

Sustainability Through Writing

Contest Information

The Sustainability Through Writing Contest seeks to introduce sustainability as an important topic for student research and writing. The Writing Program will offer five cash prizes in three categories for professional writing that aspires to meet sustainability goals.

The categories and awards are as follows:

- **Best Sustainable Business Plan** *Seeking Donor
- **Best Project Proposal** \$1,000 shared by team authors
- **Best Promotional Packet for a Sustainable Business, Project, or Event** \$500 shared by 1st, 2nd, and 3rd place authors

Students from participating professional writing courses offered Spring, Summer, Fall 2009, and Winter 2010, may enter documents for the 2010 contest. Winners will be recognized at the annual award ceremony for professional business writing in May 2010 (date and location to be determined).

Contest Details

General Rules:

1. *All documents must demonstrate an understanding of sustainability principles.*
2. Entries must follow criteria set forth by the individual course instructor, who will explain specifics of the project. General characteristics of excellent professional writing include the following: logical, reasonable prose that is well-organized, easily navigated, concise, clear, informative, and persuasive; visually effective typography, layout, and graphic aids (including accurate depiction of data); and well-researched and well-documented information. *Participants must include the document in hardcopy and as a Microsoft Word or PDF document on a CD.*
3. The top three entries in each category will be chosen by the course instructor(s). Finalists will be chosen by a panel of sustainability professionals for the Santa Barbara community.
4. Attendance at the annual award ceremony in May 2010 is encouraged, but not required to win awards or prizes.

Business Plan

A successful sustainable business plan strives to meet the “triple bottom line”: serving the needs of planet, people, and profit. The plan will be judged on both writing skill and the understanding of sustainability: what it is, why it is important, and how this business seeks to be sustainable. While this discussion may be focused in one separate chapter, the values of sustainability should infuse as much of the business plan as possible. The feasibility of the plan will also be considered in judging. Students of Writing 109EC may also enter the separate UCSB Writing Program Business Plan Contest.

Project Proposal

The proposal strives to meet sustainability standards in a proposed project for our campus, local community, or a specific international community. This collaboratively-authored proposal is not a business plan, but it may involve establishment of a non-profit. The proposal may be in the form of a grant proposal for a specific organization; if so, additional material may be submitted to address the concerns of our writing contest. In the proposal, or in a separate letter of transmittal to the judges, authors must clearly discuss sustainability: what it is, why it is important, and how this proposal strives to meet the goals of sustainability efforts. The feasibility of the proposal will also be considered in judging. The prize for this award is sponsored by a TGIF grant.

Promotional Packet for a Sustainable Business, Project, or Event

The winning promotional packet will serve an organization by developing a plan to promote a sustainable product, service, or event. The entries should include a promotional plan, news release or advertisement, and an informational brochure.

*Please deliver **your writing entry, the entry form, and an abstract of your document(s) (75 words max.)** to your instructor or the Writing Program Office (1520 South Hall). No entries submitted after the deadline will be considered.*