

## Sustainable Energy Media Awards Evaluation Criteria

Fourteen (14) awards are presented at sustainable energy media awards presentation covering print media and electronic media.

Media	Sub-media	Award	Suitability	EvaluationCriteria
Print	Newspapers	Outstanding Sustainable Energy Newspaper Journalist of the Year	Creations (news items, columns and feature articles) with the objective of promoting energy management in Sri Lanka and using renewable energy are considered. The contribution of a journalist for one or more categories of creations mentioned above is evaluated.	<ol style="list-style-type: none"> <li>1. Reporting information, fairness, balance, timeliness and accuracy</li> <li>2. Transparency presenting a clear understanding depth and quality</li> <li>3. Production quality, using verbal contrivances and creativity</li> </ol>
		Outstanding Green Energy Newspaper Institute of the Year	This award is presented after considering the contents (news, feature articles, columns, photographs, cartoons, magazines and supplements) of all publications of the said organization based on the contributions of the same for promotion of sustainable energy in the relevant year.	
	Essays, journals and other appendices	Outstanding Sustainable Energy Writer of the Year	The endeavors of the writer to promote energy management and use of renewable energy increase the knowledge level of readers and present complex technical information in simple and creative manner are evaluated here.	
		Outstanding Green Energy Publishing Institute of the Year	This award is presented taking into consideration the contributions of all publications of an organization such as books, magazines and other journals has made for the promotion of sustainable energy during the relevant year.	
Electronic	Television	Outstanding Sustainable Energy TV Journalist of the Year	Television programmes produced for the promotion of sustainable energy (teledramas, documentaries, songs, magazine programs, discussions and news) are evaluated for this award.	
	Radio	Outstanding Green Energy TV Institute of the Year	Considering the contributions of TV channel/s or an organization to the promotion of sustainable energy, this award is presented to the institution owning the said channel/s or organization.	
		Outstanding Sustainable Energy Radio Journalist of the Year	Radio programmes produced for the promotion of sustainable energy (Teledramas, documentaries, songs, magazine programs, discussions and news) are evaluated for this award.	
		Outstanding Green Energy Radio Institute of the Year	Considering the contributions of radio channel/s or an organization to the promotion of sustainable energy, this award is presented to the institution owning the said channel/s or organization.	
	Social Media	Outstanding Sustainable Energy Publisher of the Year	Social networks designed for energy management and promotion of sustainable energy are considered for this award. The award is presented to the individual/publisher maintaining the best social media account/s. The year's best creation is selected out of Face book, Twitter, Blog, Web Page etc.	
		Outstanding Green Energy Social media Institute of the Year	Institution maintaining the best social media site/ account is selected for this award.	
General	Media Advertisements	Outstanding Green Energy TV Commercial Producing Institute	This award is presented to the production institution that produced the most creative and attractive advertisement reaching the hearts and minds of the general public, broadcast over any media.	
Supplementary			Opportunity exists for 3 awards decided by the Evaluation Committee of the relevant year if unnamed creations came up representing all the above categories.	

## Awards - Guide



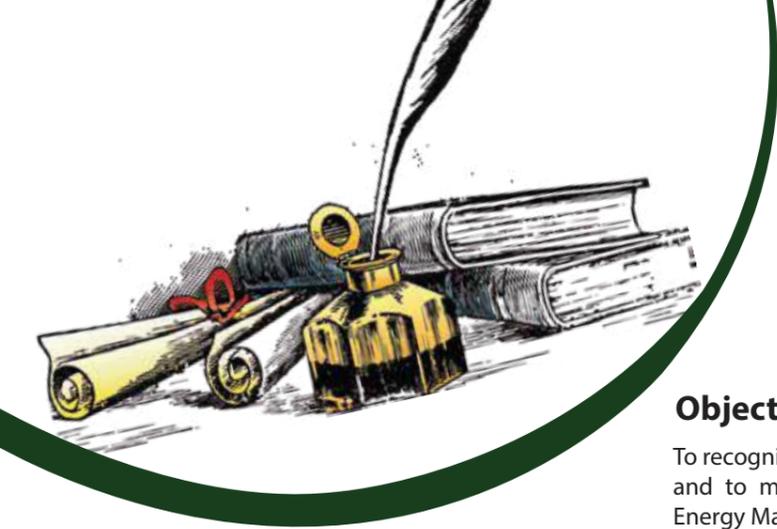
## Energy Media Awards

Recognising Efforts in Sustainable Energy Promotion in Sri Lanka

Sri Lanka Sustainable Energy Authority has organised Energy Media Awards with a view to motivate Journalists, Media Institutions and interested parties to promote Renewable Energy and Energy Management among the general public of Sri Lanka.



**Sri Lanka Sustainable Energy Authority**  
 No. 72, Ananda Coomaraswamy Mawatha, Colombo 07.  
[www.energy.gov.lk](http://www.energy.gov.lk)



## Objectives

To recognise the efforts of media institutions and interested personnel and to motivate such parties to promote Renewable Energy and Energy Management among the general public of Sri Lanka

## National need for awards presentation

Sri Lanka fulfills its local energy needs through imported energy resources such as petroleum and coal, hydro power and new sustainable energy sources (biomass, wind power and solar energy) As per the studies conducted by the Sri Lanka Sustainable Energy Authority it is confirmed that about 20% - 30% of energy is wasted due to various reasons in fulfilling the local energy needs. Also the electricity generation sector and the local transport sector are dependent on imported oil. Sri Lanka spends about 29.5% of the total export revenue per year on fossil fuel exports. The view of specialists is that the transport sector and the electricity generation sector, operating on imported oil, and about 15% out of this is wasted due to lack of public awareness.

Furthermore, the Government displays an increased tendency to carry out future electricity generation plans, placing a strong focus on demand side management and minimising waste through the education of the general public takes an important position among its strategies as such benefits are realised at almost no cost.

Increasing the people's knowledge of energy management and transmission of new knowledge to them constantly are today's national endeavors of journalists and it is a valuable investment in the country's tomorrow.

## Award presentation & conditions

This award presentation will be held annually, affiliated to the National Energy Awards Presentation Programme. Applications are called for awards through media and advertisements posted in the website of the Sri Lanka Sustainable Energy Authority. This awards presentation is based purely on submissions made to the Evaluation Committee of the Sri Lanka Sustainable Energy Authority according to the advertisement. The Evaluation Committee will, in no instance, monitor the media and present awards.

## General conditions for applications

- Applications must be submitted using the application published by the Sri Lanka Sustainable Energy Authority.
- Incomplete applications and nominations will be taken as invalid.
- The files submitted for evaluation purposes could be reclaimed by a written request after six months from the awards presentation.
- Applications and nominations should be sent through registered mail or handed over to the address 'The Director General, Sri Lanka Sustainable Energy Authority, No.72, Ananda Coomaraswamy Mawatha, Colombo 07.' before the closing date for applications mentioned in the advertisement April 29, 2022.
- Date of publication/broadcast of the documents and creations should be mentioned in the application.
- An applicant can apply for any number of awards categories as per his/her wish but he/she will be getting awarded for one award in one category.
- Two (02) copies of the application should of be submitted along with appended creations.
- The full name of the applicant should be written in English block letters.

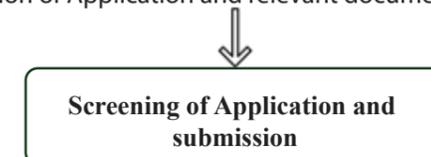


- In a group application, the names of group members should be clearly written.
- The number of creations accompanying one application should be not less than 5 and not more than 10.
- If the Evaluation Committee is not satisfied with submissions in a category in a particular year, the Committee has the power not to award that particular category that particular year.
- The Board of Management of the Sri Lanka Sustainable Energy Authority has the power of approval of presentation of awards on the recommendations of the Evaluation Committee.
- Any influences or inducements on the Evaluation Committee or its members will be reasons for disqualification.
- Documents/productions not adhering to media ethics will not be considered. (Only the Media Ethics Procedure approved by the Ministry of Media is considered.)
- The Committee has the right to recommend the presentation of 3 (maximum) open category awards relevant to the above-mentioned categories for the relevant year

## Evaluation Committee and the Evaluation Methodology

Productions/documents conforming to the given evaluation criteria will be evaluated through the 6 steps given below by a 7-member Evaluation Committee including veterans in the media and energy spheres appointed by the Director General of the Sri Lanka Sustainable Energy Authority.

Submission of Application and relevant documents/productions



Oral presentation

Evaluation of oral presentation

Submission of Report of Evaluation Committee (including recommendations) to the Board of Management

Board Decision



# Energy Media Awards - 2021 Application

<b>Important</b> Two (02) copies this application should of be submitted	<b>For official use only</b> Date received..... Number.....
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Nature of Application	Individual Application <input type="checkbox"/>	Group Application <input type="checkbox"/> (Mention full names & positions of members)
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Full name / names of applicant / s (In English block ca pital letters) :	Position
1. ....	.....
2. ....	.....
3. ....	.....
4. ....	.....
5. ....	.....

<b>Applicant / s Information</b> Address:..... Tel No: <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	Fax No: <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> E-mail Address : ..... NIC / Passport Number : <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>
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<b>Professional Information</b> Institution : ..... Number of Documents/Productions (Published/ broadcast from 01.01.2019 to 29.04.2022)  Less than 10 <input type="checkbox"/> 10 to 15 <input type="checkbox"/> More than 15 <input type="checkbox"/>	Institutional Media Person <input type="checkbox"/> Independent Media Person <input type="checkbox"/> Profession if an Independent Media Person : ..... If not employed by a Media Institution, employer's name : .....
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<b>Document/production heading :</b> <table style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 60%; padding: 5px;">Heading</th> <th style="width: 40%; padding: 5px;">Date of Publication/ broadcast</th> </tr> <tr> <td style="padding: 5px;">-----</td> <td style="padding: 5px;">-----</td> </tr> </table> Language Medium : Sinhala <input type="checkbox"/> Tamil <input type="checkbox"/> English <input type="checkbox"/>  Document/Production Insttute : ..... Date of publication / broadcast : (D/M/Y) <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	Heading	Date of Publication/ broadcast	-----	-----	-----	-----	-----	-----	-----	-----	Is the document/production been subjected to any challenge / problem? Yes <input type="checkbox"/> No <input type="checkbox"/>  If the answer is "yes", any corrections done after initial publication or information about retraction should be produced along with the application. Inquiries if any from the applicant or the media organization, if any, and reactions for them from Newspaper Board/Ministry of Media, if any, should be appended to the application. The Board of Evaluation will call applicants for interview if the need arises.
Heading	Date of Publication/ broadcast										
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Application information

**TV**

- Outstanding Sustainable Energy TV journalist of the year
- Outstanding Green Energy TV institute of the year

**Radio**

- Outstanding Sustainable Energy Radio journalist of the year
- Outstanding Green Energy Radio institute of the year

**Print Media**

- Outstanding Sustainable Energy News Paper journalist of the year
- Outstanding Green Energy News Paper institute of the year

**Social Media**

- Outstanding Sustainable Energy Social Media Publisher/ Writer of the year
- Outstanding Green Energy Social Media Institute

**Media advertisements connected with energy**

- Outstanding Green Energy TV Commercial Producing Institute

**Agreement**

I/we do hereby certify that I/we accept the conditions and criteria given in the guide for this award, and the decision of the Evaluation Committee and the Board of Management of Sri Lanka Sustainable Energy Authority as final and I/ we certify the accuracy of data and information in the documents/ productions I/ we submit.

I/we understand that contravention of conditions in the guide could cause my/our application/s becoming ineligible for award/awards presentation.

Signature/s .....  
.....

.....  
Date: (YYYY/ MMM/ DD)

Please send your application, documents and productions to the address **‘The Director General, Sri Lanka Sustainable Energy Authority, No. 72, Ananda Coomaraswamy Mawatha, Colombo 07.’** under registered cover indicating “Energy Media Awards” on the top left hand corner of the envelope to be received on or before 29<sup>th</sup> April 2022.