



Asia 21 Young Leaders Initiative



2009 Public Service Award

We invite you to nominate organizations or groups which, in your opinion, deserve to be considered for the **Asia Society's Asia 21 Young Leaders Initiative 2009 Public Service Award (PSA)**. The winning organization will receive not only a US\$10,000 grant, but also the support of the network of Asia 21 Fellows. Selection criteria and a nomination form follow.

L e a d e r s h i p f o r a S h a r e d F u t u r e



THE AWARD:

As part of the Asia Society's Asia 21 Young Leaders Initiative which brings together dynamic young leaders from across the Asia-Pacific region and the United States, the Asia 21 Class of 2009 Fellows, a select subset of 21 young leaders from this group, are pleased to announce the launch of the Asia Society's Asia 21 Young Leaders Initiative 2009 Public Service Award (PSA) to recognize organizations that benefit underprivileged social and economic groups, communities and the public in the Asia-Pacific region.

The Award consists not only of a US\$10,000 grant, but also the continued active support of the [Asia 21 Class of 2009 Fellows](#) in providing the selected public service organization with access to the Fellows' network for program development as well as in helping to replicate the models of successful projects. This additional in-kind aid will help position the award-winning organization with the tools to expand the work of the organization to a higher level of service and to other regions around Asia.

SELECTION CRITERIA:

Eligibility:

Nominations for the Asia Society's Asia 21 Young Leaders Initiative 2009 Public Service Award will be open only to those submitted and endorsed by current or previous Asia 21 Fellows and Delegates (attendees to the past Asia Society leadership summits from 2006-2009).

The prize is awarded to an organization in the Asia-Pacific region that has made an outstanding contribution in reaching underprivileged social/economic groups by providing a meaningful service to a community and the public in the region.

Nominated organizations must (a) have been founded at least two years prior to being considered for the award; (b) have requisite permissions to accept foreign funds from the United States; and (c) be engaged in innovative projects that can be meaningfully replicated in other parts of Asia and beyond.

Award Selection Committee:

The Award Selection Committee will consist of the Asia 21 Class of 2009 Fellows, with technical support from additional organizational partners.



Asia 21 2009 Public Service Award

ASSESSMENT CRITERIA:

Nominations will be assessed according to the following criteria:

Financial Parameters:

The Organization must have a minimum organization budget of US\$5,000 and a maximum of US\$3,000,000.00. The Organization must have all requisite permissions required to accept foreign funds from the USA.

Accounting Parameters:

The Organization must have a mechanism for **reporting and transparency**. The Organization will be evaluated on its overall track record, as documented in Audited Accounts, Annual Reports or Organizational Reports.

Organizational Performance:

The Organization must **have a clear set of Vision-Mission-Objectives** which it aims to achieve through its programs and services.

Program Management Performance:

Project Objectives vs. Deliverables and Evaluation – The Organization's program objectives should be sound/practicable/relevant. They should render measurable impact. They should also be easily tracked and reported in a timely and periodic manner.

What has the project achieved so far? Is it solving or does it have the potential to solve immediate social issues?

Project Management and Operations – The organization must show evidence that its projects are properly documented to include a detailed plan, time-table, deliverables, partners, and resource allocation (funding/ budget and officers-in-charge).

Scaleability/Replicability – The project model should be easily replicable in another community/recipient group/other settings if it was given more resources and rendered more expertise.

Project-based Fund Management – The project should observe timeliness in its release of funds, liquidation of funds, end-reports, and other administrative procedures.

Project for Funding:

Innovation – The public service project of the organization should offer an innovative approach to handling a particular set of issues. Asia Society's Asia 21 Fellows are interested in organizations engaged in projects which target a new beneficiary group or geographic area, introduce an innovative technology, delivery method, financing method or support process, or employ a new combination of existing processes or technologies.

Feasibility – The project of the organization should bring tangible outcomes to the community served. The model should have the potential to strengthen exponentially with the provision of additional human and financial resources. The organization should present clear mission and objectives, sound strategy and plan for program development and delivery, a plan for evaluating success and performance, and plan for financial sustainability and growth. **Has the organization implemented viable ways to solve the social issues it has focused on?**

Measurability – The initiative should have a quantifiable impact on the target population. Project results should be clearly articulated and referenced by appropriate measurement criteria.

Sustainability and Growth Potential – The organization should demonstrate a track record or relevant experience in the field of their project. The initiative should display a capacity to reach additional beneficiaries and be replicated. The organization must have a track record of at least two years.

TIMELINE AND KEY STEPS



June 15 – August 31st, 2009:

Call for Nominations

All proposals for the Asia 21 2009 PSA should be submitted by email to the Jury Administrator (details below).

October 19th, 2009:

The Top Three contenders are notified of the results of the Asia 21 2009 PSA.

September, 2009:

Review of proposals and the selection of Top Ten nominees

Proposals will be reviewed against the assessment criteria mentioned above.

November 21st, 2009:

Asia 21 2009 PSA Presentation Ceremony at the Asia Society's 2009 Asia 21 Young Leaders Summit in Kuala Lumpur.

September, 2009:

Announcement of the Top Three nominees on the Asia Society website

NOMINATION PROCEDURES:

As current and previous Asia 21 Young Leaders (including both Delegates and Fellows), you are invited to nominate one or more organizations for the Asia 21 2009 Public Service Award. Please complete the nomination form and have the organization complete the application form, then submit it with relevant documents as specified in the following page.

Only nominations submitted and endorsed by the Asia 21 network, and which provide all the information and documents requested for the nomination form will be considered valid.

All nominations should be submitted in English.

NOMINATION DEADLINE:

Completed nomination and application forms and required information therein must be submitted **by 12:00 Midnight, ET on August 31, 2009.**

SUBMISSION OF NOMINATION FORMS:

Nominations for the Asia 21 2009 PSA should be submitted **by email only** to:

Jury Administrator for the Asia 21 Class of 2009 Fellows:

Email: Asia21PSA@asiasociety.org

Additional information about the award can also be obtained from the Asia Society's Asia 21 Young Leaders Initiative website at:

<http://www.asiasociety.org/policy-politics/asiasociety-initiatives/asia-21/asia-21-2009-public-service-award>

AWARD CEREMONY:

The Asia Society will cover the cost of the Executive Director or a Senior Representative from the award recipient organization to attend the award presentation event at the Asia Society's

Asia 21 Young Leaders Summit in Kuala Lumpur from November 20-22nd, 2009. The award recipient should prepare a five-to seven-minute speech and provide simple publications/booklets explaining the project and his/her organization profile to the participants of the Summit. The Asia 21 2009 PSA Committee will screen a two-minute audio visual presentation of the recipient's work at the Summit.

POST-AWARD ACTIVITIES:

The award recipient organization will receive active support from the Asia 21 Class of 2009 Fellows and their networks for one full year.

After one year, the award recipient will be expected to report back to the Asia 21 Class of 2009 Fellows on how the award was used and the impact it had on the organization.

For more information please visit <http://www.asiasociety.org/asia21/>

Asia Society's Asia 21 Young Leaders Initiative 2009 Public Service Award Nomination Form

Nominated by:			
Asia 21 Fellow/Young Leader (Batch/Year)			
1. Information on the nominees:			
Organization			
Contact Person			
Field of Activity			
Country of Operation			
Address			
Telephone		Fax	
Email address		Web	

Asia Society's Asia 21 Young Leaders Initiative 2009 Public Service Award Application Form

1. Additional documents:

Along with the Nomination Form, kindly attach the following information as well:

I. Annual Report of the Organization/Institution/Foundation (2006-08) and (1) Audited Accounts or financial report and funding resources (2) profile on management and staff (3) Brochures/Reports on related programs and projects implemented by the organization in the past two years

II. Vision-Mission-Objectives and a write-up on the work and the issues the organization is addressing. Do your objectives render measurable impact? How is this monitored and measured? (300 words)

III. A Project Proposal for the grant (including budget) and how the award money will be used and how the award will be useful to the organization. How does your organization plan to monitor and measure the impact of this project? What makes your project different from others in your field and what does your organization hope to achieve? Can this project be replicated in other areas?

IV. Documents demonstrating the existence of the organization for at least two years (we would welcome documents such as Registration and/or Incorporation papers, which provide such evidence)

2. Achievements by the Nominee

The Nominee should attach a **supporting statement** (minimum of 300 words) which provides the details of the nominee's contributions to the underprivileged social/economic groups. The information provided should:

- *explain why the contributions are considered valuable;*
- *describe the impact of the project on the community or the public (the short and long-term impact of these contributions);*
- *outline the approximate number and type of beneficiaries affected by these contributions;*
- *detail how the contributions were accomplished by the nominee, with due recognition being given to any significant role(s) played by others.*

Note: Please indicate when these contributions were undertaken and over what period of time they were achieved.

3. References

Provide **2 letters of recommendation** from individuals and/or organizations clearly indicating their support for the nomination for the Asia 21 2009 PSA and attesting to the nominee's contributions. These supporting letters must come from appropriate project stakeholders, e.g. project beneficiaries, government officials, or private sector.

4. Submission of Nomination Forms

Nominations for the 2009 Public Service Award should be submitted **by email only** to:

Jury Administrator for the Asia 21 Class of 2009 Fellows

Asia21PSA@asiasociety.org

Additional information about the award can also be obtained from the Asia 21's website at:

<http://www.asiasociety.org/policy-politics/asia-society-initiatives/asia-21>

5. Deadline for Nomination

Completed nomination forms, including all the required supporting information, must be submitted by 12:00 midnight, ET on August 31st, 2009.