

WORLD  
LEISURE  
ORGANIZATION



2021  
WLP

WORLD LEISURE  
INTERNATIONAL  
INNOVATION PRIZE



# About

## **What is the World Leisure International Innovation Prize?**

The 9<sup>th</sup> edition of the World Leisure International Innovation Prize seeks to recognize organizations that have implemented creative solutions which foster local, national or international leisure opportunities for the benefit and development of individuals and communities.

The 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. Innovation may mean a new idea or it may mean finding creative solutions through leisure to existing problems and issues.

Leisure is considered in its broadest sense including culture, tourism, sports and recreation. Including different kind of initiatives related to: policies, management, education, research, children, youth, aging, wellbeing, access and inclusion, diversity, gender, health, events, digital leisure, nature, travel, etc.). In addition, applicants must demonstrate that their project does not exist elsewhere but it could be potentially adapted to other situations.

## **Previous Winners**

Details of previous winning projects can be found on our website [here](#).





# Prize Winners

Initiated in 2006 the World Leisure Organization has awarded projects all over the world offering them a unique opportunity to be recognized by a high level international audience, gaining prestigious position and promotion in the international leisure field.

The 2021 WL International Innovation Prize winner will be promoted at the different WLO international communication and publication channels, including the WL Affiliate Members network (UNWTO, ANZALS, ALS, ISTO,...), WL News — WLO monthly newsletter, etc. More so, the winner will have the opportunity to present the project at the 5th World Leisure Expo & Forum in the city of Hangzhou, China, in October 2021. The World Leisure Expo & Forum previous editions in 2011, 2017 and 2019 gathered over 15 million visitors from China, Asia and the world.

# Prize Winners opportunities & benefits

The opportunities and benefits of winning the 2021 WL International Innovation Prize, are as follows:

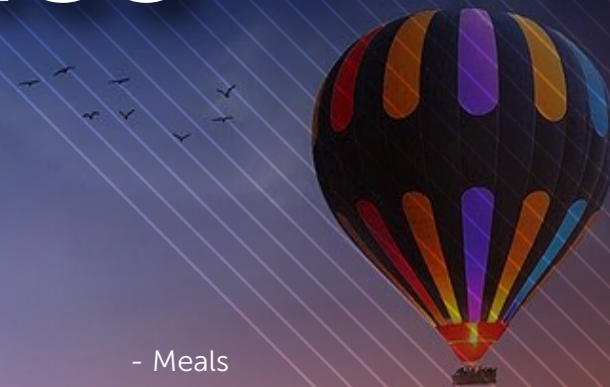
- The winning organization's representative will be given the opportunity to present and showcase their project to the World Leisure Expo & Forum delegates as part of the programme. Details to be confirmed.  
\*\* Due to the COVID-19 outbreak the presentation format (online or in-person) will be agreed between the parties.
- The winning organization will be awarded with USD \$3,000.
- Winning organizations may also use the title "2021 World Leisure International Innovation Prize Winner" and the Innovation Prize logo in their media information and materials.
- One representative of the winning organization will be funded to attend the 5th World Leisure Expo & Forum in Hangzhou, China, to receive the Prize. The funding includes:
  - Air and other transport modes travel to the WL Expo & Forum in Hangzhou, China
  - Hotel accommodation for the duration of the Award Ceremony period (3 nights)
  - Local transport (airport/hotel – hotel/airport)

- Meals
- Registration fee

- The winning organization representative will receive the following in the International Innovation Prize Ceremony during the 5th World Leisure Expo & Forum:
  - The "George" trophy, a physical symbol/statue reflecting the unique social, cultural characteristics of the physical, cultural or social geography of the location of the WL Expo & Forum where the prize is presented. The "George" is named to recognise the late Dr George Torkildsen (1934-2005, UK) who was the first Prize Committee Chair and past Chair of the World Leisure Board of Directors.
  - A framed certificate.

## Highly Commendable

World Leisure will recognize and award projects that are judged to be "Highly Commendable" with a certificate.





# Application

The Prize is open to any public, voluntary, or private sector organization.

## Application procedure

- Applications can be submitted in either the English language OR the Chinese language.
- All entries must be sent in Adobe PDF format to [secretariat@worldleisure.org](mailto:secretariat@worldleisure.org)
- A senior member of the organization must make the application and include the following details:
  - Name of organization and full contact details
  - Name of principal contact
  - Title of project
- A written statement demonstrating how the project meets the six Prize criteria (given below)
  - The written statement (excluding applicant's name and contact details) is limited to 1,500 words. Applications that exceed this limit will not be accepted.
  - No images (videos, pictures, PowerPoint presentations, brochures or any other material) besides the written materials can be submitted.
  - Graphs and data tables illustrating the project are acceptable.
  - The application can include a web address where the Evaluation Committee Members may go to review images or get more information about the project.
  - Applications that are more than 1,500 words or include images will not be accepted.
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- Once an application is accepted, it will be acknowledged by the WLO Secretariat.
- Applications must be received by WLO Secretariat by **12.00hrs Central European time (CET) 4th June 2021**.
- Winners will be announced in July 2021.
- The 2021 World Leisure International Innovation Prize will be presented during the opening ceremony of 5th World Leisure Expo & Forum, which will be held in Hangzhou, China, in October 2021. You can visit WLO website for further information. Please see WLO dedicated website for more details: <https://bit.ly/210U3SW>
- A condition of being awarded the Innovation Prize is that a representative of the winning organization must attend the Prize Award Ceremony to personally collect the Prize.





# Evaluation criteria

The project must have been in operation for two years or more and needs to meet the following criteria:

## **1) Innovation**

The applicant demonstrates originality and creativity in the project, which must have been operational for more than two years at the time of application.

## **2) Clear Objectives**

The objectives of the project must be clearly stated and evidence provided that they have been met successfully.

## **3) Quality**

The project is a quality project demonstrated by independent assessments (where available).

## **4) Community Involvement**

The project contributes to promoting the social, cultural, economic, and environmental quality of the community.

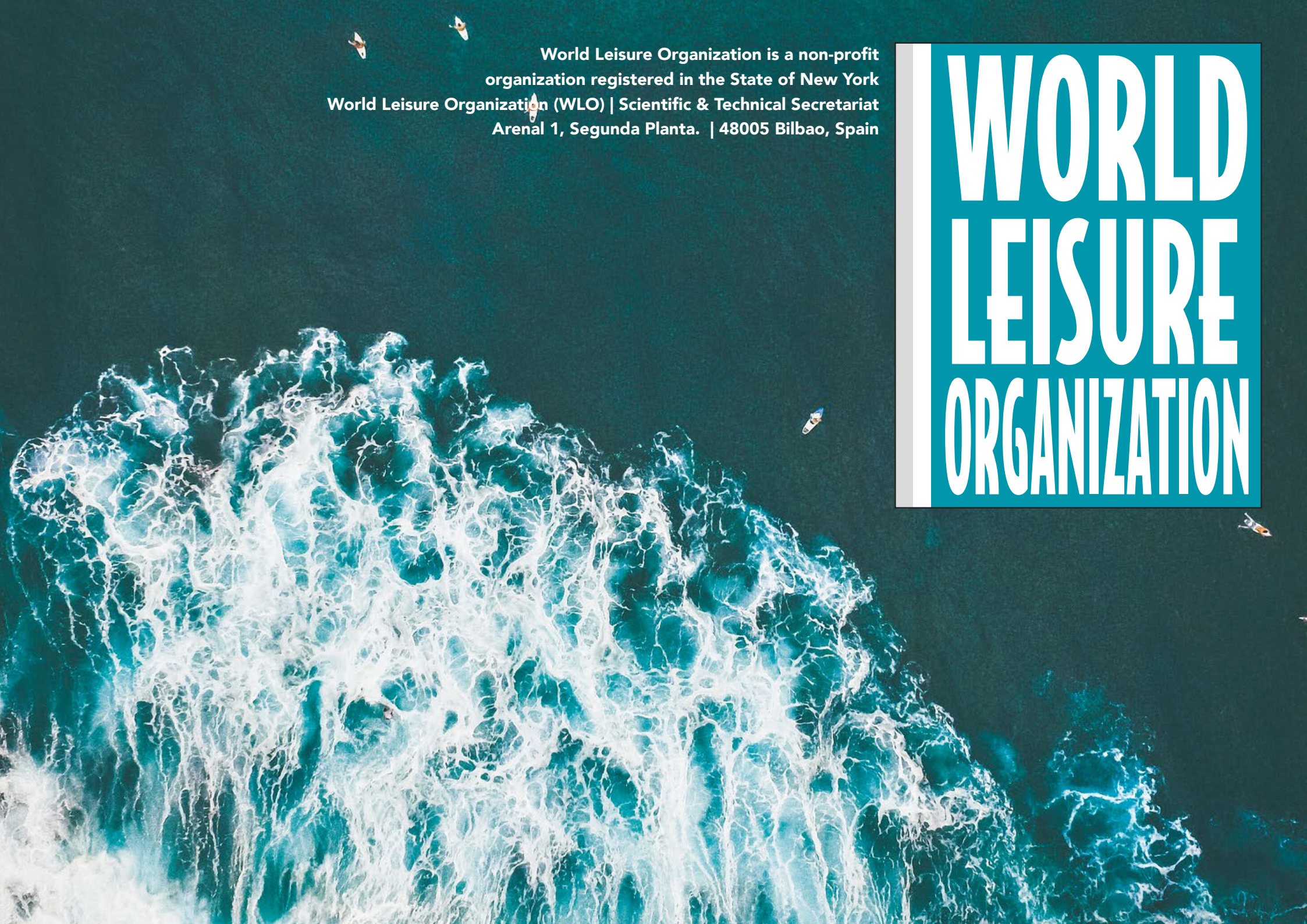
## **5) Community Impact**

The project demonstrates how leisure contributes to the quality of life of a community.

## **6) Sustainability**

Evidence is provided showing that the project is sustainable in the long term.





World Leisure Organization is a non-profit  
organization registered in the State of New York  
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