

## CLIMATE PROTECTION: EVERYBODY PROFITS 2010 CONTEST- **\$3,500** IN PRIZES

Every year since 2005, leaders from Sonoma County local government, business, and the community at large convene for the [Climate Protection: Everybody Profits conference](#). This year the theme is the power of pricing and financing to reduce greenhouse gas emissions.

**New for 2010's conference is a contest** with \$3,500 in prizes for the best pricing and financing solutions for reducing greenhouse gas emissions. By offering cash prizes to contest winners, we utilize the pricing/financing concept we're addressing at the conference - that economic signals motivate behavior. The contest aims to spark the next [AB811](#)/Sonoma County Energy Independence Program or [parking pricing policy](#) idea.

All are encouraged to participate, either by entering the contest or by attending the [conference](#) and casting votes for the winners. Thanks to [Sonoma Mountain Village](#) and our other sponsors for providing the support needed to make this contest possible.

### CONTEST PURPOSE:

To generate and evaluate new approaches for pricing or financing policies or solutions that will reduce greenhouse emissions.

### DEADLINE:

Entries are due by Friday, April 16, 2010, 5:00 p.m., Pacific Standard Time.

### SUBMISSION:

Entries are to be submitted by email as a single attachment as a Word or PDF document to [contest@climateprotection.org](mailto:contest@climateprotection.org) with "Contest Entry" in the subject line of the email.

**TO QUALIFY** for the contest, the policy or solution must be both implementable at the county and/or city jurisdictional level, and currently in use nowhere in Sonoma County, nor described in the Sonoma County Community Action Plan ([www.coolplan.org](http://www.coolplan.org))  
It is acceptable to submit a solution already being implemented somewhere outside of Sonoma County.

### CRITERIA by which entries will be judged:

1. Produce significant, rapid greenhouse gas emission reductions (up to 35 points)
2. Cost effective and good for the local economy (up to 25 points)
3. Practical, implementable and politically feasible (up to 15 points)
4. Replicable and/or scalable (up to 15 points)
5. Overall clarity, completeness, and credibility of the entry (10 points)
6. Socially just (up to 15 bonus points)

### CONTEST QUESTIONS

- Questions about the contest may be submitted by email to: [contest@climateprotection.org](mailto:contest@climateprotection.org) with "Contest questions" in the subject line of the email.
- Contest organizers will do their best to answer all reasonable questions, but do not guarantee that all questions will be answered.

## CONTEST ANSWERS TO QUESTIONS AND UPDATES

- Judges reserve the right to add other information and stipulations to this contest.  
To receive contest updates and answers to questions we receive, prospective contest entrants are encouraged to notify conference organizers by emailing [contest@climateprotection.org](mailto:contest@climateprotection.org) with "Request contest updates" in the subject line of the email.

## SELECTION OF CONTEST FINALISTS

- A panel of judges from government, business, and the community at large, will select three contest finalists who will be notified by Friday, April 23, 2010, 5:00 p.m.

## FINAL JUDGING

- The top three finalists will have about 10 minutes each at the conference to present his or her idea. (Only one presenter per idea, please.) Attendees at the conference will vote on contest winners. Judges will receive and tabulate attendees' votes, will use these votes as part of their final selection, and will announce the winners at the conference. Decisions of the judges are final.
- The top three winners will receive awards as follows: 1st prize-\$2,000, 2nd place-\$1,000, 3rd place-\$500.

## RULES/REQUIREMENTS

- Entries must be submitted by email following the guidelines for entries posted at [www.everybodyprofitssonoma.org](http://www.everybodyprofitssonoma.org), and must be received by the deadline, Friday, April 16, 2010. Entries received after the deadline are not eligible for consideration.
- Once submitted, entrants agree that their submissions are in the public domain, and entrants affirm that their submissions are not protected as intellectual property.
- Finalists must present their entries in person at the May 13 conference in Sebastopol. Finalists are responsible for their own expenses such as travel to and from Sebastopol. One conference registration fee per contest finalist will be waived.
- Judges reserve right to select fewer than three finalists, and to not award any prize(s) if they determine that there are no suitable entries.
- Judges, conference organizers, and their families are not eligible to enter this contest. Judges' decisions about contest eligibility are final.

## Climate Protection: Everybody Profits 2010 Contest Application Instructions

**DEADLINE AND SUBMISSION:** Entries are due by Friday, April 16, 2010, 5:00 p.m., Pacific Standard Time, and are to be submitted by email to [contest@climateprotection.org](mailto:contest@climateprotection.org) with "Contest Entry" in the subject line of the email.

**FORMAT:** Please submit in Word or PDF using 1" margins, 12 point Times New Roman font, and single spacing. Spreadsheets, charts, and graphs are acceptable.

**MAXIMUM LENGTH OF SUBMISSION:** 10 pages total including the cover page, body, optional summary, and any appendices.

**COVER PAGE** Please include the following information in this order on the first page of the document submitted.

1. Name of Contact Person for Entry
2. Names of others on team, if applicable
3. Organizational Affiliation, if any
4. Email address of contact person
5. Email addresses for others on team, if applicable
6. Mailing address
7. Phone number(s) for contact person
8. Title of your solution
9. Description of your solution (200 words maximum)
10. (Optional) Names, titles, affiliations, email addresses, and phone numbers for up to 3 people who are familiar with and who endorse your entry.
11. The name or person or entity for which the check is to be made payable, and the address where the check is to be sent in case you are selected as a winner. Please note that for first and second place contest winners, a completed W9 form must be received before the check will be issued. Also, a 1099 will be submitted to the IRS for the amount of your award.

**BODY** Suggested points to address

- A. Description of your proposed pricing or financing solution
- B. Objective(s) of your pricing or financing solution
- C. Barriers your solution will address
- D. Description of entities (governments, business, etc.) responsible for and involved in implementation, and a description of their roles and responsibilities
- E. Projection of amount of and timeline for greenhouse gas to be reduced
- F. An estimated budget for implementation including total investment and source of funding/financing, total return on investment and recipient of savings, financial projections by year for implementation, and estimate of the cost per ton of greenhouse gas reduced.
- G. Discussions of how your solution is a) Politically feasible, b) Replicable and scalable, and c) Socially just.

**SUMMARY** (optional) – You are welcome to include your scoring for your entry, using the criteria and points that judges will use (shown below), including explaining briefly the score you give your entry for each criterion. We offer this option to assist contestants with strengthening their submissions.

1. Produce significant, rapid greenhouse gas emission reductions (up to 35 points)
2. Cost effective and good for the local economy (up to 25 points)
3. Practical, implementable and politically feasible (up to 15 points)
4. Scalable, replicable (up to 15 points)
5. Overall clarity, completeness and credibility of the entry (10 points)
6. Socially just (up to 15 bonus points)