



eco awards Namibia Alliance
eco media awards Namibia
Management Committee
Email: mcchair@ecoawards-namibia.org
Web: www.ecoawards-namibia.org



Rules for the “eco media awards Namibia”

NAME AND LOGO



The awards are called the “**eco media awards Namibia**” and cover the published work and broadcasts of the print and electronic media for a given 12 month period.

The logo of the “**eco media awards Namibia**” will have close resemblance to that of the established “**eco awards Namibia**” and may be used with the permission of the eco awards Namibia Alliance.

ORGANISERS

The **eco media awards Namibia** are governed and represented by the eco awards Namibia Alliance and are organised in conjunction with the support of **Namibia Breweries Limited** as the current main sponsor. Other corporate sponsors might follow.



PURPOSE

The primary purpose of the “**eco media awards Namibia**” is to:

- a:** Recognise, encourage and honour outstanding achievements that contribute to the advancement of environmental reporting in the media landscape of Namibia;
- b:** Encourage the promotion of environmental awareness in all areas of the Namibian society
- c:** Encourage the promotion of environmentally friendly practices to the Namibian trade and industries

ELIGIBILITY

The awards are open to all:

- a:** local and national media houses, private & public radio and TV broadcasters and news agencies stationed in Namibia and Namibian publications;
- b:** editors, journalists, reporters, writers for news agencies, stringers, freelance journalists and broadcasters.

APPLICATIONS

The application to participate in the eco media awards Namibia does not require a specific form. Simply complete in the appropriate **Criteria for the eco media awards Namibia**, Category: Journalists or Media Houses as self-assessment and forward this, together with all documentation as prescribed below, to the **Management Committee of the eco awards Namibia Alliance**.

PROOF OF PUBLISHING / BROADCASTING

All applicants, editors, journalists, reporters, writers for news agencies, stringers, freelance journalists and broadcasters have to supply proof of publishing or broadcasting of their entry to the **eco media awards Namibia**.

SIGNATURES

Entries **MUST** be signed on the Entry Form by the journalist(s) and in the case of media houses by the editor or assigned representative. No unsigned entries will be accepted.

GENERAL REQUIREMENTS

- a:** Articles or broadcasts must have been first published or broadcast during the set 12 month period, and must consist of material originating and published or broadcast in Namibia.
- b:** For the first year of the awards this period will be October 1st of 2006 through September 30th of 2007, thereafter the period October 1st through September 30th of a given awards period.
- c:** Each entry must have a separate entry form. Photocopies of entry forms are allowed but take care that at least one must be original, including the signatures.
1. **d:** Six (6) copies of each submission are required for distribution to judges (if printed: a clipping, or copies of such, is sufficient).
- e:** Additionally one (1) copy of your entry must be original,
- i:** in the case of print media including one full edition of the newspaper / magazine to show how the article was used and appeared in the paper;
 - ii:** in the case of broadcasts
 - transcripts of your TV or radio audio broadcast
 - Television broadcasts should be submitted in DVD format
 - Radio broadcasts should be submitted in CD-ROM format
 - Each copy of DVD or CD should be clearly marked with the name of entrant
- f:** Material of all submissions must be of **quality** and must be packaged neatly or your entry will be disqualified.
- i:** No words should be missing at the edges of photocopies.
- g:** Entries must consist of work in final published or broadcast form.
- h:** All entries must be received by the closing date for entries.
- i:** Entrants should expect to receive confirmation of their submissions by email, but enquiries should be made if no such confirmation is forthcoming.
- j:** Submissions must be in English, Afrikaans or German or if published in other languages must be accompanied by certified translations in English.
- k:** Broadcasting material could be in any vernaculars of Namibia, yet such broadcasts must be accompanied with a transcript in English
- l:** A most recent photograph of the applicant(s) must be attached
- m:** An updated CV of the applicant(s) must be attached
- n:** Early submission of all entries, but specifically of TV and radio entries are advised: don't wait for the deadline for submissions as judges are professionals with their own occupations and they need planning and time to review your submissions.
- NB: Listening to sub-standard work creates ill-feelings among judges.

MOTIVATION FOR ENTRIES:

All entries must be accompanied by written motivations. This will give judges a better insight to the background of your stories. One motivation must be completed for each entry.

- a:** Motivation of entries are a requirement for the awards. Entries that are not motivated will be disqualified.
- b:** Motivations should not be longer than two pages of A4 size format.
- c:** Motivations should list all the different environmental topics have been published during the given 12 month period
- d:** Any significant challenge to the honesty, accuracy or fairness of an entry, such as published letters, corrections, retractions, as well as responses by the newspaper, should be included in the submission.

Guidelines for the motivation can be found further down in this document.

ENTRIES OF MATERIAL

- a:** While reasonable care will be taken, the organisers will not accept any responsibility or liability for entries which are lost or damaged.
- b:** All entries should be supplied in an envelope with the category and name of entrant clearly marked on the front.
- c:** Entries in envelopes from a single media house can be delivered in bulk in a box.
- d:** Entries can be submitted by registered post, courier or hand delivered
- e:** no faxed or e-mailed entries will be accepted
- f:** Deadline for Entries is the last working day before the 30th of September of each year!
- g:** Address for Entries

eco awards Namibia Alliance
eco media awards Namibia 2008
c/o nuevas ideas cc
P.O. Box 80859, Windhoek, Namibia
16 George Hunter St., Olympia, Windhoek
Tel.: 061-253542

ENTRY FEES

There are no entry fees.

RETURN OF ENTRIES

Entries and other accompanying material will not be returned unless a passionate reason is submitted upon entry of the material already why the submitted material should be returned.

COPYRIGHT

By signing the application form, entrants declare that they are:

- authorised by the holder of the copyright to submit their entries to the **eco media awards Namibia**;
- granting permission to the eco awards Namibia Alliance to use entries for educational purposes and for exhibits to promote the awards as well as any activities promoting 'eco friendly' behaviours
- abiding by the **eco media awards Namibia** rules. All rulings are final.
- The eco awards Namibia Alliance explicitly reserves the right to use, reproduce, or link to submissions, with appropriate credits, to the
 - eco awards Namibia web site with the web site address www.ecoawards-namibia.org
 - posting information about the awards with updates made regularly,
 - publishing all winners on the website, including a list of all entrants
 - posting of all winning entries on the website which can be transformed into a PDF format

PRIZES

- a:** Prizes for the awards will consist of either cash and/or trophies, medallions or certificates as will be determined by the eco awards Namibia Alliance Management Committee.
- The actual prizes cannot be announced beforehand as no long-term agreements exist with sponsors. Prizes will only be known closer to the awards presentation.
 - Organisers retain the right to increase or decrease the value of prizes in a given year depending on the sponsorships acquired.
- b:** First, second and third place winner will be chosen unless the judges find that the entries do not meet the overall standard of excellence required.
- c:** Certificates of Participation will be handed over to all entrants

SHORT LISTED CANDIDATES / FINALISTS

- a:** The organisers will make every effort to release a list of 3 or more short listed candidates in time before the gala award presentation event.
- b:** Short listed candidates will receive complimentary invitations to the awards presentation event.
- c:** Short listed candidates are required to attend the gala awards presentation ceremony at a date and event to be announced.
- d:** Short listed candidates must pay their own travel or accommodation costs to attend the event.
- e:** Journalists who are unable, or unwilling, to attend the Award Presentation Ceremony should not enter. The absence of winners causes disappointment/embarrassment to corporate sponsors.
- f:** The failure of short listed journalists to attend the ceremony, for reasons other than illness, bereavement or important professional engagements, may result in disqualification.

JUDGES & JUDGING PROCESS

- a:** A panel of not less than five (5) professionals selected on the basis of their experience, achievements, credibility in the community and their willingness to volunteer to be a judge judges the awards.
- b:** Judges are chosen as much for the depth of their expertise as the strength of their opinions.
- c:** Efforts will be made to source multi-lingual judges.
- d:** Judges reserve the right to make awards only where the entries are of the required standard.
- e:** The judges may co-op additional judges.
- f:** The decisions of the judges will be final.
- g:** By signing the entry form, entrants agree to be bound by the judges' decisions, which will not be subject to any appeal.
- h:** Neither the judges, nor the organisers, are obliged to give any reasons for their judgements, or enter into any correspondence with the entrants, or their representatives.

JUDGING CRITERIA

- a:** Entries are judged against a set of criteria for
 - i:** local and national media houses, private & public radio and TV broadcasters and news agencies stationed in Namibia and Namibian publications;
 - ii:** editors, journalists, reporters, writers for news agencies, stringers, freelance journalists and broadcasters.
- b:** The judging criteria will be released to the media with the entry documents. These are identical to the Criteria for the eco media awards Namibia in the categories 'Journalists' or 'Media Houses'.

ENQUIRIES

Enquiries should be send by email to
<mailto:mcchair@ecoawards-namibia.org>

continued ...

GUIDELINES for MOTIVATION

Feel free to use the points listed below, which show the information that should be included in the motivation, as a guideline to your motivation.

1. Title of story, collection of stories, or series and names of the people who worked on the story.
2. Date(s) published or aired.
3. Topic and synopsis of story or series, its uniqueness, including major findings.
4. A list of how many different topics have been published in the above period
5. How this story got started (tip, assignment, etc.)
6. Major types of documents used and if official requests for information were needed. Did you have difficulties obtaining any electronic information you used? How did you resolve this? Did you use any government system or legislation to obtain data under government, parastatal or other institutional control?
7. Major types of human sources used.
8. Result (if any), the actual or potential impact of their stories/broadcast, or whether this report was likely to change people's behaviour,
9. Follow-up (if any). Have you run a correction or clarification of the report or has anyone come forward to challenge its accuracy? If so, please explain.
10. What challenges or difficulties have you encountered during the course of the story's development, uniqueness of effort, or other special circumstances related to the subject of your story?
11. What advice do you have to other journalists or students in journalism planning similar projects?
12. Length of time taken to report, write and edit the story.
13. Describe in detail the method(s) used in sourcing the information or data for your story.
 - 13.1 How did you verify the results ?
 - 13.2 How did the results influence your reporting and writing?
 - 13.3 Did you seek significant help from specialists outside your newsroom?
Describe their involvement.
14. Did you make use of government spokespeople, public relations practitioners or press statements to verify facts and/or enhance or gain better insight to your story? Was it helpful and trustworthy information?
15. What role did NGO's play in the development of your story? Describe their involvement.
16. What role did the Ombudsman play to provide information and data for your story, if any? Describe how.
17. To what extent have you made use of Internet resources to obtain information and/or data? Was it helpful?
18. Did you have to pay or was payment offered by a source or institution for information?
19. Did you encounter any intimidation, threats or a dangerous situation while working on your story and how did you handle this? Where these threats life-threatening?
20. Did you have to travel to cover your story and what distances have you traveled at what cost? Was traveling inhibiting the effectiveness of your story?

ENVIROMENTAL GUIDELINES for YOUR OPERATION

(use this as a checklist to assess your own environmental performance!)

Do you strictly monitor fuel consumptions of your vehicles?

Do you use unleaded instead of lead-replacement petrol in your vehicle pool?

Do you support the use public transport of your staff?

Do you utilise the use of bicycles / scooters in town?

(A 125cc scooter uses approx. 2.5ltr of fuel per 100km and help reduce congestion in the streets and parking lots)

Do you minimize paper consumption in your working environment?

– by not printing at all (using the electronic version on the screen only)

– by using the reverse page for printout of internal documents

– by cutting pages into smaller pieces for taking notes and internal messages

Do you recycle paper?

Do you minimize ink consumption in your working environment?

- by printing in 'Draft' mode wherever possible
- by re-filling cartridges
- by using laser printers for plain B&W print (as these are usually by far the more economic printers)
- by returning used cartridges to the shop where you buy your new ones
(i.e. Inky in the pedestrian area takes your empty cartridges back!)

Do you monitor any of the following in your production & printing facilities?

- Water consumption
- Waste consumption
- Electricity consumption
- Production related stock
- Household stock (i.e. cleaning materials)

Do you have an staff environmental appraisal or awards system in place?

Which of the environmental saving measures have you implemented throughout your operation (incl. kitchen, garden etc.):

All bulbs replaced with energy saving lamps (CFL)

(DID YOU KNOW: replacing 50 incandescent 60W bulbs with 50 CFL bulbs of the equivalent 9W, with each light burning 6hrs a day and 240 days per annum will save you N\$2220.00 in the first and N\$ 2909.00 in every following year!)

Switching off lights during the day

(DID YOU KNOW: A cut of just 6 hours of individual bulb lighting every day will save you enough energy for six-months worth of evening TV viewing!)

Utilising daylight

(DID YOU KNOW: A slightly dusty windowpane filters out +- 15% of daylight already!)

Using daylight or IR detector switches for emergency and safety lights

(DID YOU KNOW: Are you aware that CFL spot lights are available @ i.e. DB Lighting)

Switch off all electricity consumers not needed

(DID YOU KNOW: i.e. switching off the coffee machine after the coffee has been filtered – and use a thermos can for storing will save you ~N\$950.00 a year)

Switch off computers, screens (no standby mode)

(DID YOU KNOW: Each PC left on standby overnight and at weekends wastes ~N\$900.00 per annum in electricity.)

Unplug the chargers (cell phone, laptops, cameras) when not needed

(DID YOU KNOW: If we can all get into the habit of turning off or unplugging our charges after use, we could cut 55,000 tonnes of CO2 from the atmosphere!)

No plastic bags when shopping

(DID YOU KNOW: 100,000 tonnes of carrier bags are currently thrown away every year in the UK only – the equivalent weight of over 310 Boeing 747 aircrafts – and each bag can take up to 500 years to decompose.)

No one-way containers for (fast-)food & beverages

(DID YOU KNOW: An average-sized office of 50 staff could throw away over 7000 cans and bottles per year.

DID YOU KNOW: Recycling that volume of cans and bottles instead of throwing them in your normal bin would save enough energy to power all 50 employees' computers for over 6 working weeks!)

Do you run air conditioners only when really necessary

(DID YOU KNOW: Alternatively using cross ventilation for cooling, a warm sweater for heating and thus reducing the running time of 1 air conditioner from 10 hours to 5 hours per day (@ 240 days p.a.) will save you ~N\$2900.00 a year)

Have you installed water saving devices in toilets and showers

(DID YOU KNOW: i.e. placing 1 or 2 one litre plastic bottles filled with water in a toilet water cistern will reduce the water consumed by ~25%)

Have you installed solar water heaters

(DID YOU KNOW: an electric geyser consumes ~60% of a households energy!)

Do you separate waste

Do you make use of returnable / recyclable packaging

Do you recycle ...

Plastic ?

(The company Plastic Packaging recycles all kinds of plastics)

• **Glass ?**

(You can drop of your glass at the depot of Move a Mess in Prosperita)

• **Paper ?**

(There are several options to get rid of 'real' waste paper incl. a SME in Katatura producing furniture & coffins from waste paper)

Tins & Metals

(You can drop of your tins & metals at the depot of Move a Mess in Prosperita)

Do you support SME recycling businesses in your recycling efforts?