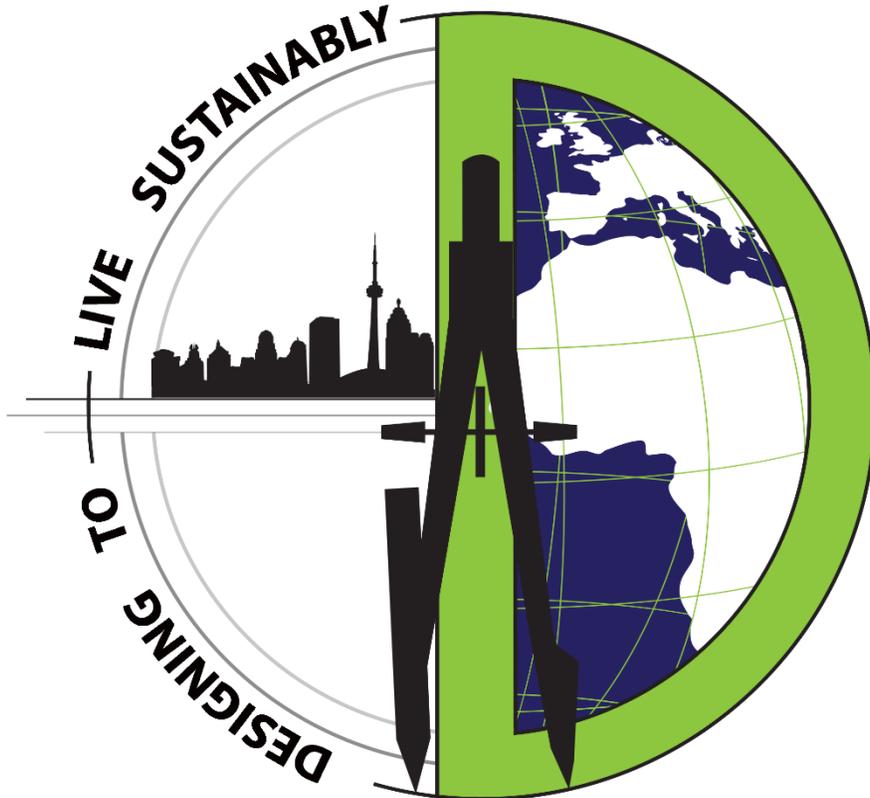


Designing to Live Sustainably



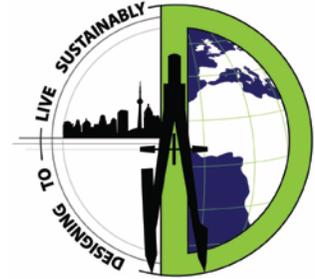
2015 Entry Information Packet

A program of Keep Western New York Beautiful



Dear Designing to Live Sustainably Entrant,

Thank you for your interest in the d2ls 2015 competition, "Our responsibility to future generations – preparing for the effects of climate change." This packet contains important information regarding the structure of the competition and entry requirements.



It is the mission of our 2015 competition to collectively embrace our responsibility to future generations, doing more than merely coping with the effects of climate change, by consciously designing our built environment and policies that not only facilitate doing well, but allowing us to thrive. We invite anyone with an idea that could contribute to the region's planning for the effects of climate change to join in this competition.

In order to help make your big ideas a reality, we have secured the collective efforts of regional leaders and professionals to act as mentors. We have begun a dialogue that crosses cultural, racial and economic divides through a sharing of ideas, concepts and designs. Through the collective efforts of the competition entrants, all are encouraged to discover their potential for synergy, partnering and collaboration.

The competition is meant to create a dialogue between people, and bring them together to share ideas. We hope you will participate in everything we have to offer, and most of all, have fun.

If you have any questions or concerns about entering the competition we encourage you to email the d2ls team at d2lsbuffalo@gmail.com, visit our website at www.d2lsbuffalo.com or pose your comments on social media by visiting our Facebook, Twitter or LinkedIn accounts. Good luck!

Best Regards,

The d2ls Team

Designing to Live Sustainably | A proud affiliate of Keep Western New York Beautiful
144 Heritage Road
Tonawanda NY 14150

2015 Important Dates:

March 2, 2015 5:00 – 8:00 p.m. EST: Launch Party Anyone interested in learning more about the 2015 competition should attend! Here you can speak with d2ls team members to get more information on why you should enter the competition, support the celebration or become a sponsor.

March 17, 2015: Green Drinks St. Patrick's Day Special Edition Greenworks Buffalo Niagara and The Good Neighborhood are co-hosting a mixer to get people excited about Designing to Live Sustainably 2015 competition at The Filling Station in Larkinville.

April 11, 2015: Mentor Session Entrants are highly encouraged to attend this interactive brainstorm and mentoring event. Professionals from across the region will be in attendance to offer constructive suggestions on how to craft more well-rounded, collaborative and feasible submissions.

May 15th, 2015 4:00 p.m. EST: Registration Deadline Participants must submit their registration form & required attachments by this date.

Friday, May 22, 2015 4:00 p.m. EST: Submission Deadline d2ls must be in receipt of your physical and electronic project submissions. (Location TBD)

June 2015: Celebratory Event & Competition Awards Presented Join us to celebrate creative solutions to improving the Buffalo Niagara bioregion through design.

Additional events may be added in the future. Please check www.d2lsbuffalo.com for the most up to date list of events.

Competition Structure:

We have identified six project categories. You may choose ONE category per entry:

1. PUBLIC PARTICIPATION, POLICY & GOVERNANCE

Public participation and governance projects will propose the revision, expansion or consolidation to an existing policy or law, purpose a new policy or law, establish a community based organization, or educate the public, especially the disadvantaged or disenfranchised.

2. TRANSPORTATION & WALKABILITY

Mobility projects will improve upon our existing means of getting from place to place through enhancements to safety, walkability, reliability, connectivity, affordability and/or usability.

3. AGRICULTURE & FOOD JUSTICE

Agriculture and food justice projects will cover parts of or the entire life cycle of food, including production, distribution, consumption and/or disposal.

4. SUSTAINABILITY IN BUSINESS

Sustainability in business projects will optimize the logistics, supply chain, service or production across an industry or within an organization.

5. DESIGN INNOVATION

Design innovation projects will display novel and imaginative thinking in creating new structures, devices, technology or art.

6. REUSE, RETROFITS & PRESERVATION

Reuse, retrofit and preservation projects will improve upon an existing structure either through adaptation, rehabilitation or modification.

Judging and Awards:

Judging will be done by a multidisciplinary panel of judges who will select a winner from each of the 6 categories, and one grand prize winner. Details on prizes will be announced at a later date. We are pleased to announce our panel of expert judges:

- **Eddie Friel**, OBE, DBA, FRSA, Director, Niagara Global Tourism Institute
- **Lynn Marinelli**, Western New York Director of Intergovernmental Relations, Empire State Development
- **Hal Morse**, Executive Director, Greater Buffalo-Niagara Regional Transit Council; Committee Chair, One Region Forward
- **Rocco Termini**, President & Chief Executive Officer, Signature Development
- **Lisa Tucker**, Co-Founder & Executive Director, Food & Fork Network; Agriculture Economic Development & Food Systems Educator, Cornell University Cooperative Extension of Niagara County
- **Pat Whalen**, Chief Operating Officer, Buffalo-Niagara Medical Campus, Inc.

We are also honored and excited to welcome **David Hahn-Baker**, Founder and President of Inside/Out Political Consultants, who will join us as the award selection facilitator.

How to Enter:

Projects will submit to ONE of the six competition categories. If you feel that your project extends across multiple categories, select the area which best describes your project, and of which you feel would have the greatest probability of being awarded.

All entrants must register by submitting the d2ls registration form and all required attachments. You may register online at www.d2lsbuffalo.com or by mail to:

Keep Western New York Beautiful – d2ls registration
Attn: Crystal Surdyk
144 Heritage Road
Tonawanda, NY 14150

Only one project submission is permitted per registration. Registration may be done any time up to the registration deadline of **May 15th, 2015 4:00 p.m. EST**, but must be before submitting your entry. Your registration will be confirmed and you will receive a registration number via email. The submission of your d2ls registration acknowledges that you have read, understand, and agree to fully comply with the d2ls submission requirements listed in the "Submissions Requirements" section.

Submission Requirements:

Competition submissions may be in one of three forms, presentation board, digital video, or physical model. Other mediums may be approved by request. All submissions must be delivered by **Friday, May 22, 2015 4:00 p.m. EST** (address TBD). All submissions must be accompanied by a digital representation of the project for judging and a brief project narrative (1,000 words maximum) sent to d2lsbuffalo@gmail.com. Every submission email must be labeled with the subject line, "**D2LS 2015 SUBMISSION**" and include your **registration number**. Physical submissions, team photos, and biographies will be displayed at the award ceremony in June (space permitting).

All final submissions must only disclose the project registration number. No company logos, team or company names, email-addresses, social media accounts, phone numbers, web addresses, or other advertising may be displayed on project boards. This is to ensure that judging remains fair & impartial.

- A. *Presentation boards* must be no larger than 30x40 in. and mounted on a foam core presentation board. Submissions may be any combination of photographs, renderings, drawings, plans, captions, diagrams, collages, etc. that best describe and visualize your submission.
- B. *Digital video submissions* must be no more than 5 minutes long and be a self-containing complete project description. All video submissions must be accompanied by a written transcript or have subtitles available. Videos should be in a common video format (.avi, .mov, .mp4, .wmv, etc) and submitted on CD, DVD, or flash drive.
- C. *3-dimensional models* must fit through a standard doorway (34x78 in.) or capable of being assembled and disassembled and no more than 20 pounds (assembled projects may be up to 20 pounds per component). Models will not be considered as having been submitted unless they are fully assembled at the time of the submission deadline.

Design Criteria:

Creativity, innovation and sustainability are important, but while the designs may be conceptual, they should be realistic in nature. All projects will be evaluated based on how well they convey steps necessary to become feasible. Higher consideration will be given to projects which identify potential stakeholders, a timeline for implementation, estimated budget and measurable impacts, where applicable.

Entrants should consult existing plans and make sure that their submission directly address sustainability, including how the design affects the surrounding area, the neighborhood and the environment as a whole. Please see the RESOURCES section of our website for assistance. We have also assembled a team of professionals who will be available to give guidance at a mentoring session in April 2015.

Other issues to keep in mind when developing project ideas include:

- Air Quality
- Climatology
- Energy
- Education
- Hydrological
- Recreational
- Societal
- Systems of Governance
- Waste Water
- Solid Waste
- Storm Water
- Water Security
- Smart Growth

*Designing to Live Sustainably reserves the right, at its sole discretion, to disqualify any submission that it determines to be profane, obscene, offensive, or otherwise inappropriate. d2ls also reserves the right, at its sole discretion, to disqualify any incomplete submission or any submission that does not comply with the terms and conditions of the competition.

Designing to Live Sustainably

2015 Competition Registration Form

Entrants may register online at www.d2lsbuffalo.com or by mailing this registration form and the required attachments to:

Keep Western New York Beautiful (d2ls registration)
Attn: Crystal Surdyk
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Entries are also required to submit the following attachments:

- A. Team Photo (8x10)
- B. Letter of Intent (500 word maximum) addressed to the d2ls team explaining what resonates most to your team (or self if submitting as an individual) about the 2015 d2ls competition mission "Our responsibility to future generations – preparing for the effects of climate change"
- C. Brief paragraph on each individual team members background & experience

Registering as a (circle one): Individual Group

Name of Primary Contact:	
Affiliation (if applicable):	
Primary Contact Email:	
Primary Contact Phone Number:	
Primary Contact Address:	
Project Location:	
Category:	

Team Members (List each team members name: