

February 23, 2015 Council Meeting
Silver Leaf Award Background

IABC Canada Silver Leaf Award

The International Association of Business Communicators has presented the City of Richmond with an IABC Silver Leaf Award of Excellence in Government Communication for the City's Green Cart program.

Silver Leaf is Canada's premiere professional awards program celebrating excellence in business communication. Winning a Silver Leaf places the City of Richmond in a league with some of the best communicators in the field from across the country. This national award of distinction recognizes organizations that are setting the standard for communications excellence. The stringent judging standards for these awards involves evaluating entries based on a clear understanding of the organization's needs, recognition of target audiences and their interests, and the strategic use of communication tactics to inform and influence audiences. The award judging also requires reporting on performance indicators to measure how communication has supported achieving goals and objectives.

The City of Richmond was now been honoured with an IABC Bronze Quill Award of Excellence (provincial level), and an IABC Silver Leaf Award of Excellence (national level) in recognition of the exceptional success of its Green Cart communication campaign to support the launch of the new program for residents in single-family homes and some townhomes. The City's Green Cart program is now being considered for an IABC Gold Quill award, which is an internationally recognized awards program. The Gold Quill Award is a monumental achievement in the communication profession. The judging of the awards is underway, and it is expected that winners will be announced in March.