2020 Millbank’s Social Marketing Award for Innovation in the Environmental Field

Start of Block: Default Question Block

Q1 Thank you for nominating a candidate for the **2020 Millbank’s Social Marketing Award for Innovation in the Environmental Field**. This honor is awarded to an individual or organization whose social marketing work has a profound impact on an environmental or conservation issue, either at a local, national or international level.

The award will be presented on June 5th at the conference.
**What the judges are looking for:**

Use of formative research to understand the presenting problem and views and perceptions of the target audience

Use of the full marketing mix

Measurable results achieved

Evidence of sustainability and/or plans at how the project will be sustained (for example, establishment of local partnerships, etc.)

In the first section, we will ask you to provide your contact information. The second section asks you to briefly answer questions about the project.

Please click the button below to begin your nomination.

First, please provide the following information on YOURSELF:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Current Position or Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Degree(s), if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number (include country code): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City, Zip Code (if applicable) and Country: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Next, please provide the following information on the PROJECT YOU ARE NOMINATING FOR THIS AWARD:

Organization Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Organization Which Funded the Project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provide a brief overview of the project (maximum of 150 words)

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Detail how formative research was used to understand the presenting problem and views and perceptions of the target audience (maximum 200 words)

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Detail the marketing mix which was developed and how this was linked to the key findings from the formative research (maximum 200 words)

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Detail the impact your project has had to date (maximum 100 words)

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Provide evidence of sustainability and/or plans at how the project will be sustained (maximum 80 words)

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