



News Release

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The Campbell Institute and Stewardship Action Council announce new 2013 Innovation Challenge

Itasca, IL – The Campbell Institute at the National Safety Council and Stewardship Action Council (SAC) have come together to announce the launch of the ground-breaking 2013 Innovation Challenge. This exciting new challenge recognizes organizations for their achievement in the planning and/or implementation of an innovative program addressing critical environmental, health and safety (EHS) topics in a way that demonstrates creative thinking, strategic implementation, and/or significant impact. Winners will be recognized at the 2013 NSC Congress & Expo and at future SAC events.

“The Campbell Institute and the Stewardship Action Council have joined forces to launch an Innovation Challenge,” said Laura Fiffick, senior director of the Campbell Institute. “The challenge highlights an area of interest to many leading organizations and provides them with a format and opportunity to offer an approach and receive recognition. Innovative efforts can truly move things forward in EHS improvements.”

The two topics for the 2013 Innovation Challenge are:

- Zero waste: focusing on designing and managing products and processes to decrease the amount of materials going into landfills
- Off-the-Job partnership: focusing on a joint venture between an organization and the private sector to deliver an EHS project outside of the workplace that benefits employees, their families and the community

“By issuing this joint challenge, we are both recognizing those that are stepping up to this challenge, and encouraging others to do so,” said Anne Vogel-Marr, Executive Director of SAC. “We welcome participation of all organizations, whether you have already set and met these goals or are in planning phases to do so.”

Organizations of all sizes, industries, types and locales are eligible to compete in the Innovation Challenge. Judging will be performed by a diverse panel of recognized experts with a deep understanding of EHS innovation. Applicants have the opportunity for recognition across multiple categories. Letters of intent should be submitted by no later than March 1, 2013. Visit the thecampbellinstitute.org/institute/innovation-challenge for further information and complete submission details.

About the Campbell Institute

The Campbell Institute (thecampbellinstitute.org) is the environmental, health, and safety (EHS) Center of Excellence at the National Safety Council (nsc.org). Built on the belief that EHS is at the core of business vitality and intrinsic to operational excellence and financial performance, the Institute helps organizations of all sizes and sectors achieve and sustain excellence.

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About the Stewardship Action Council

The Stewardship Action Council (www.stewardshipaction.org) is a national nonprofit organization dedicated to improving social and environmental performance. Its members include representatives from the academic, state government, non-governmental, investment, and industrial and services sectors.

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