Rotary
PEOPLE OF ACTION

District 7815 EnviroClub Awards

2025-26 Information Pack

SERVE TO CHANGE LIVES

District 7815 EnviroClub Awards 2025-26

Information Pack

Introduction

The District EnviroClub Awards have been adapted from a successful environmental awards program in the United Kingdom. This version of the program borrows heavily from the programs operated by Districts 7620 and 7040. In this program, clubs register environmentally sustainable (ES) initiatives (activities, projects, programs, and events) and are encouraged to improve these through a series of awards, starting with a Bronze Award and moving on to Silver and Gold Awards. Individual Rotarians are also encouraged to be catalysts for environmental action in their communities.

D7815 launched EnviroClub Awards in the Rotary Year 2022-2023.

We should all be aware of the many environmental problems facing the world, such as loss of biodiversity, habitat and ecosystem services, security of energy, food and water, management of waste, pollution and factors leading to climate change. Rotary is in an ideal position to take leadership to ensure that the world we leave to the next generations is no worse, if not better, than that which we inherited. Rotary may soon want to become a Net Zero and Zero Waste organization.

Benefits of being an EnviroClub

- Recognition of our club for its existing environmental initiatives and the incentive to further develop them.
- Environmental sustainability is an important and current issue worldwide, affecting everyone. Being a recipient of an EnviroClub Award may help to make your club more relevant to your members and in better engaging and retaining them.
- Recognition of your environmental initiatives through the EnviroClub Award may also attract new members, increase income to your club through community grants and lead to new partnerships with Rotary clubs, businesses, and community groups in your local community.
- “The Environment” is Rotary’s newest area of focus. Having clubs in our District who are EnviroClubs demonstrates that Rotarians are indeed ‘people of action’ who follow up words and promises with concrete actions.

Aims and objectives

The aim of these awards is to encourage clubs to undertake Environmental initiatives, and by publicly presenting the Awards, encourage other clubs to expand on and implement their own environmental initiatives.

Who can take part?

Any Rotary, Rotaract, or Interact club in District 7815.

How does it work?

The process begins with the Clubs appointing a Club Environmental Officer (ESO), or Environment Committee Chair, or Environmental contact. It is recognised that environmental initiatives can span many avenues of service such as Community Service, International Service and Youth Service, therefore one of these Committee's Chairs or Members can assume this role as well.

The Awards Scheme is a progressive criteria-based system, where clubs must first work for a "Bronze" Award before progressing to a "Silver" Award and finally a "Gold" Award. While the requirements for the Bronze Award are relatively straightforward, they become progressively more stringent for the Silver and Gold Awards.

To encourage continuous Environmental work by the Rotarians of District 7815, clubs are encouraged to work towards upgrading or maintaining their Award level each year. If a club does not meet the criteria for the next Award level and if they continue to meet their current criteria, they are encouraged to reapply for their current Award level. Clubs may also apply to upgrade to the Plus (+) Citation of their current Award level, if not already achieved and if they meet the requirements. An Award with the new year Rotary year will be issued to commemorate the club's continuous support and engagement with Environmental initiatives.

Once a club reaches an Award level they cannot be downgraded.

To encourage innovation by clubs, there are no specific initiatives in which a Club should participate for any level of Award. Applications for an Award are forwarded to the District Environment Committee which reviews the submission (with input as required from the District Governor, Assistant Governors or District Chairs). The final decision to approve the award will be made by the District Governor.

Checklist for each award level

To ensure that you qualify for each level of the award, make sure you have completed each of the steps in the checklist below. The term initiative applies to any activity, project, or event of your club.

Bronze

This is the basic award, simply requiring a club to register its ES or Environment Committee Chair, document the club's current and planned initiatives and devote some of the club's time to the exploration of environmental sustainability.

- Appointed a Club ES Officer or Environment Committee Chair or Environment contact (suggest that they join ESRAG https://www.esrag.org/)
- Provide a statement of current environmental initiatives by the club or individuals (e.g., tree planting, etc.)
- Provide a description of at least one environmental projected implemented in the current Rotary year OR a planned environmental initiative in this or the next Rotary year (can be a continuation of or improvement on an existing initiative) with an explanation as to how the initiative benefits the environment (beyond beautification and aesthetics
- Devoted at least two meetings to an environmental topic (e.g., films, guest speakers, planning an environmental initiative, participation in an environmental service project, etc.)
- A Plus (+) Citation to every Club for their Bronze EnviroClub Award if they reach 25% of their members report that they **measured their ecological footprint using a calculator** (here is one that we suggest: https://www.footprintcalculator.org/). This is in recognition that climate change is perhaps the most pressing and existential environmental threat to people and that by completing the footprint calculator, people will come to understand how personal choices have an impact on this global issue.

Silver

To qualify for a Silver Award, a club will need to demonstrate that it is continuing with and improving an existing initiative **and** launching at least one new initiative. The club should continue to explore environmental topics as part of their regular activity. Clubs should also be engaging with other Rotary Clubs and partner with other community organizations to take environmental action. They should also be promoting these actions throughout Rotary networks and in their community.

- Holds a BRONZE Award

In addition

- Has a current Club ES Officer or Environment Committee Chair
- Has an ES Committee that continues to meet at least 2 to 3 times per year (can include non-Rotarians or Rotarians from other clubs and can be part of the mandate of another existing club committee, provided 'The Environment" is part of that committee's name)
- Worked with at least one other Rotary club, district committee or community organization on an environmental service project
- Devoted at least three club meetings to environmental initiatives meetings (any club activity counts – meetings and service activities)
- Engaged in at least ONE additional environmental initiative to those reported in the application for the BRONZE Award or significantly improved an existing one and explain how the initiative(s) benefits the environment (beyond beautification and aesthetics)
- Provide evidence of communicating the environmental initiatives reported in the application (e.g., in newsletters, the media, social media, etc.)
- Club has at least one member who is a member of ESRAG
- A Plus (+) Citation to every Club for their Silver EnviroClub Award if they reach 50% of their members report that they measured their ecological footprint using a calculator (here is one that we suggest: https://www.footprintcalculator.org/) **and** if 25% of their members report changing their monthly Rotary Magazine subscription from physical to digital. This is in recognition that personal choices and individual actions have an impact on global environmental issues.

Gold

A Gold Award signifies a significant commitment to the environment. To qualify for a Gold Award, a club will need to demonstrate its continued efforts outlined in the criteria for the Bronze and Silver Award levels and involvement in a minimum of **TWO** major initiatives in the Rotary year.

- Holds a SILVER Award

In addition

- Has a current Club ES Officer or Environment Committee Chair
- The ES Committee continues to meet at least 2 to 3 times per year and where possible, includes the whole club in discussion of environmental topics.
- Devoted at least four club meetings to environmental initiatives meetings (any club activity counts – meetings and service activities)
- Engaged with other clubs in your District/other districts on environmental projects
- Engaged in at least TWO additional environmental initiatives to those reported in the application for the SILVER Award or significantly improved TWO existing ones and explain how the initiative(s) benefits the environment (beyond beautification and aesthetics)
- Provide evidence of communicating the environmental initiatives reported in the application for the Awards (e.g., in newsletters, the media, social media, etc.)
- Club has at least two members who are a members of ESRAG
- Club demonstrates that an environmental audit of major club service and fundraising activities has been done to ensure that environmental sustainability of such projects is maximized
- A Plus (+) Citation to every Club for their Gold EnviroClub Award if they reach 75% of their members report that they measured their ecological footprint using a calculator (here is one that we suggest: https://www.footprintcalculator.org/) **and** if 50% of their members report changing their monthly Rotary Magazine subscription from physical to digital. This is in recognition that personal choices and individual actions have an impact on global environmental issues.

How to apply

- Complete the appropriate application form.
    - 2025-2026 Bronze level application: here
    - 2025-2026 Silver level application: here
    - 2025-2026 Gold level applications: here
- Applications can be made at any time in the Rotary year, but to be considered and processed for the District Conference, please apply by April 30th.
- Forward any questions to the District Environmental Committee at RotaryAtlEnv@gmail.com

Assessment criteria

The awards assessment team will use the listed criteria for the awards. Keep in mind that the standards required for the Silver and Gold Awards will be higher than those for the base level Bronze Award. The term initiative applies to any activity, project, or event of your club.

When considering an environmental initiative and the success of the initiative, it is appropriate to consider the following;

Research
- Has your club undertaken research about the need for this initiative in your community?

Club engagement and involvement
- What process did you use for choosing, designing, and undertaking the environmental initiative?
- How did you involve the whole club?

Effectiveness
- What were the aims of the initiative?
- What were (or are proposed to be) the outcomes for the environment? Can these outcomes be measured?
- Is the initiative a one off or can it be sustained into the future?

Beneficiaries
- Does the environment benefit from the initiative?
- What other benefits accrue from the initiative?
- Are there negative impacts of the initiative?

Communication
- How have you communicated the initiative to your club, the District and local community?

Innovation
- Is the initiative original or new?

Lessons learned
- Did you experience any problems with this initiative and what strategies did you use to overcome them?
- What have you learnt from this initiative that might help your club with any future environmental initiatives?
- How can you share lessons learned from your initiative with other Rotarians, Rotary Clubs and the broader community?

These considerations can be summed up through the consideration of the Rotary 4 way test

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

Certificates

The Awards, as with all other District Awards, will normally be presented by the District Governor at appropriate District functions such as District Presidents' Meetings, District Conference, or District Assembly. Clubs will receive a citation that they can display on their website and a certificate document that they can print if they wish.

APPENDIX A: EXAMPLES OF INITIATIVES

These are simply examples of initiatives that Rotarians and clubs can undertake. This list is by no means exhaustive.

Club actions

- Litter clean-ups (e.g., World Water Day 22nd March, 2023; World Environment Day 5th June, 2023; World Cleanup Day September 17th, 2022; Youth Climate Action Day October 22nd, 2022, Earth Day April 22nd, 2023)
- Build a vegetable garden at local schools
- Participate in tree planting events
- Plant pollinator gardens
- Sell bee-friendly plants at local markets
- Install renewable energy systems in schools or community centres in developing countries
- Support projects that build water tanks for homes in developing countries
- Collect foreign coins and notes and return to UNICEF
- Include an environmental column in your club newsletter
- Organise a club social night to attend a movie with an environmental focus
- Collect unwanted clothes, toys, or household goods to donate to an opportunity shop
- Conduct your initiatives to coincide with special days, such as, Earth Day (April 22), World Bee Day (May 20), or World Environment Day (5 June) https://www.esrag.org/esrag-unep-handbook
- Conduct community/club seminars on contemporary environmental issues, such as Net Zero Rotary, Zero waste Rotary, recycling, or the use of plastics
- Organise or participate in a community environmental festival (perhaps as a cluster project)
- Work with a local school to support students to monitor the energy performance of their school or assess its carbon footprint or to measure its water use
- Encourage schools to work together, for example, students from a middle or secondary school could assist children from an elementary school to plant trees in parks or forest reserves. Such activities are best done in coordination with the relevant local government ES department.
- Organise a major clean-up of a beach or stream
- Organise a clothing swap day
- Collect unwanted hospital equipment and ship these to needy communities in the Canada and overseas

Individual actions by club members and/or their families

- Install environmentally friendly systems in their homes, such as solar PV systems, solar hot water, water tanks, composting systems, or vegetable gardens
- Use public transport or cycling or drive low carbon emission vehicle such as hybrid or electric cars
- Use a carbon footprint or an ecological footprint calculator to assess their carbon or ecological footprint, with goals to reduce their carbon footprint by 25% annually to Net Zero within four years.