

Do not fill out this application. This is just a PDF version so that you may read all the questions and share the application prior to filling it out online.

Aveda Environmental Award – Long-time Leader

Applicants should be magazines that have demonstrated environmental leadership for at least five years

Please complete ALL information on this form. After submitting your application, pay your application fee (\$50 for one magazine, \$35 for each magazine in your company after the first) by calling Frank Locantore at 202-872-5308 with your credit card information. Application and payment are due no later than 5 pm Pacific Time on October 30, 2009.

Entry and supporting materials/magazines will not be returned and entry fees are non-refundable. Entries may be used in future Aveda Environmental Awards exhibitions or promotions. Refunds will not be given for inaccurate entries, though we will make every attempt to correct mistakes. Your application will only be reviewed after payment is received.

The judges have 60 combined years of experience in paper and publishing; none of them are Aveda Staff. Only the judges will view your application and information will remain confidential. If you have any questions contact Frank Locantore at 202-872-5308 or Frank@GreenAmericaToday.org.

For more information about the award criteria, please visit <http://betterpaper.ning.com/page/understanding-the-aveda>.

I. Contact Information

- Name:
- Job Title:
- Street Address:
- City/State/Zip:
- Phone:
- Email:
- Publishing Company:
- Magazine:

2. Commitment

- How long has your publication/company had an environmental commitment? Explain what that commitment is and if it has evolved over time.
- Explain why you consider your publication/company an environmental leader? (Do you communicate about sustainability with your supply chain, readers, and advertisers? Do you have, or have you improved your public stewardship/procurement policy? Do you demonstrate environmental leadership within your industry, networks/trade association, have you received any awards or conducted/commissioned any studies/reports, do you suggest or participate in conference workshops on the environment, etc.)

If necessary, you may send additional examples of your leadership by email to Frank@GreenAmericaToday.org.

- Do you communicate your environmental leadership to your readers and advertisers? How?
- Do you have a stewardship policy or procurement policy?

3. Practices

- What is your percentage recycled content (total and post-consumer)?
- Is your paper FSC-certified?

- If your paper is certified by another certification system,
 - What is that system?
 - Do you have “Chain of Custody” documentation that explains the exact source of all your fiber?
 - How do you confirm that any virgin fiber used in your publication is free of fiber from endangered forests and illegally logged areas; does not come from areas of social conflict; and, does not come from tree plantations where forests were converted to plantations?
- How is your paper whitened/bleached?
 - PCF
 - EECF with ozone
 - EECF
 - TCF
 - ECF
- What type of cover coating do you use?
 - Aqueous
 - Varnish
 - Ultraviolet
 - None
- Paper and Printing
 - Name of paper
 - Manufacturer
 - Mill locations (City, State)
 - Basis weight
 - Trim size
 - Printer name and location (City and State)
 - Volume of paper purchased (Total weight by year)
 - Total print run
 - Total circulation