



# WL COMMUNITIES OF EXCELLENCE

OPEN CALL FOR APPLICATIONS

## WORLD LEISURE COMMUNITY OF EXCELLENCE CALL FOR APPLICATIONS

### ABOUT

The designation *World Leisure Community of Excellence* is bestowed by the World Leisure Organization (WLO) upon communities that have successfully used Leisure in its widest forms to reinvent themselves and to improve the economic, social and cultural lives of their citizens, and that have made substantive contributions consistent with advancing the **mission** of WLO. In so doing, WLO brings global attention to the excellence those communities have achieved through working together as citizens to promote leisure as a means to enhance the human condition.

### APPLICATION RECIPIENTS

Recipients can be communities of any size that have undertaken broad-based citizen involvement to promote leisure as integral to the social, cultural, economic, and sustainable environmental development of the community. Designation as a *World Leisure Community of Excellence* can be bestowed upon a neighborhood, village, town, city, state or region whose citizens have worked together as a community.

Applications are sought from broad-based citizen coalitions that may include practicing professionals, academicians and researchers, policy makers and officials, community lay leaders, students, and other interested individuals who have undertaken an innovative and effective program that has enhanced the well-being of targeted members of their community.

Although not an exhaustive list, examples of effective policies and programs include successful efforts to:

- Create policies, implement programs, or develop facilities that ensure access for persons with a disability (e.g. physical, mental, or communication, as well as those disadvantaged due to sex, age, race, religion, ethnicity, sexual orientation, marital status, and the like) to take advantage of the full range of leisure services available in the community.
- Focus advocacy activities on creating and disseminating policy statements, model legislative acts, educational materials, or consultative services that advance leisure as a human right in order to enhance the quality of life for all persons.
- Establish development goals through broad-based community engagement aimed at creating policies, projects, programs, or initiatives for sustainable development.

- Establish partnerships among key intergovernmental bodies, affiliated professional organizations, and leisure associations that advance leisure as a means to enhance the human condition.
- Pilot cultural life-long learning programs for older adults.
- Target community health efforts that promote child and family well-being through leisure.
- Improve public transportation to enable all citizens' to have ready and convenient access to key services and leisure facilities.
- Create/improve natural environments that support young people's learning, activity, or health.
- Expand the use of technology (e.g., social media, assistive technologies, computer-based instruction, communications, event marketing) to promote leisure and improve access to leisure activities for all citizens.
- Create effective informational products and services that have promoted leisure to targeted audiences and expanded knowledge of and access to the full range of leisure resources in the community.

Once selected, the World Leisure Organization promotes the *World Leisure Community of Excellence* as exemplifying the best in leisure policies and programs and advocates for their wider implementation. The roster of *World Leisure Communities of Excellence* is expected to serve as a platform for sharing these best practices as well as to serve as a source of inspiration to communities interested in promoting leisure as a human right for all its citizens. Learning more about effective leisure practices with proven success across a variety of activities in different geographical regions will help concerned parties to develop their own projects to promote leisure as a means to enhance the human condition.

Through designation as a *World Leisure of Community Excellence*, a community can expect to:

- Gain global recognition for its innovative use of leisure practices to strengthen economic, social, cultural, and environmental development
- Showcase its achievements at the international level
- Join an international network of leisure communities interested in sharing their innovative and revitalizing programs and strategies
- Attract tourism and investment
- Build a global reputation as a leading community in the leisure field

The *World Leisure of Community Excellence* designation is **valid for a three-years period**. Continued use of the designation will be subject to a review.

The designed communities will be given the opportunity to join the *World Leisure of Community Excellence Network* (annual fee required). This network aims to strengthen cooperation with and among communities that have successfully used leisure in its widest forms to reinvent themselves and to improve the economic, social and cultural lives of their citizens. By joining the Network, communities will strengthen international cooperation, broaden their opportunities and benefit from the networking and the exchange among the WLO programmes.

## PROCEDURE

### ☐ Open call for applications

WL Communities of Excellence programme remains as a permanent open call for those candidates that want to apply for it at any time along the year.

### ☐ Formal response and application documentation from candidates

Interested candidates should complete the application form and submit it along with the proof of the payment of \$4,000, which is the application fee.

Documentation to be submitted:

Application Form including: (1) the identity of the Primary Contact, (2) Community Information with a Map, detailed descriptions of your (3) Community and its (4) Program and the (5) Proof of the Payment of the application fee.

\*See this also on the Application Form and Submit the Application sections in this document.

### ☐ Applications review

Complete applications will be reviewed by a panel of experts appointed by the WLO for clarity of purpose, extent of community engagement, consistency with the values of the WLO, and documented effectiveness in meeting intended goals to enhance the human condition.

### ☐ Assessment team visits and evaluation

Communities may be visited by a review committee at the expense of the applicant to verify selected elements presented in the application and to clarify any outstanding issues unresolved by the application review.

### ☐ Board Review

Applications and the Reviewers' report and recommendations will be reviewed by the WLO Executive Committee for final determination.

### ☐ Announcement

The final decision of the WLO Executive Committee will be announced to the candidate.

### ☐ Presentation

Recognition recipients will be invited to present their programme at any of the WLO annual events (WL Expo, WL Congress,...) to an international audience of leisure scholars, professionals, practitioners and decision makers around the globe.

**For more information** on the *World Leisure Community of Excellence Designation*, contact us at [secretariat@worldleisure.org](mailto:secretariat@worldleisure.org), visit <http://worldleisure.org/world-leisure-community-of-excellence> and schedule a call with the WLO Community of Excellence Coordinator about your community and the application process to answer your specific questions.

## SELECTION CRITERIA

### ☐ **Clarity of Purpose (20 points)**

Points are awarded for the overall quality of the application, community map, and the appropriateness of supporting materials submitted with your entry.

### ☐ **Community Engagement (20 points)**

Participation of the local community as part of a broad-based citizen coalition that may include practicing professionals, academicians and researchers, policy makers and officials, community lay leaders, students and other interested individuals who have undertaken an innovative and effective program that has enhanced the well-being of targeted members of their community. Special consideration will be given to comprehensive citizen/resident engagement in decision-making and action planning, cross-sector collaboration (local government, business, nonprofits, military, etc.) and regional collaboration.

### ☐ **Consistency with the Values of the WLO (20 points)**

Recognition and involvement of diverse segments and perspectives (e.g., ethnic, racial, socio-economic, age, sexual orientation, gender expression, people with disabilities, and others) in community decision-making directed to the design, sustainability, accessibility, usability, and suitability of programs that:

1. Protect the basic human right of all people to leisure activities that are in harmony with the norms and social values of their fellow citizens.
2. Provide a variety of leisure and recreational opportunities of the highest quality that are fully accessible to persons with disabilities and that recognize leisure for the quality of life as being as important as those for health and education.
3. Recognize that the individual is his/her best leisure and recreational resource.
4. Promote leisure opportunities for self-fulfillment, developing personal relationships, improving social integration, developing communities and cultural identity, as well as promoting international understanding and co-operation, and enhancing quality of life.
5. Ensure the future availability of fulfilling leisure experiences through sustainable practices that maintain the quality of their community's physical, social and cultural environment.
6. Ensure the training of professionals to help individuals to acquire personal skills, to discover and develop their talents, and to broaden their range of leisure and recreational opportunities.
7. Increase access to all forms of leisure information about the nature of leisure and its opportunities, using it to enhance their knowledge and inform decisions on local and national policy.



8. Undertake educational initiatives that teach the nature and importance of leisure and how to integrate this knowledge into personal lifestyle.

☐ **Documented Effectiveness (40 points)**

Demonstrable, significant, and measureable achievements from the past 5 years in meeting intended goals to enhance the human condition through, for example: increased access for all citizens to leisure activities and services, improved fitness scores for targeted groups, the creative use and leveraging of community resources to promote leisure, marketing of leisure events and services, creating informational products that have improved the linkages between leisure, health, and the social and cultural environment, expanding the number and variety of public leisure spaces, and enhancing educational opportunities that promote leisure as part of a personal lifestyle. Identify specific methodologies developed, indicators of effect, surveys, reports, honors received to substantiate achievements.



## APPLICATION FORM

### 1. PRIMARY CONTACT

Name:

Title/Position:

Street Address:

City:

State:

Zip Code:

Phone:

Email:

*We understand and agree to be bound by the Terms and Conditions of WLO's rules regarding use of the World Leisure Community of Excellence designation logo, a registered trademark of the World Leisure Organization. We allow WLO and the World Leisure Community of Excellence designation to share this application and the information enclosed in it with the WLO and its network of partners to promote the work of our community.*

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

### 2. COMMUNITY INFORMATION

**Name of your Neighborhood/Village/Town/City/State/Region:**

*Please provide a brief description of where your community is located and include a detailed map indicating the site of your program as described in the application.*

*If applying as a state or region, name participating communities; If applying as a neighborhood, name village, town, or city.*

### 3. COMMUNITY DESCRIPTION (2,000 words maximum)

Drawing upon the latest government census data, please briefly describe your community, including: its total population, any change in population in the past five years, its racial and ethnic breakdown, socio-economic profile, percentage of home ownership, employment rate, population break down by age groups, workforce distribution, and recreation/leisure facilities. (500 words)

Please describe the make-up of your committee (i.e., those centrally involved in developing your project). In particular, indicate the number of individuals involved on your committee and the level and extent of voluntary commitment; list all of the organizations that have supported your activities (e.g., through sponsorship, resources, funding, consultation, legislation; and, describe how you communicate with your community (e.g., newsletter, newspapers, public meetings, email, social media, website). (500 words)

Focusing on your community's progress within the past five years, summarise how your work has contributed to the development of your community. Describe how your community addresses its critical challenges in promoting leisure as integral to the social, cultural, economic, and sustainable environmental development of the community. How are members of the community involved in planning and implementation of any plans? Provide examples of cross-sector collaboration among the practicing leisure professionals, academicians and researchers, policy makers and officials, community lay leaders, students, businesses, non-profit organizations, and interested individuals engaged in these efforts. In what ways does the community illustrate excellence in enhancing the well-being of its citizens through leisure? (1,000 words)

### 4. PROGRAM DESCRIPTION (2,000 words maximum)

Describe how your community promotes leisure as integral to its social, cultural, economic, and sustainable environmental development. Tell us how your community supports the right of all people to positive, quality leisure experiences while recognizing that many have special requirements related to disability, gender, age, social status, poverty, domicile or level of education. Document how your efforts have engaged the community in promoting leisure as a means to enhance the human condition and provide examples of efforts that have had a significant local impact on your community's citizens.

### 5. APPLICATION FEE

The application fee is **\$4,000**, is non-refundable, and the proof of payment must be received together with the application documentation.

The application fee is used to finance exclusively the costs incurred for the evaluation and administrative treatment of the application.

Communities may be visited by a review committee at the expense of the applicant.





## SUBMIT THE APPLICATION

- ☐ Applications should contain the completed *Application Form* including: (1) the identity of the *Primary Contact*, (2) *Community Information* with a *Map*, detailed descriptions of your (3) *Community* and its (4) *Program* and the (5) *Proof of the Payment* of the application fee.
- ☐ Please submit your complete application along with the *Proof of the Payment* of the application fee to [secretariat@worldleisure.org](mailto:secretariat@worldleisure.org).
- ☐ Please send one hard copy of the application to: 2018 World Leisure Community of Excellence, WLO Scientific and Technical Secretariat, Calle Arenal 1, Segunda Planta, 48005 Bilbao, Spain