extended)**, 18:00 US CDT

Application deadline

June 1, 2010 (revised)

Prize winners announced

August 28 - September 3, 2010

Winners presented awards at the  
Awards Ceremony during 2010  
World Leisure Congress in  
ChunCheon, Korea

### 2008 RECIPIENTS



### 2006 COMMITTEE & RECIPIENTS



# WORLD LEISURE INTERNATIONAL INNOVATION PRIZE

PRESENTED BY:



北京同和时代旅游规划设计院

Beijing Tonghe Times Tourism Research & Planning Institute

