



## 2011 World Leisure International Innovation Prize

The 2011 World Leisure International Innovation Prize (referred to as the WLO Prize) is awarded to innovative leisure projects which demonstrate a strong contribution to citizens' well-being and meet the assessment criteria (see below). The 2011 WLO Prize will be presented at the International Leisure Forum held during The World Leisure EXPO 2011 on 17 November in Hangzhou, China.

WLO Prize winners will receive a "George" trophy and a framed certificate at the Ceremony. The "George" (a locally crafted, unique art piece) is named in honor of Dr. George Torkildsen (1934 - 2005) who was the first WLO Prize Committee Chair and past World Leisure Organization (WLO) Board Chair.

The 2011 WLO Prize is sponsored by the Hangzhou Municipal People's Government.

### World Leisure Innovation Prize Timeline

*1 August 2011*

*16.00hrs US Central Daylight Time  
Application deadline*

*12 September 2011*

*Prize winners announced*

*17 November 2011*

*Awards presented during the 2011  
International Leisure Forum in  
Hangzhou, China*



### 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.

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.

### 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.

### How is the Prize presented?

WLO will pay for one representative from each winning

#### 2010 World Leisure Innovation Prize Winners

[City of Umeå, Sweden for "Culture for Senior Citizens - Culture and Health"](#)

[Birmingham City Council, UK for "Gym For Free"](#)

[University of Technology, Sydney, Australia for "Sydney For All"](#)

#### 2010 Highly Commended

Monash City Council, Australia for "Attendant Support Initiative"

Nanyang Technological University, Singapore for "Pride for Play"



#### 2008 World Leisure Innovation Prize Winners

Caradon District Council, Cornwall, United Kingdom for "Ginsters Active Workplace"

The Canadian Parks and Recreation Association for "Everybody gets to play"

organization to attend the 2011 World Leisure Forum (15 - 17 November) by funding their travel and accommodation expenses. Winners will have the opportunity to give a short presentation about their project during the presentation ceremony and to meet representatives of the Prize Committee.

A "Highly Commended" certificate may be given to other projects but they will not be funded to attend the presentation.

WLO Prize winners will be notified on or about September 12, 2011. Details of the EXPO and Forum can be found at: <http://www.wl-expo.com>

### 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 (in PDF format) are limited to 1500 words. No images (videos, pictures, power points, brochures or any other material) can be submitted. The application, however, can include web addresses where panel members may go to review images or get more information about the project. Submitted applications will be acknowledged by the WL Administrative Assistant.

### What should be included in the application?

The submission must be made by a senior member of the organization and include the following details:

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 fully addresses the six criteria listed below.

Vélo Québec Association,  
Montreal, Canada for "Route  
Verte"

2008 Highly  
Commended  
South Gloucestershire  
Council, England, United  
Kingdom for "Breakthrough  
Mentoring Project"



2006 World Leisure  
Innovation Prize  
Winners

City of Christchurch, New  
Zealand for the "Southern  
Centre Multi Sensory  
Facility"

Emmanuel Foundation,  
Calgary, Canada for  
"Playgrounds in Contexts of  
Extreme Need"

City of Townsville,  
Queensland, Australia for  
"The Strand ... a People's  
Place"

Zhejiang Province, China,  
Tourism Science Research  
Institute for "Tourism  
Planning for Hangzhou Xixi  
Wetland Comprehensive  
Conservation Area"

2006 Highly  
Commended  
City of Brisbane, Australia  
for "Active and Healthy

### WLO Prize Assessment 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.

Lifestyle Program"

Wuhan Sante Cableway  
Group Co., Wuhan, China for  
"The Old Villas of Lushan  
Mountain"

Wuzhen Touring  
Development  
Co Wuzhen, China for  
"Wuzhen: Creating  
Leisure Tourism in Chinese  
Original Ecological Ancient  
Town"