

## Tips for a successful application:

1. Apply via our form: <https://goo.gl/forms/h7QjygtHsskKbKbJ2>
2. The application consists of institutional information (to identify the school applying), contact information (to allow us to follow up with you), and then a section titled “nomination text” which contains 3 essay questions of 250 words each. This part is what we use to evaluate your application.
3. Consider your response to each question carefully. Each of the three essay questions is weighed equally.
4. Don't repeat the same answer submitted for one of the essay questions in the other essay questions.
5. Try to use the 250 words to your advantage. You aren't required to fill the text field, but not providing enough information will not help your application. Please do not exceed your 250 word count.
6. Since being a signatory of the Presidents' Climate Leadership Commitments is a prerequisite for being considered for the Climate Leadership Awards, it is not advisable to use your essay questions to describe the process of signing the Presidents' Climate Leadership Commitments. We also advise against sharing historical background about your institution that is not connected to your climate work. Leverage your text to talk about your climate work.
7. Try to convey truly innovative work your institution is doing. What are you doing that could be seen as a model for the rest of the Climate Leadership Network?
8. Try to provide a holistic picture of your institution's climate work rather than focusing solely on one aspect (such as energy or efficiency, or student engagement, etc). Give us an idea of how this work cuts across your institution and bridges departments and faculties. If possible, get input from several people or departments on what should be highlighted.
9. Key aspects to focus on: holistic work, cross-functionality, climate innovation, student engagement, greenhouses gas emissions reductions, and partnerships with the community, agencies or companies.
10. Submit videos and photo materials to support your application. Please provide a link to a shared dropbox folder for us to access your materials. By submitting these materials you consent to Second Nature and USGBC using these to promote your performance within the Climate Leadership Awards and "Top 5 Colleges and Universities to Watch in Climate Leadership 2019" list. To submit additional materials, please contact [asmith@secondnature.org](mailto:asmith@secondnature.org)

## Frequently Asked Questions

1. **What is different this year?**
  - This is year, in addition to the Climate Leadership Awards in the 2-year and 4-year category, institutions will have the opportunity to win an award in one of three new categories: Student Preparedness, Cross-Sector Collaboration and Climate Innovation, if they exhibit exceptional strength in any one of these. You will also have the opportunity to be featured on the "Top-5 Universities and Colleges to Watch in Climate Leadership 2019" list that will be published in January.

- The winners will be presented with their awards at the 2019 Higher Education Climate Leadership Summit that will be hosted in partnership with the Intentional Endowments Network in Tempe, AZ. In addition to answering the required questions in the application, you will also be able to submit videos and photos to support your application.

**2. What else can I do to support my application other than filling out the required questions in the application?**

You can submit videos and photo materials to support your application. While it is certainly not required, any additional material submitted can only help you! By submitting these materials you consent to Second Nature and USGBC using these to promote your performance for the Climate Leadership Awards program and "Top 5 Colleges and Universities to Watch in Climate Leadership 2019" list. To submit additional materials, please contact [asmith@secondnature.org](mailto:asmith@secondnature.org)

**3. When will I know if I am a finalist/honorable mention/winner?**

As a popular national climate leadership award program, we have many applications to process and appreciate your patience as we give each applicant the careful consideration they deserve. The 2018 schedule is as follows: Applications are due September 20, 2010 by 11:59 pm PT. Finalists will be announced by early November. Winners will be announced in December.

**4. What should I do if I am selected as a finalist?**

If selected as a finalist, you might want to start gathering photos and videos, if you have not already submitted them as part of your application, that highlight your climate work on campus. If selected as a winner later on, we will be requesting these materials. Also, talk with your team about who might be the best representative to attend the 2019 Higher Education Climate Leadership Summit (at the Tempe Mission Palms Hotel, February 10-12 in Tempe, AZ) if your school is selected as a winner. Attendance at the Summit is required in order to receive your award.

**5. What do I do if I am selected a category award?**

If selected as a winner on one of the new three categories (i.e. Student Preparedness, Cross-Sector Collaboration and Climate Innovation), you will be contacted by Second Nature's communications team requesting contact information for your institution's communications/PR team. Second Nature will also request available media content from you and your communications/PR contacts (which may include pictures or videos you have that highlight your climate work on campus) in order to put together promotional content about your honorable mention. Please provide this information as quickly as possible.

**6. What do I do if I am selected a winner?**

If selected as a winner, you will need to confirm the attendance of a representative from your institution to the 2019 Higher Education Climate Leadership Summit (at the Tempe Mission Palms Hotel, February 10-12 in Tempe, AZ) within one week of being contacted. If you cannot confirm within that time, the spot will be offered to the runner up. You will be contacted by Second Nature requesting your confirmation and contact information for the representative attending the Summit, and for your communications/PR team. Second Nature will also request available media content from you and your communications/PR contacts (which may include pictures or videos you have that highlight your climate work on campus) in order to put together promotional content

about your honorable mention. Please provide this information as quickly as possible.

7. **Anything else I should be doing if I am selected as a finalist, or winner?**

Yes, celebrate! You've been awarded a recognition for your climate action efforts within a network of institutions that are all committed to climate action and at the forefront of climate innovation.

You will receive promotional images and sample social media posts from Second Nature to help you share your achievements.

8. **What if I have other questions?**

For questions about anything not covered here, please contact Michele Madia at [mmadia@secondnature.org](mailto:mmadia@secondnature.org).