



MD 107 Environment Prize

Lions for Clean Waters and the Environment Workgroup (L4CW)



Tuhansien
leijonien
maa
n. 22 000 jäsentä,
leoa ja leijonaa

70
vuotta
Suomessa
1950-2020



Johanna Hakkanen
leijona - leijon 2019



Hannu Hertti
leijona - leijon 2009



Marika Haapanen
leijona - leijon 2012



Raimo Sillanpää
leijona - leijon 2003



Jari Hautala
leo 1984, leijona - leijon 2000



Jenni Luomela
leo 2000, leijona - leijon 2009



Nina Makkonen
leijona - leijon 2005



Mari-Anna Niemi
leijona - leijon 2013



Juha Lesonen
leijona - leijon 2018



Maile Hongisto
leijona - leijon 2002



Teija Laponen
leijona - leijon 1996



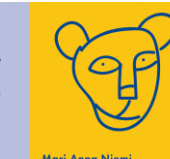
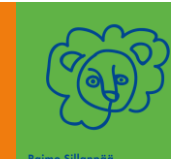
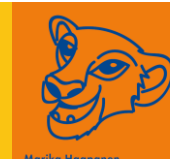
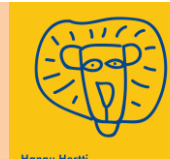
Matti Reijonen
leijona - leijon 2001



MD 107 Environment Prize Strategic Background

Tuhansien leijonien maa
n. 22 000 jäsentä, leoa ja leijonaa

70 vuotta Suomessa
1950-2020



Why Lions Environmental Service Work?



We want to leave our unique planet vital for future generations.

We want future generations to become responsible consumers as well as citizens who actively take care of the environment and nature.

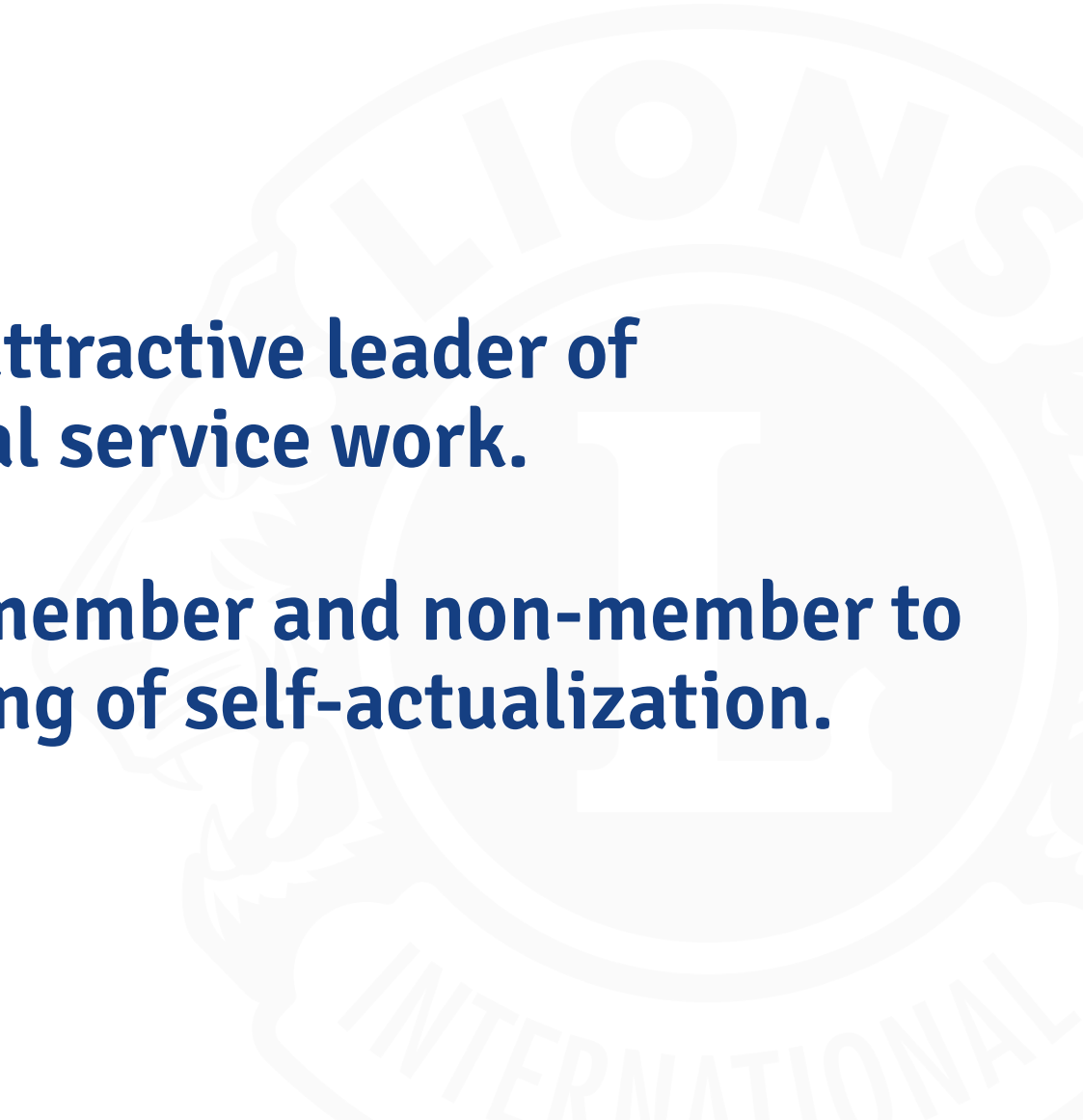


Our Vision



Lions is an impactful and attractive leader of voluntary environmental service work.

Lions is the best place for every member and non-member to experience empowering feeling of self-actualization.





Environment Approaches

The natural environment consists of living and non-living nature. It can also be defined as a natural area on the surface of the earth, in or near water, underground or in the atmosphere.



Natural Environment

Build Environment



The built environment means everything man-made, such as buildings and infrastructure. The built environment has a strong effect on, for example, the comfort of urban spaces.

The cultural environment is the man-made natural environment and the everyday living environment of people. It includes archaeological heritage, built environments and traditional landscapes. The cultural environment also manifests itself in stories.



Cultural Environment

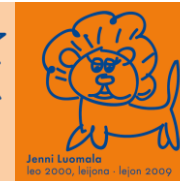




MD 107 Environment Prize Concept

Tuhansien leijonien maa
n. 22 000 jäsentä, leoa ja leijonaa

70 vuotta Suomessa 1950-2020



Purpose of the Prize



In addition to the valuable voluntary service work:

- To give recognition to clubs' projects and activities.
- To share projects, activities, and ideas among the clubs.
- To activate clubs.
- To promote the significance of nature and the environment in relation to people's and every other earthlings' healthy life.
- To help implement our strategic goals.

Process



Example of Evaluation Criteria (2021)



-
- Impact of the activity or project on the local area.
 - Continuity of the activity or project in the local area.
 - Impact of the activity or project on activating local people.
 - Opportunities to apply the activity of project to other clubs' service work.

Example of Jury Composition (2021)



Represented organizations

- Finnish Leos (chair)
- Finnish Freshwater Foundation
- The Centres for Economic Development, Transport and the Environment (governmental organization)
- LFCW Work Group
- Finnish Lions Club



Applications



- Free form applications including also videos.
- Promote that it's good to include some visual material in the application.
- Promote that applications should comply with the evaluation criteria.
- Inspire appliers to express out their own uniqueness.

Example of the Evaluation Tool (2021)



K1	Ympäristöteon vaikutukset omalle paikkakunnalle
K2	Ympäristöteon jatkuvuus omalla paikkakunnalla
K3	Ympäristöteon vaikutus ihmisten aktivointiin arjessa
K4	Ympäristöteon hyödyntämismahdollisuudet muiden klubien toiminnassa

Voi käyttää tätä pohjaa apuna arvioinnissasi. Arvioi työt ja pisteytä hakemukset skaalalla 1-5 (5=maksimipisteet) kunkin arviointikriteerin kohdalla

Valitse mielestäsi kolme parasta yhteispisteiden ja oman harkintasi mukaan

Valitsemme raadin kokoontumisessa 12.6. klo 16.30 kaksi parasta perusteluineen ja miten 1000 euroa jaetaan voittajien kesken

Numero	Klubi	Arviointikriteerit				Yhteensä
		K1	K2	K3	K4	
001	LC Akaa/Dynamo					0
002	LC Kittilä/Levi					0
003	LC Lammi					0
004	LC Limika/Liminganlahti					0
005	LC Paimio					0
006	LC Punkaharju					0
007	LC Suonenjoki/Soittu					0
008	LC Vilppula					0
009	LC Virtasalmi					0
010	LC Lahti/Ankkurit					0
011	LC Mynämäki					0

Prizes



- Total prize money 1000 eur
- 1st prize: money, diploma, L4CW signature product e.g. L4CW Secchi Disc
- 2nd prize: money, diploma, L4CW signature product
- The most active district: diploma, L4CW signature product
- Honorary mentions if needed: Diploma
- Give room for a surprise prizes as well

Jury decides in the final evaluation how the prize money shared with the 1st and 2nd prizes.



Example of the Diploma (2020)



**Leijonat 70 vuotta Suomen luonnossa
ympäristöpalkinto 2020
I palkinto**

LC Kontiolahti

**Salmilammenpuron ennallistamisen
virtakutuisten vaelluskalojen
elin- ja lisääntymisolojen kohentamiseksi**

Ympäristöön panostaminen on yksi arvokkaimmista teoista, joilla voidaan tarjota nykyisille ja tuleville sukupolville hyvät lähtökohdat elämään ja terveelliseen ympäristöön. Esimerkillänne kukoistamaan pääsevät niin monimuotoinen luonto kuin ihmisetkin.

Aarne Kivioja
Puheenjohtaja

Matti Reijonen
Varapuheenjohtaja

Mika Pirttivaara
Palkintolautakunnan puheenjohtaja

**Suomen Lions-liitto ry
Leijonat puhtaan veden puolesta**

70
vuotta
Suomessa
1950–2020

70
år i
Finland
1950–2020

**Landsdel med
tusentals
lejon
ca 33 000
medlemmar,
lejon och lejon**



Some Observations



- Applications has represented diverse approaches to the environment.
- Average level of the applications has been high.
- Clubs are proud of their projects and activities.
- Monetary incentive has worked in Finland.
- Three major tasks to activate clubs: marketing, marketing, and marketing. Be inspiring.
- Promote winners as examples and open new forums them → increases inspiration and opens new opportunities.



Kiitos

