



EARTH OBSERVATIONS FOR THE
SUSTAINABLE DEVELOPMENT GOALS

GEO SDG AWARDS PROGRAM SUGGESTIONS FOR NOMINATORS

For questions about this form, please contact: awards@eo4sdg.org

- Review category descriptions and criteria, providing appropriate responses for each criterion.
- Be concise, avoiding excessive wordiness, unnecessary details, and redundancy.
- Proofread the nomination and seek feedback from others to enhance clarity and narrative style.
- Ensure readability by using shorter sentences and paragraphs.
- Make information easily accessible to judges, eliminating the need for them to search for details.
- Use specific and concrete descriptions, avoiding generalizations and complex language.
- Avoid acronyms, clichés, and jargon that may be unfamiliar to judges.
- Describe the entire endeavor while focusing on outcomes and impacts.
- Explain how the endeavor integrates Earth observations into activities or processes to manage or achieve SDG targets or report on indicators.
- Highlight the uniqueness of the endeavor, emphasizing why others should take notice, be impressed, and consider replicating it.
- When using numbers and statistics, be clear and avoid misleading information (e.g., if processing time was cut in half, clarify if it was from 2 minutes to 1 minute or from 200 minutes to 100 minutes).
- Describe qualitative and quantitative measures of effectiveness used to evaluate performance, providing compelling examples that demonstrate the benefits to the organization, customers, or society. Highlight changes resulting from the endeavor (e.g., before/after comparisons, customer feedback).
- Quantitatively, provide indicators and measures of effectiveness used to monitor performance, track results, and evaluate progress (e.g., productivity improvements, cost savings).
- Include testimonials, such as quotes from beneficiaries or partners, highlighting the impacts derived from the endeavor. References should also be provided.