

**THE GUANGZHOU INTERNATIONAL AWARD  
FOR URBAN INNOVATION**

**SUBMISSION GUIDELINES 2014**

**I. ABOUT THE GUANGZHOU AWARD**

The Guangzhou International Award for Urban Innovation (abbreviated as the *Guangzhou Award*) is co-sponsored by the United Cities and Local Governments (UCLG), the World Association of the Major Metropolises (Metropolis) and the City of Guangzhou. The aim of the Guangzhou Award is to recognize innovation in improving social, economic and environmental sustainability in cities and regions and, in so doing, to advance the prosperity and quality of life of their citizens. Presented biennially, the award encourages innovation in public policy, projects, business models and practices.

**II. OBJECTIVE**

The Guangzhou Award contributes to enhancing the performance of cities and regions in two ways:

1. By promoting and recognizing innovation as a key contributing factor in meeting the social, economic and environmental challenges facing a rapidly changing world;
2. By providing a platform for the sharing and exchange of lessons learned from successful innovation.

**III. THE AWARD**

The Guangzhou Award will be discerned to up to five (5) cities for each award cycle. Each of the winning cities will receive a USD 20,000 cash prize, a trophy and a commemorative certificate designed for the award.

The winners of the Guangzhou Award are also invited to attend special events including the Guangzhou International Conference on Urban Innovation, an exhibition and the award ceremony.

#### IV. ELIGIBILITY:

1. The Guangzhou Award is open to all cities and regions worldwide, including members of UCLG and Metropolis.
2. An initiative that is entered for the Guangzhou Award should meet the following eligibility criteria:
  - a) It should be an original undertaking such as a new policy, project, business model or practice that promotes social, economic and/or environmental sustainability in a city or region;
  - b) It should be an ongoing or recently completed initiative (within the past two years);
  - c) It should provide evidence and/or indicators of substantial impact and/or success in meeting the initiative's stated objective(s).

Cities and local authorities are encouraged to submit several initiatives that support a given policy including those that are implemented in collaboration with private and civil society partners.<sup>1</sup>

3. The Guangzhou Award recognizes innovations in various thematic areas and domains. As a general guideline, innovative initiatives may be recognized within the social, cultural, economic, environmental, governance and technological domains of sustainability, including, for example:

- a) **Infrastructure and public services:** innovation in the provision, delivery, coverage and quality of public services and infrastructure, including new business models, innovative financing mechanisms and instruments; strengthening

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<sup>1</sup> While the Award is discerned directly to a city or local authority, the jury reserves the right to attribute the innovation to actions undertaken by the city's private and/or civil society partners.

capacity; increasing productivity; reducing cost and bureaucracy; developing performance measurement tools and benchmarks;

b) **Effective planning and good governance:** innovation in strategic planning, design and decision making; improved transparency, accountability and responsiveness in public administration; regulatory and/or administrative reform; citizen/client orientation;

c) **Partnerships, participation and civic engagement:** building new partnerships between government, private sector and civil society; enhancing civic engagement; implementing new business models; establishing cross-jurisdictional collaboration; fostering community empowerment;

d) **Smart city development:** innovative use of technology and of Information and Communication Technologies (ICT) to optimize resource use and allocation; boost efficiency and effectiveness in such areas as e-government, water, waste and energy management; improve transport and logistics and access to public services;

e) **Resilience:** improving the capacity of the city, region or a community in adapting to and mitigating the negative impacts of natural and human-induced disasters.

f) **Sustainability:** improving social inclusion, local economic development and decent work and environmental protection.

## V. ASSESSMENT CRITERIA

The major criteria for innovation to be considered for the Guangzhou Award include:

1. **Innovativeness:** the extent to which the use of new knowledge or information has been applied in developing new policies, practices and/or business models to address major urban issues;
2. **Effectiveness:** the extent to which the initiative has achieved or is well on its way to achieve its stated objective(s) and other socially desirable outcomes;
3. **Replicability/Transferability:** the value of the initiative in inspiring others to adopt new ideas, policies business models or practices, including replication in



- other locations of the city, region or country for greater impact and sustainability;
4. **Significance:** the importance of the initiative in addressing problems of public concern.

Each assessment criterion will carry an equal weight in the overall evaluation.

## VI. SUBMISSION PROCESS

1. Submitters are encouraged to complete the registration form (see Annex I) and send it to the Guangzhou Award Secretariat before 31 May 2014, so that the Secretariat could follow up and provide assistance where necessary.
2. Submissions should be made in accordance with the application form (see Annex II), which is available on the Internet and can be downloaded from the official website of the Guangzhou Award at <http://www.guangzhouaward.org>.
3. Submissions should be made electronically in English and formatted to fit single-sided pages of A4 paper using Times New Roman 12 or 14 point font size. An optional copy in a language other than English may be included together with the compulsory English version.
4. Submitters should include the following supporting materials as an integral part of their submission:
  - a) Articles appearing in newspapers, professional journals, newsletters or other publications;
  - b) Photographs, videos and/or other graphic materials;
  - c) Maps and graphic materials
5. Apart from the written report and supporting materials, submitters are encouraged to provide audio visual materials on DVD/CD or by email.

Submissions should be sent to the Guangzhou Award Secretariat before **30 June 2014** by Email at [info@guangzhouaward.org](mailto:info@guangzhouaward.org), or by mail at 3901, 112#, Yuehua Lu, Guangzhou, P.R.China (510030).

All submissions and supporting materials received will be acknowledged and will not

be returned to the submitters.

The organizers reserve the right to publish submissions, wholly or in part, to further promote and disseminate lessons learned from urban innovation.

## VII. SELECTION PROCESS

Submissions received by the deadline of 30 June 2014 will undergo a three-step evaluation process:

1. Step I: review by an internationally and gender representative Technical Committee comprising of up to 11 persons with extensive experience in different domains. This committee will select no more than forty-five (45) deserving initiatives from all submissions. It will then select from the deserving initiatives a shortlist of up to fifteen (15) outstanding initiatives of comparable merit. The Technical Committee will meet in person in Guangzhou for up to three working days;
2. Step II: review by the general public and the media. Short-listed submissions will be posted on the Guangzhou Award website where members of the public, the media and the participants to the Guangzhou International Conference on Urban Innovation (see below) will be invited to state their preferences and comments. The submissions that receive the most positive comments and feedback will be recognized and discerned with special certificates of appreciation. The selection will be based on equal weighting of the online appreciation, and offline appreciation by participants to the Guangzhou International Conference on Urban Innovation.
3. Step III: review by an independent Jury. Short-listed submissions will be evaluated by an independent Jury composed of no less than five (5) eminent personalities. The jury will undertake a paper evaluation and an evaluation based on the oral presentation of each of the shortlisted initiatives at the Guangzhou International Conference on Urban Innovation. The Conference is designed to promote the sharing of lessons learned from the shortlisted initiatives with other cities, practicing professionals, civil society organizations, academia, the media and the general public.

The Jury will present its final decision during the award ceremony.

The Jury has the mandate to select up to five (5) award winners from the shortlist.

The Jury reserves the right to award less than five (5) initiatives but not more than five (5) initiatives in any given cycle. The Jury also reserves the right not to give any awards if the short-listed initiatives are considered unworthy of international recognition.

The Jury's decision is final and not contestable.

#### **VIII. CERTIFICATES OF APPRECIATION**

Besides the five (5) awards, the Organizing Committee of the Guangzhou Award also intends to recognize up to three of the short-listed initiatives for their popularity with netizens, the media and participants attending the International Conference on Urban Innovation.

#### **IX. THE GUANGZHOU INTERNATIONAL CONFERENCE ON URBAN INNOVATION, EXHIBITION AND THE AWARD CEREMONY**

The Guangzhou Award Ceremony shall be held after the Jury's decision and upon the conclusion of the Guangzhou International Conference on Urban Innovation.

All short-listed initiatives will be invited to send two participants to attend the Conference.

Short-listed initiatives will also be asked to send additional material for an exhibition on urban innovation. The exhibition is open to the general public and may be shown in other venues inside and outside China.

The winners will be presented with their awards including trophies and certificates at the award ceremony. The winners will be requested to provide their bank account information for transfer of the USD 20,000 cash prize.

The award shall be discerned to the Mayor or a senior representative of the winning city.



### **The 2014 Guangzhou Award Timetable**

August 2013	Call for submissions
31 May 2014	Deadline for registration (expressing intentions of entering for the Award)
30 June 2014	Deadline for receipt of submissions
July-August 2014	Evaluation by the Technical Committee
September-October 2014	Short-listed initiatives notified of selection and may be requested to send additional supporting materials
November 2014	Final evaluation by the Jury and award ceremony

**ANNEX I:**

**Registration Form**  
**2014 Guangzhou International Award for Urban Innovation**

Please complete the following registration form and return it to the Guangzhou Award Secretariat at [info@guangzhouaward.org](mailto:info@guangzhouaward.org) by May 31, 2014.

Title of the Initiative	
Organization	
Name of City/Local Authority	
Country/Region	
Contact Person: Title (Dr./Mr./Mrs./Ms./Miss)/Given Name/Family Name	
Job Title	
Phone(including full code)	
Fax	
E-mail	
Address	
Country/Postcode	
Website of the Initiative (if available)	

**The Guangzhou Award Secretariat:**

Tel: +86-20-66289390

Fax: +86-20-66289391

E-mail: [info@guangzhouaward.org](mailto:info@guangzhouaward.org)

Address: 3901, 112#, Yuehua Lu, Guangzhou, P.R.China (510030)

Website: <http://www.guangzhouaward.org>



**ANNEX II:**

**Application Form**  
**2014 Guangzhou International Award for Urban Innovation**

Please complete the following application form and return it to the Guangzhou Award Secretariat at [info@guangzhouaward.org](mailto:info@guangzhouaward.org) by June 30, 2014.

**A. Profile of the Initiative**

Name of City/Community:		
Name of Province/State:		
Name of Country/Region:		
Geographic Region (Please select and tick one):	Africa (Sub-Saharan)	
	Asia and Pacific	
	East and Central Europe	
	Western Europe	
	North Africa and Middle East	
	North America	
Latin America & Caribbean		
<b>Title, name and position of person(s) submitting:</b>		
1.		
2.		
3.		
<b>Basic City Data:</b>		
Population size:		
Surface Area:		
Population Density:		
GDP per capita:		
GINI Index:		
Other: (please specify)		

**B. Title:**

Title or Slogan of the Initiative (25 words max.):
Start date of the initiative:
Tentative end date of the initiative:
Thematic areas (please tick as appropriate):  <input type="checkbox"/> Social <input type="checkbox"/> Economic <input type="checkbox"/> Environmental

- Governance/Management
- Technology
- Other (please specify)

### C. Background Information

Describe the legislative or policy framework under which the initiative is taking place using, for example, a public policy document at the central or local government level, a policy statement, a covenant, compact or publicly recognized commitment. (80 words max.)

### D. Summary of the origins of the initiative:

Describe how the initiative came about and what challenges or issues of sustainable development it is meant to address using the following lead questions as your guide (350 words max).

1. Describe briefly the reason(s) for undertaking the initiative including challenge(s) or issues confronting the city/region/community. Include where relevant number of people, enterprises or institutions affected.

2. Describe the goals of the initiative in terms of desired change or outcome and timeframe for achieving the change or outcome (for example, change in policy, strategy, business model, technology, means of implementation, financing arrangements, measuring and evaluation, etc.)

3. List the principal parties and partners to the initiative (specify public, private, non-governmental, individual, etc.) and who is or was the leading partner(s) and the role they each played.

4. Describe the resources used for implementing the initiative including funding/financing strategy or arrangements and Include any significant contributions that are not in cash, for example, in human, technical or managerial resources.

**E. Summary of the innovative aspect(s) of the initiative:**

Describe the innovation for the initiative using the following lead questions as a guide (350 words max).

1. Describe whether the initiative should be considered evolutionary or revolutionary. Evolutionary would imply that innovation evolved over time based on lessons learned from experience and that the changes or outcomes are cumulative. Revolutionary would imply something quite new or something that has been borrowed from elsewhere but never been tried before in the sector or context in question and therefore bears a certain degree of risk.

2. Describe where the innovation is being applied, for example, in policy or strategy; planning, design and implementation; business model or financing arrangement; tools and technology; governance and administration; etc.

3. Describe whether the innovation was inspired or borrowed from other experiences and how was the linkage with the other experiences made. Similarly, describe whether other parties have benefited or are benefiting from your innovation and how?

4. Describe whether there was or are any obstacles or resistance to the innovation and if so, how were/are they being overcome.



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## F. Summary of the desired change or outcome and how it is being measured

Describe how the initiative, and in particular the innovation, is or will be making a qualitative and/or quantitative change and how that change or outcome is being measured (350 words max)

1. What change(s) or outcome have you already achieved or hope to achieve. Please describe the nature of the change or outcome in, for example, improved quality of life; new levels of social, economic or environmental sustainability, including new attitudes and behaviour; improved efficiency, effectiveness, accountability or transparency, etc. Please also describe the scale of the change, for example, primarily local, regional, national or global.

2. What measurements or metrics are you using to assess the change? Describe who is doing the measuring and who is using the measurements and how.

3. Describe any specific tools or methods that were developed or applied to improve the chances or attaining the desired outcome or change, for example, new working methods, new data and information, new incentives or disincentives, new means of communications and knowledge, etc.

4. How does the initiative and its intended change(s) or outcomes contribute to a new image or reputation for your city or community?

## G. Detailed description of the initiative and innovation

Choose any of the above headings or a particular aspect of the initiative that you wish to highlight and that you think best describes the reasons why the innovative aspect(s) of the initiative could be of benefit to other cities, regions, communities or

parties (400 words max).

## H. Descriptive material in annex to the document

These are materials destined to allow members of the Technical Committee and the Jury to have a better understanding of the context of your initiative which is a very important consideration. Additional material can be submitted in DVD or CD formats. Please do not exceed the specifications below; anything that exceeds these specifications may not be available to the Technical Committee or the Jury. Please provide, where possible and relevant, the following:

- ◆ Up to 5 press clippings or copies of covers and tables of content of reports published on the initiative. Please embed this material on A4 pages.
- ◆ Up to 5 photos that best illustrate the initiative (.jpeg at 72 dpi, 500 x 700 px maximum). Please embed this material in two (2) A4 pages with titles.
- ◆ Up to 5 graphics that best illustrate the initiative (.pdf format, 72 dpi, A4 size max). These graphics could illustrate for example, trends, ratios or percentages; tools or technologies; etc. Please embed them on A4 pages.
- ◆ 1 map that best illustrates the physical context of the initiative (.pdf format, 72 dpi, A4 max)
- ◆ 1 chart that best illustrates the initiative (.pdf format, 72 dpi, A4 max)
- ◆ 1 technical drawing reduced to fit A4 format

## I. Additional material

Any additional material such as videos should be submitted on a DVD/CD or by email to the Secretariat at [info@guangzhouaward.org](mailto:info@guangzhouaward.org) . :