



STAR

State of Texas Alliance for Recycling

2021 Texas Environmental Leadership Awards – Nomination Information Packet–

The State of Texas Alliance for Recycling (STAR) is pleased to announce the call for nominations for the 2021 Environmental Leadership Awards. STAR is a 501(c)3 nonprofit whose mission is to **advance recycling through partnerships, education, and advocacy for the benefit of Texas.**

These awards recognize true stewards of environmental change in Texas – individuals, communities, organizations, and businesses developing and maintaining programs involving recycling, composting, sustainable materials management, public education and outreach, special event recycling – and so much more.



This packet contains application guidelines and information for the following eight awards, as well as the Volunteer Recognition guidelines:

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Application Guidelines:

Applications will **only be accepted through online submission**. No applications will be taken via email or mail. Clear and concise answers and explanations are preferred and appreciated.

Every application must have an **Executive Summary** based on how that organization, company or individual is helping support and further the STAR mission to **advance recycling through partnerships, education, and advocacy, for the benefit of Texas**. (maximum 200 words).

Supporting materials, such as pictures, brochures, or links to other sites, should be incorporated into the online application; no separate attachments will be accepted.

Duplicate applications from past years will be disqualified from the judging process. Previous award winners cannot apply the same program for the same category in consecutive years. **Individual awards are lifetime awards and cannot be won consecutively.**

Please ensure your application reflects your programmatic success by utilizing proper formatting and grammar, etc.

Timeline: For programmatic awards, the programs must have been initiated or continued into the 2020 (January-December) year and should have been operational for at least a year prior to submittal; for event awards, the event must have taken place from January 2020 - May 2021.

Programs or events must take place in Texas.

STAR members who are nominated will receive an additional **5 points** toward their score; contact the STAR office by emailing info@recyclingstar.org for information on becoming a STAR member or for current status of membership.

Application deadline: Friday, July 16th by 5 p.m. CST
(please note there will be no applications accepted after the deadline)

To nominate an awesome person, business, program, project, or education center for an award, [please click here](#).



Outstanding Public Outreach & Environmental Education

This award recognizes an innovative nonprofit organization, government agency, or company whose program shows outstanding leadership in public outreach as it pertains to recycling.

Please address the following questions or topics of discussion with as much detail as you feel is necessary to support your application:

- 1) Executive Summary: How does this program support STAR's mission to advance recycling through partnerships, education, and advocacy for the benefit of Texas? (maximum 200 words) Points possible: *25 points*
- 2) Describe the program elements and elaborate on any innovative or unique aspects of the program – for instance, what sets this program apart from other outreach programs in Texas? Points possible: *15 points*
- 3) Provide any metrics or measurable outcomes as a result of the program. For example, how much and what was recycled because of the program's success? What was the percentage or number of audiences reached? Points possible: *10 points*
- 4) How were you able to demonstrate an increase in awareness for this program? What communication methods were used and how were they used to promote the program? Points possible: *20 points*
- 5) How will this program be sustained or enhanced in the future? Points possible: *10 points*
- 6) Include the outreach and promotional materials with your online application, including pictures, design pieces, embedded links to videos or social media sites, screenshots of websites, marketing plans, etc. Points possible: *20 points*
- 7) STAR Member Bonus: *5 points*



The Cis Myers Sustainability Leadership Award

Cis Myers worked to bring recyclers and recycling organizations together, as the united STAR organization, to have a greater impact on growing recycling rates in Texas. She continues to promote and defend sustainability efforts across the State. Sustainability is generally defined as meeting the needs of today's generations without compromising the ability of future generations to meet those same needs. To be truly sustainable, the environmental, economic, and social impacts of a program must be addressed.

This award recognizes an innovative individual, organization, or company who shows leadership in sustainable operations and programs that are strongly supported by the bottom line – people, planet, profit.

Please address the following questions or topics of discussion with as much detail as you feel is necessary to support your application:

- 1) Executive Summary: How does this program support STAR's mission to advance recycling through partnerships, education, and advocacy for the benefit of Texas? (maximum 200 words) Points possible: *25 points*
- 2) Describe the any innovative or unique aspects of the company or sustainability program – for instance, what sets this program or company apart from others? Points possible: *15 points*
- 3) Provide any metrics or measurable outcomes as a result of sustainability efforts within the company. For example, how much and what was recycled because of the program's success? What was the percentage or number of audiences reached? Points possible: *20 points*
- 4) What is the economic impact of this project or program in terms of your local community and/or the State of Texas? Points possible: *15 points*



5) Describe how this project or program ensures social responsibility through aspects such as employee relations and education, environmental justice, community enhancement and sharing of best practices. How has this project or program helped define the company as a leader in sustainability issues? Points possible: *20 points*

6) Include supporting material with your online application. This can include pictures, scans of promotional and/or outreach material, embedded links to videos or social media sites, screenshots of websites, etc. Points possible: *5 points*

7) STAR Member Bonus: *5 points*



Extraordinary Recycling Special Event

This award recognizes an innovative event that is held limited times each year and is either focused on recycling or has a unique way of including recycling in another event that is not necessarily environmental in focus (for instance, a zero-waste component).

Please address the following questions or topics of discussion with as much detail as you feel is necessary to support your application:

- 1) Executive Summary: How does this program support STAR's mission to advance recycling through partnerships, education, and advocacy for the benefit of Texas? (maximum 200 words) Points possible: *25 points*
- 2) Describe the any innovative or unique aspects of the event – for instance, what sets this event apart from other events? Points possible: *15 points*
- 3) Provide any metrics as a result of this special event. For example, how much and what was recycled because of the event's success? What was the percentage or number of audiences reached? How many people attended the event? Points possible: *15 points*
- 4) Describe and provide examples (supporting materials) of the publicity or educational components of the event. How was successful outreach and marketing utilized for the event? Points possible: *20 points*
- 5) Describe any collaborative aspects of the event. For instance, how were volunteers used during the event? Were there any partnerships that helped make the event a success? Points possible: *15 points*
- 6) Include supporting material with your online application. This can include pictures, scans of promotional and/or outreach material, embedded links to videos or social media sites, screenshots of websites, etc. Points possible: *10 points*
- 7) STAR Member Bonus: *5 points*



Exceptional Recycling Partnership

This award recognizes an exceptional collaboration or partnership between two or more businesses, nonprofit organizations, schools and universities, or government entities. The partnership should be initiated and continued for at least six months prior to the awards nomination.

Please address the following questions or topics of discussion with as much detail as you feel is necessary to support your application:

- 1) Executive Summary: How does this program support STAR's mission to advance recycling through partnerships, education, and advocacy for the benefit of Texas? (maximum 200 words) Points possible: *25 points*
- 2) Describe any innovative or unique aspects of the partnership – for instance, what sets it apart from other collaborative projects in Texas? Points possible: *15 points*
- 3) Provide any metrics as a result of this partnership. For example, how much and what was recycled because of the partnership's success? What was the percentage or number of audience reached? Points possible: *20 points*
- 4) Describe how this partnership has been publicized and helped increase awareness about recycling in the community. Please provide any educational or outreach material as part of your supporting materials. Points possible: *15 points*
- 5) What is the sustainability of this partnership and how will it be enhanced or built upon in the future? Points possible: *20 points*
- 6) Include supporting material with your online application. This can include pictures, scans of promotional and/or outreach material, embedded links to videos or social media sites, screenshots of websites, etc. Points possible: *5 points*
- 7) STAR Member Bonus: *5 points*



Excellence in Environmental Awareness in Education

This award recognizes comprehensive recycling and environmental education programs that provide innovative learning experiences within a program that is measurable and sustainable. All Texas schools, colleges, universities, educators or organizations providing environmental education and recycling programs are eligible to apply for this award.

Please address the following questions or topics of discussion with as much detail as you feel is necessary to support your application:

- 1) Executive Summary: How does this program support STAR's mission to advance recycling through partnerships, education, and advocacy for the benefit of Texas? (maximum 200 words) Points possible: *25 points*
- 2) Describe any innovative or unique aspects of the program – for instance, what sets it apart from other environmental education programs? How is this program 'raising the bar' for other educational programs in Texas? Points possible: *15 points*
- 3) Provide any metrics as a result of this program. For example, how much and what was recycled because of the program's success? What was the percentage or number of audience reached or participated? Points possible: *20 points*
- 4) Describe the program elements and include any examples of sample curriculum or fieldwork, etc. Some examples would be: Students working on an on-site recycling center; Program curriculum consisting of any creative projects; Students participating in campus cleanups, etc. Points possible: *20 points*
- 5) Describe the nature of the program's future sustainability and include any ways the program will be enhanced or built upon for future generations. For instance, will partnerships be used in the future? Does the program have plans to expand district-wide? Points possible: *15 points*



6) Include supporting material with your online application. This can include pictures, scans of promotional and/or outreach material, embedded links to videos or social media sites, screenshots of websites, etc. Points possible: *5 points*

7) STAR Member Bonus: *5 points*



Innovative Compost or Greenscaping Program

This award recognizes any nonprofit organization, government agency, university, school or private company that has incorporated an outdoor green space into their environmental or sustainability program. The compost or greenscaping project should provide innovative learning experiences within a program that is measurable and sustainable.

Please address the following questions or topics of discussion with as much detail as you feel is necessary to support your application:

- 1) Executive Summary: How does this program support STAR's mission to advance recycling through partnerships, education, and advocacy for the benefit of Texas? (maximum 200 words) Points possible: *25 points*
- 2) Describe the project's sustainability site related elements and elaborate on any innovative or unique aspects of the project – for instance, what sets this project apart from other compost or greenscape projects around North Texas? Points possible: *15 points*
- 3) Explain how this project connects people to nature – what does this greenspace offer its visitors that enhances the experience? Points possible: *20 points*
- 4) How does the compost or greenscaping project manage stormwater naturally? Points possible: *10 points*
How did this project integrate green design and construction practices? What recycled materials were used? Points possible: *10 points*
- 5) Include the outreach and promotional materials with your application, including pictures, design pieces, embedded links to videos or social media sites, screenshots of websites, copies of news articles or awards, marketing plans, etc. Points possible: *20 points*

STAR Member Bonus: *5 points*



Superior Material Recovery

This award recognizes a community or business that has demonstrated a focus on materials management and resource conservation with a program(s) and/or community effort(s) that was initiated during or before the 2020 calendar year. This includes construction and demolition debris reuse/recycling programs that are set apart from others in uniqueness, collaborative nature, successes, and their ability to grow and thrive in a competitive market.

Please address the following questions or topics of discussion with as much detail as you feel is necessary to support your application:

- 1) Executive Summary: How does this program support STAR's mission to advance recycling through partnerships, education, and advocacy for the benefit of Texas? (maximum 200 words) Points possible: *25 points*
- 2) Describe any innovative or unique aspects of your approach to material management and recovery– for instance, what sets it apart from other material management and recovery programs? How is this program 'raising the bar' for other programs in Texas? Points possible: *15 points*
- 3) Provide any metrics as a result of this program. For example, how much and what materials are being reduced, beneficially reused or repurposed, and recycled in your community? What was the community participation rate in these programs and/or community audience reached? How much money/resources did the community save as a result of these efforts and programs? Points possible: *20 points*



- 4) Describe how the philosophy of sustainable materials management has been promoted/practiced throughout the business or community. What kinds of outreach campaigns were used to publicize and educate people, and what was the effectiveness of these efforts? Points possible: *15 points*
- 5) How will these material management and recovery programs be enhanced in the future? Describe any current plans to build upon the amount or types of materials recovered, and how these efforts will help the community prepare for the needs of future residents. Points possible: *20 points*
- 6) Include supporting material with your application. This can include pictures, scans of promotional and/or outreach material, embedded links to videos or social media sites, screenshots of websites, etc. Points possible: *5 points*
- 7) STAR Member Bonus: *5 points*



Humanitarian of the Year

STAR will recognize volunteers who are serving selflessly in their community to support the STAR mission to advance recycling through partnerships, education, and advocacy, for the benefit of Texas.

Instead of awarding only one individual per year, we will recognize multiple volunteers – each committed to recycling and sustainability issues within their community or organization in Texas. Volunteers commit personal time and energy to something they are passionate about, and they stand together as stewards for environmental change in Texas.

Guidelines for the volunteer recognition:

- Must be a STAR member organization or company for at least a year
- One volunteer nomination per organization or company
- Must include at least 2 pictures with the application
- Able to lead, have initiative, and share the experience with others
- Nomination (with pictures uploaded online with the application) submitted electronically using the Formstack link
- Volunteer activities should have taken place during the 2020 calendar year
- Volunteers should have received no monetary compensation for their time

Application Question (minimum 250 words, maximum 1000): Describe why the applicant should be recognized for their volunteer activities. What are some of the measurable and creative efforts shown? How have they helped support the STAR mission and recycling in Texas? Give an example of their leadership and initiative. Include at least 2 photographs from volunteer activities in your online application.



All-STAR Elected Official

STAR will recognize an elected official who is leading nobly in their community or region to support the STAR mission to advance recycling through partnerships, education, and advocacy for the benefit of Texas.

This elected official is committed to recycling and sustainability issues within their community or region in Texas. The All-STAR elected official commits their vote, time, and energy to something they are passionate about, and they stand as a leader and steward for environmental change in Texas.

Guidelines for the elected official recognition:

- Must include at least 1 picture with the application
- Able to lead, have initiative, and share the experience with others
- Nomination (with pictures uploaded online with the application) submitted electronically using the Formstack link
- Elected official's activities should have taken place during the 2020 calendar year
- Elected officials can be city council members, mayors, legislators, and others who are selected by public vote and/or election

Application Question (minimum 250 words, maximum 1000): Describe why the applicant should be recognized for their positive political activities. What are some of the measurable and actionable efforts shown? How have they helped support the STAR mission and recycling in Texas? Give an example of their leadership and initiative. Include at least 1 photograph from elected official activities in the online application.