Full *Landmark* Nomination Form (2025)

Overview

Use our *abbreviated* nomination form (instead of this one) if you just want to suggest a program for designation as a Tools of Change Landmark case study in the "Climate Change", "Energy" or "Transportation" categories, and you want us to research it from scratch.

Use this longer form if you want to provide us with more information. **Complete as much of this form as you are able.** We will further research the most promising nominations.

Note that Energy case studies are now being designated every second year, and that the next year is 2026. Energy case study nominations are being accepted in 2025 but won't be reviewed by panelists until 2026. In contrast, Climate Change and Transportation case studies are still being designated every year.

Nominations will first be screened by Tools of Change staff. Peer review and selection panels will then rate the most promising nominations on impact, innovation, replicability to other regions, and adaptability to other behaviors. Bonus points are awarded for calculating cost-effectiveness.

Type in the boxes and be as concise as possible. Bullet-style is recommended for all sections except the Introduction. You can provide attachments with further details if you want.

If you can, please provide a few images that we can use if we publish the case study.

Email your completed form in MS Word or RTF format (**do NOT send a PDF**) to: kassirer@cullbridge.com by Friday June 6, 2025

Benefits

Contribution to your Professional Community

Professional Recognition and Visibility, and Documentation of Your Work (if you are nominating your own program)

Designation as a Landmark case study recognizes behavior change / social marketing approaches and programs considered to be among the most successful in the world. The designated programs gain exposure, credibility, and free, on-line program case study materials, which can make it easier for them to maintain or increase program funding.

Each designated approach / program is featured in a written case study.

Program organizers can use the *Landmark* logo to indicate their designation. When used on your website or in electronic newsletters, a unique embedded HTML code provides direct click-through access to your program's online case study materials.

Selected case study nominations are published on the Tools of Change website even if they have not been designated.

Timeline

To June 6, 2025	Nominations for potential case studies accepted until June 3, 2024
June to October	Preparation of panel briefings; requests for further information; rating by peer panels
November 2025	Announcement of newly designated approaches and programs
Nov. 2025 to May 2026	Development and posting of public case study materials

1. Introduction

a) What behavior(s) did the program change? Be as specific as you can.

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b) Who were the program's priority audiences?

c) Tell us in one or two paragraphs about the approach used by the program or project. How would you describe it to interest panel members to read more about it, and to interest other professionals to find out more?

2. Background

What led to the development of this program? (one or two paragraphs)

3. Getting Informed

How did organizers decide on and get to know the program's priority audiences, and the benefits and barriers associated with the change being promoted? (One to four paragraph overview)

4. Delivering the Program

How were the behaviors changed? Describe the program /project strategy and tactics (concisely please but with sufficient detail to adequately describe your key tactics and innovations.) A budget is not required but is appreciated by our readers.

What were the main barriers that discouraged participants from doing the desired behavior(s) and how were those barriers reduced? Add more rows to the following table, as necessary.

Barrier	How it was addressed

4. Measuring Achievements

How were program / project impacts measured? How were these impacts distinguished from changes caused by other (non-program) influences? (One to three paragraph overview)

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5. Impacts – Individual.

*Individual Impact accounts for one fifth of your total score. If you include a cost-effectiveness calculation, **bonus points** will be awarded for impact. If your program is relatively cost-effective, it will also score higher for replicability.*

By how much did the target behavior(s) change as a result of the program or approach? What was the degree and persistence of the change(s) per participant or per household?

If your nomination is to be considered by the Energy Panel, be sure to provide program impact(s) in *kWh per household per year.* Please tell us if program participants were already very high / very low electricity users (with correspondingly more / fewer opportunities available to reduce).

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6. Impacts – Overall

*Overall Impact accounts for one fifth of your total score. If you include a cost-effectiveness calculation, **bonus points** will be awarded. If your program is relatively cost-effective, it will also score higher for replicability.*

What was the degree and persistence of overall changes (taking all participants into account)?

If your nomination is to be considered by the Energy Panel, please provide the program's overall impact in *kWh per year*.

Population size of the program's audience:
Overall impact per year across all participants:

7. Innovation

Innovation accounts for one fifth of your total score.

What is most innovative about the approach used? What can other program managers learn from this?

8. Replicability

Replicability to other locations accounts for one fifth of your total score.

Has this approach been replicated elsewhere? Are there any noteworthy factors that make it especially easy or cost-effective to replicate?

9. Adaptability

Adaptability of the approach to other behaviors accounts for one fifth of your total score.

Has this approach been used with other behaviors? Are there any noteworthy factors that make it especially adaptable to other behaviors?

[   ]

10. Other

Are there any other noteworthy aspects of this approach or program that are not captured adequately above?

[   ]

11. Data Sources

Where can we get more information on this program, its development, and its impacts? You can send us files or give us the URLs and/or phone numbers where we can find the information.

[   ]

12. You and Your Contact Details

Who submitted this nomination? How can we contact you?

- Name:
- Email address:
- Phone number with area code: (   )
- Have you had any direct involvement with planning, implementing, or managing this program in the past or present? (yes / no) If yes, describe briefly:

Email your completed form in MS Word or RTF format to kassirer@cullbridge.com
by Friday June 6, 2025. *Do NOT send a PDF.*

Landmark Panel Members

Climate Change Panel, 2025

This panel includes members from on-the-ground programs (including Anna Kelly from Power TakeOff; Kathy Kuntz from the Dane County Office of Energy & Climate Change; Madeleine Lemaire, a Water Conservation officer for the City of Coquitlam; Dan Reed from the Center for Climate Change Communication; and Michele Smith who is the WasteSmart behavior change team leader for the City of Brisbane Australia), academics (Amjad Alghamdi from George Mason University Department of Communication), and some of North America's most proactive social marketing consultants supporting climate change mitigation and adaption professionals (including Doug McKenzie-Mohr, Susan Schneider and Brooke Tully.)

Transportation Panel, 2025

This panel includes members from on-the-ground programs as well as some of North America's most proactive consulting, NGO, and government organizations supporting sustainable transportation professionals including Aaron Gaul from Alta Planning and Design, Nathalie Lapointe from the Federation of Canadian Municipalities, David Levinger from the Mobility Education Foundation, Nicole Roach and Charlotte Estey from Green Communities Canada, Jessica Roberts from Alta Planning + Design, Lisa Kay Schweyer from Foursquare ITP, and Sara Hendricks from CUTR and the University of South Florida.

Building Energy Conservation Panel, 2026

This panel is now reviewing nominations every second year. The next year will be 2026. It includes members from on-the-ground programs (including Arien Korteland from BC Hydro and Lester Sapitula from the Pacific Gas and Electric Company) as well as some of North America's most proactive consulting, NGO and government organizations supporting energy conservation professionals (including Cady Cown from Sustainability Studio, Kathy Kuntz from Dane County Office of Energy & Climate Change, Doug McKenzie-Mohr from McKenzie-Mohr Associates, Sea Rotmann from Sustainable Energy Advice Ltd., and Reuven Sussman from the American Council for an Energy-Efficient Economy.)

About Tools of Change

Tools of Change was launched in January 2000 as a collaborative effort between Cullbridge™ and such partners as the Federation of Canadian Municipalities, Health Canada, Natural Resources Canada, the International Institute for Sustainable Development, Environment Canada, and Canada's National Round Table on the Environment and the Economy. Founded on the principles of community-based social marketing, Tools of Change engages program planners and facilitators from around the world to share and learn from their collective experiences. Its mandate is to build the capacity for planning and implementing more successful health, safety, and environmental promotion programs.

The Tools of Change website, sections of which are based on a workbook co-authored by Jay Kassirer and Doug McKenzie-Mohr, currently hosts over 200 full-length case studies. An impact evaluation of site users found that most returned to the site many times, had improved their programs as a result, and had used the site to help explain and justify their ideas to colleagues and decision makers. Many had replicated ideas found on the site.