

THE RESPONSIBLE BUSINESS AWARDS IN NORTHERN IRELAND

HOW TO ENTER

GUIDANCE FOR ENTERING IN 2021

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ABOUT THE AWARDS

The Responsible Business Awards in Northern Ireland are the most prestigious and respected awards championing responsible business. Offering the opportunity for Northern Ireland organisations to be recognised for their outstanding contributions to their people, the planet and the places where they operate, these Awards celebrate businesses that are making Northern Ireland a better place.

Previous winners have shown remarkable innovation, creativity and a sustained commitment to corporate responsibility; demonstrating the positive impact they've had on society and in their business.

They celebrate the power of partnership, shine a light on best practice, and demonstrate just how much business can be a force for good in society, tackling some of our biggest and most challenging societal issues.

We have a number of exciting developments this year. A [new online platform](#) to showcase the awards, an [online entry submission and judging platform](#) will be used for the first time, and we'll be streaming the awards event via a range of social media channels on 7 September.

We look forward to receiving your entries.

Kind regards



Kieran Harding

Managing Director, Business in the Community

AWARDS TIMELINE

Awards Opened for Entries	31 March 2021
How to enter Workshop	20 April & 27 April 2021
Closing Date for Applications	11 June 2021
Judging panels	w/c 9 August 2021
Live event streamed across all social media platforms	7 September 2021

CATEGORIES	PAGE
NI Responsible Company of the Year	6
Age Friendly Business Award	8
Diversity and Inclusion Award	10
Education Partnership Award	12
Environmental Leadership Award	14
Innovation in Employability Award	16
Investing in Your Community Award	18
One-to-Watch Award	20
Responsible Digital Innovation Award	22
Responsible Product / Service Award	24
Wellbeing at Work Award	26

HOW TO ENTER IN 2021

WEBSITE – NEW AWARDS PLATFORM – TIMELINE, CATEGORIES AND SPONSORS



Responsible Business Awards in Northern Ireland

Are you committed to building a better workforce? Are you contributing to a sustainable economy? Are you supporting your local communities to thrive? In a year when the pandemic has impacted everyone, is your business a responsible one?

If your answers are yes, then enter this year's Responsible Business Awards in Northern Ireland.

For more than 16 years, these Awards have showcased transformational stories of businesses taking real action to build thriving communities and have celebrated those businesses demonstrating strong, inclusive leadership, who continually innovate to tackle pressing social issues and to repair and rebuild our planet.

Timeline

- ▲ Awards Launch: 31 March 2021
- ▲ Closing for Applications: 11 June 2021
- ▲ Shortlisting: 14 – 25 June 2021
- ▲ Judging Panels (online): w/c 9 August 2021
- ▲ Awards event (online): 7 September 2021

Top tips for entering

Throughout your application, please clearly identify what actions your business has taken during the COVID crisis to meet the criteria for each award category. We appreciate that for this awarding period, the numbers impacted by your work may be lower than those for an established programme and allowances will be made for this.

Find out more

If you require any further information, please email [Clare McCormac](mailto:Clare.McCormac@bitcni.org).



CATEGORIES

SPONSORED BY 	NI RESPONSIBLE COMPANY OF THE YEAR AWARD <p>For the company that best demonstrates positive impacts across its people, the planet and the planet where it operates and encourages other businesses to follow these examples. Eligibility – This category is open ONLY to private sector companies (not the members of business or the Charities or Not-for-Profit sector) and that have achieved ISO 9001 – The Association for Business Business. ENTER NOW</p> <p>Asda employs approximately 4,200 colleagues in its 17 stores and Distribution Centres in Northern Ireland. The breadth and depth of Corporate Responsibility at Asda includes supporting local communities, investing in skills and support for colleagues with an 'Year for Culture, Year for Staff' approach, developing local supplier opportunities, committing to environmentally sustainable working, and ensuring lower costs for consumers. These initiatives are delivered through the Creating Change for Better Jobs at Asda business strategy. Asda is increasingly proud of the impact the business is making in Northern Ireland including: delivering 25,000 volunteer hours in the community each year; supporting 1,800 regular breast cancer research at Queen's University; single food poverty partnerships with Foodbanks and Foodbank Hubs; and in the past year colleagues have exceeded in 'Feeding the Neighbour' and supporting the vulnerable throughout the Covid pandemic.</p>
SPONSORED BY 	AGE-FRIENDLY BUSINESS AWARD <p>For the organisation that best demonstrates an inclusive and accessible work environment that promotes, retains and raises people 50+ ENTER NOW</p> <p>Belfast City Council's Age Friendly Belfast refers to Age-Friendly City as an inclusive and accessible work environment that promotes, retains and raises people 50+ in Belfast and in a city where older people live to the full and it operates under four key themes: Physical Infrastructure, Social Inclusion, Health and Wellbeing, Financial.</p>
SPONSORED BY 	DIVERSITY & INCLUSION AWARD <p>For the organisation that best demonstrates excellence in creating and developing a diverse and inclusive workplace which offers opportunities for all. ENTER NOW</p> <p>Established in 1947, Belfast Harbour is Belfast's port authority and operates the principal maritime gateway on the island of Ireland. The Harbour employs over 4,000 staff representing 20% of Belfast City, and is also Northern Ireland's largest and most productive port and home to major businesses. Belfast Harbour has had a long association with Business in the Community – more than 20 years. It has supported a wide variety of initiatives and taken an open approach to responsible business with stakeholders and strong commitment. In recent years, the Harbour has developed strong initiatives to give the organisation employee diversity and inclusion and to provide support to the responsible business award category this year.</p>
SPONSORED BY 	EDUCATION PARTNERSHIP AWARD <p>For the organisation that best demonstrates how its actions have helped raise the capabilities and achievements of young people aged 16-19 through a solid business education partnership. ENTER NOW</p> <p>Allen & Overy LLP is an international law firm with 44 offices in 31 countries. The Belfast office, which is home to a Legal and Shared Services Centre, first opened in 2011 and now employs about 500 people. Over the last seven years it has engaged partnerships with local schools, universities and Belfast City to help in helping young people to reach their full potential and build strong foundations for their future careers. Allen & Overy works in efforts to foster a long term impact, and it looks forward to creating new learning opportunities that will continue and encourage young people to become their best.</p>

SPONSORED BY 	ENVIRONMENTAL LEADERSHIP AWARD <p>For the organisation that best demonstrates a significant commitment and contribution to environmental sustainability in Northern Ireland through an initiative or project. ENTER NOW</p> <p>At Heron Bios, sustainability has always been at the core of everything we do. Through the delivery of landmark construction projects, it focuses on the key pillars: Responsible Business, Resource Efficiency & the Natural Environment, Community & Partnership, People & Wellbeing and Business through Innovation. Heron Bios continually strives to be at the forefront of responsible business in Northern Ireland, Great Britain and Republic of Ireland. Winner of the 2020 Responsible Company of the Year title, Heron Bios is proud to champion responsible business and is passionate about encouraging other businesses to do the same.</p>
SPONSORED BY 	INNOVATION IN EMPLOYABILITY AWARD <p>For the organisation that is demonstrating a clear innovative and inclusive approach to employability initiatives in Northern Ireland. ENTER NOW</p> <p>George Best Belfast City Airport has long been associated with Business in the Community, and was named NI Responsible Company of the Year in 2017. George Best Belfast City Airport is a long-standing partner of Belfast, Northern Ireland Education & County Down, an employer to the front of Belfast and a partner from Belfast City Council. The airport began commercial operations in 1963 and was known as Belfast City Airport until it was renamed in 2020 in memory of George Best, the professional footballer from Belfast. The airport has supported business recovery, and has developed a number of its own flagship projects, including its DIGITE Learning programme and its High Tech Apprenticeship initiative. Regular contributors to community, charity and educational partners across George Best Belfast City Airport is here for good in its local community.</p>
SPONSORED BY 	INVESTING IN YOUR COMMUNITY AWARD <p>For the business that best works in partnership with local communities to address long-term social and economic needs. ENTER NOW</p> <p>Arthur Cox is one of Ireland's largest law firms. It is an 'old school' law firm with offices in Dublin and Belfast. The firm also has offices in London, New York and Moscow. The practice encompasses all aspects of corporate and business law for almost 500 years. It has been at the forefront of developments in the legal profession in Ireland. It aims to deliver superior levels of service, building relationships that give our time and developing specialist industry knowledge to help its clients achieve their goals.</p>
SPONSORED BY 	ONE-TO-WATCH AWARD <p>For a 'rising star' business in the Community that has made significant progress in the development and implementation of its strategy. This category is open to relevant who entered from January 2020 onwards. ENTER NOW</p> <p>Ciena is a networking systems, network, and software company. It is a leader in a vibrant pursuit of network innovation—enabling its clients to adopt cutting-edge emerging technologies to deliver richer, more connected experiences for their business and users. Ciena is committed to Corporate Social Responsibility practices and its partners are engaged to help Ciena operate as a supplier of choice to employees of Ciena, and a neighbour of choice around the globe.</p>
SPONSORED BY 	RESPONSIBLE DIGITAL INNOVATION AWARD <p>For the organisation that can best demonstrate how it has used digital technology in a project or initiative that has had a social or environmental focus. ENTER NOW</p> <p>Allstate Northern Ireland is the largest IT company in NI with over 2000 employees. Allstate NI is a subsidiary of the Allstate Corporation who are one of the largest property and liability insurance companies in the UK with over £1 billion turnover. Established in 1988, Allstate NI provides a range of insurance, central business support services to their parent company including technology, data, cyber security and finance with office locations in Belfast, London and Derby, Derby.</p>

SPONSORED BY 	RESPONSIBLE PRODUCT/SERVICE AWARD <p>For the organisation that best demonstrates a commitment to innovation that offers responsible products and services that encourage more sustainable change. ENTER NOW</p> <p>Translink is a public transport provider in Northern Ireland, providing integrated services which connect people, reduce the inequality and improve the environment including a thriving Northern Ireland. Translink is committed to responsible business and will be the winner of the category in 2021.</p>
SPONSORED BY 	WELLBEING AT WORK AWARD <p>For the organisation that best demonstrates excellence in engaging and supporting its employees to create better health and wellbeing and address quality of life issues. ENTER NOW</p> <p>Larne is renowned as a great Port in Ireland. It handles over 500,000 freight units a year, as well as 200,000 tourist visitors and 845,000 passengers. In the past 24 hours per day, every single week, with up to 20,000 staff employed daily, to care for the growth of Larne and County Down. Larne Port has been a great supporter of the Responsible Business Awards in Northern Ireland for the past two years, and in addition to the wellbeing of their staff, encouraging its employees to be in governance that can support them to take the wellbeing of their employees seriously, and to take to heart the wellbeing, health and productiveness.</p>

EVENTS

<p>Awards Showcase and Show Workshop ONE (online) 20/06/21</p>	<p>Awards Showcase and Show Workshop TWO (online) 27/06/21</p>	<p>Awards Judging Panels (Online) 08/08/21</p>
<p>Awards Gala event (online) 07/09/21</p>		

WWW.BITCNI.ORG.UK/AWARDS

HOW TO ENTER IN 2021

NEW ONLINE APPLICATION AND JUDGING PLATFORM

For the first time, the Responsible Business Awards in Northern Ireland can be entered online. Each person who wishes to submit an entry on behalf of their company should register on [the Awards entry platform](#) and then choose the category or categories they wish to enter.



Entries Deadline
11-Jun-2021 11:59 PM (GMT -000)

[SUBMIT AN ENTRY](#)
If you are a new user, please click [here](#)

The 2021 Responsible Business Awards in Northern Ireland are now open for entries

Is your business committed to building a better workforce? Is it contributing to a sustainable economy? Does your organisation support its local communities to thrive? In a year when the pandemic has impacted everyone, is your business a responsible one?

If your answers are yes, then enter this year's Responsible Business Awards in Northern Ireland organised by [Business in the Community Northern Ireland](#) - the Responsible Business Network.

For more than 16 years, the Responsible Business Awards have showcased transformational stories of businesses taking real action to build thriving communities and have celebrated those businesses demonstrating strong, inclusive leadership, who continually innovate to tackle pressing social issues and to repair and rebuild our planet.

2021 Categories

- NI Responsible Company of the Year Award 2021, sponsored by Aida
- Diversity & Inclusion Award 2021, sponsored by Belfast Harbour
- Education Partnership Award 2021, sponsored by Allen & Overy
- Environmental Leadership Award 2021, sponsored by Heron Bros
- Investing in your Community Award 2021, sponsored by Arthur Cox
- One-to-watch Award 2021, sponsored by Cliona
- Responsible Digital Innovation Award 2021, sponsored by Allstate NI
- Responsible Product/Service Award 2021, sponsored by Translink
- Wellbeing at Work Award 2021, sponsored by Larne Port
- Age at Work Awards 2021, sponsored by Age Friendly Belfast
- Innovation in Employability Award 2021, sponsored by George Best Belfast City Airport

Awards Timeline

- Closing date for Applications: **11 June 2021**
- Shortlisting period: **14 – 25 June 2021**
- Judging Panels: **w/c 9 August 2021**
- Online Awards event: **7 September 2021**

Top tips for entering

Throughout your application, please clearly identify what actions your business has taken during the COVID crisis to meet the criteria for each award category. We appreciate that for this award programme and allowances will be made for this.

[Find out more](#)

If you require any further information about the Awards please email [Clare Mercer](#).

Submission Details

Category: ▾

Project Title: ▾

- Choose one ...
- NI Responsible Company of the Year Award 2021, sponsored by Aida
 - Diversity & Inclusion Award 2021, sponsored by Belfast Harbour
 - Education Partnership Award 2021, sponsored by Allen & Overy
 - Environmental Leadership Award 2021, sponsored by Heron Bros
 - Investing in your Community Award 2021, sponsored by Arthur Cox
 - One to watch Award 2021, sponsored by Cliona
 - Responsible Digital Innovation Award 2021, sponsored by TBC
 - Responsible Product/Service Award 2021, sponsored by Translink
 - Wellbeing at Work Award 2021, sponsored by Larne Port
 - Age at Work Awards 2021, sponsored by Age Friendly Belfast

HOW TO ENTER IN 2021

Submission Details

Category:

Project Title:

Investing in your Community - COMM

Category Description
For the organisation that best demonstrates a positive impact on communities through going beyond its core business to invest time, resources and expertise to tackle disadvantage

Entry Details
In the following sections, you should provide all the detail the judges will need to assess and score the submission.
For this category, we would like you to describe how the organisation manages its approach to delivering a positive impact on local communities including achievements and key success points.
In particular, describe the importance of investing in your community to the organisation and emphasise any aspects you consider to be particularly innovative or compelling. PLEASE NOTE the activities you include in this section should demonstrate how your organisation goes beyond its core business to tackle disadvantage.
Throughout your application, please outline how your business has adapted its operations during the pandemic to address the issues related to this category.

NOTE ON SCORING
Please note, an additional five marks are available for Innovation and Transferability. To obtain these marks, please provide a succinct statement demonstrating clearly why you believe your programme/initiative/activities are innovative and how easy it would be for another company to replicate some or all of what you have done.

Background/Entry Summary:

Action during the COVID crisis:

Management and Operations
This section allows you to tell us how you manage, implement, communicate and evaluate your approach and is worth 30 of the total 60 marks available.

Identifying key social issues:

Optional upload five still images only - no video

File Upload:

File Upload:

File Upload:

File Upload:

File Upload:

Consent

When you enter the Responsible Business Awards in Northern Ireland, you acknowledge that Business in the Community may construct case studies of your programme from the information contained in your entry form. This is to enable us to share good practice and inspire other companies.

GDPR: The information submitted in this application will be added to the Business in the Community database. We will only use this information in relation to your awards application. If you have any concerns, please contact us on (028) 9046 0606.

CATEGORIES, QUESTIONS, WORD COUNTS AND SCORING

Each person who wishes to submit an entry on behalf of their company should register on the Awards entry platform and then choose the category or categories they wish to enter. Category specific questions and scoring are highlighted in the grid below. You will be able to submit five supporting images along with your submission.

Throughout your applications, please outline how your business has adapted its operations during the pandemic to address the issues related to the category being entered. Please note, an additional five marks are available for Innovation and Transferability in all categories (except NI Responsible Company of the year award) and there is a separately scored section to demonstrate this. To obtain these marks, please provide a succinct statement demonstrating clearly why you believe your programme/initiative/activities are innovative and how easy it would be for another company to replicate some or all of what you have done.

HOW TO ENTER IN 2021

NI RESPONSIBLE COMPANY OF THE YEAR AWARD *sponsored by ASDA*

For the company that best demonstrates positive impacts across its people, the planet and the places where it operates and encourages other businesses to follow their example. Eligibility – This category is open ONLY to private sector companies that are members of Business in the Community in Northern Ireland and that have achieved CORE – The Standard for Responsible Business.

From your CORE submission, we already know how well you're doing in terms of leadership & governance and stakeholder engagement and what policies and processes you have in place. In this supplementary application, we want to know more about what you're doing to encourage other companies to embrace the benefits of responsible business and how you're being innovative in your approach to responsible business. We are also particularly interested in the impact of your activities on your business and on wider society: the 60 marks available are weighted with this in mind.

QUESTIONS AND SCORING

Advocacy

- What have you done to actively encourage corporate responsibility or sustainability within your customer base and how is this evaluated? Have you made efforts to educate and up skill suppliers by encouraging responsibility or sustainability in your procurement processes or working with suppliers once selected to help them meet such standards?
- Do you support other groups or organisations with a social purpose, thus enabling and encouraging wider societal benefit?
- What efforts do you make to share your commitment to responsible business and success in this arena with the wider business community in Northern Ireland, thus spreading good practice?

Word limit: 300 words
12 marks available

Innovation

- How has your CR activity been designed specifically to meet the needs of your business and your stakeholders and what is innovative about your approach and the projects you have developed?
- How do you ensure innovation is built-in to the development of corporate responsibility activity and how do you encourage and recognise innovation internally?
- What makes your CR activity different from other companies in your sector or geographic area and why is this important to you?

Word limit: 300 words
12 marks available

HOW TO ENTER IN 2021

Business and Society Benefits

In this section, worth 36 of the 60 marks available, we want to know about the positive impact your sustained commitment to responsible business has had on the business – its people, the places where it operates and the planet.

- How has the company derived benefits as a result of its commitment to corporate responsibility, including (as appropriate); financial benefits; market share; people development; company learning; product and process innovation; license to operate; creativity; employee involvement and motivation and any additional benefits?
- How has the company positively impacted on the planet, its people and the places where it operates as well as on wider society through its responsible business strategy and activities? This may include, for example, profile and public awareness benefits, learning and personal development, impacts on a specific issue or cause and any additional benefits
- Explain how you have consulted with partners and other stakeholders in the development of your initiatives over time to ensure they are impactful and adding value.

Word limit: 900 words

36 marks available

HOW TO ENTER IN 2021

AGE-FRIENDLY BUSINESS AWARD *sponsored by Age Friendly Network*

For the organisation that best demonstrates its commitment and action to recruit, retrain and retain people 50+

For this category, we are looking for the organisation that best manages its approach to delivering a positive impact on age at work, showing clearly its development activities in the workplace including achievements and key success points. This may include, for example, activities to help improve the job-readiness and employability skills of individuals to remain in or return to work. In particular, emphasise any aspects you consider to be particularly innovative or compelling.

QUESTIONS AND SCORING

Leadership and Strategy

- How does the Board and Senior Team communicate and monitor goals around recruiting, retraining and retaining older workers?
- How does the Senior Team promote an age inclusive work culture? How do they act as role models in valuing older workers?
- How does the leadership team champion the organisation's age strategy in a way that positively impacts business success?
- How does the strategy stretch priorities to go beyond compliance towards excellence?

**Word limit: 250
words**

7 marks available

Policy and Processes

- How does the organisation ensure that policies and processes support older workers, including resources deployed (in-kind, people, time and financial) and how has it optimised the benefits to the business and its stakeholders?
- How do you involve people across the organisation in developing, reviewing and communicating policies and processes in a way that shapes the work culture?
- What evidence is there that robust policies and processes have helped shaped the work culture and positively impacted the business?
- How have the policies and processes positively impacted on developing a more age inclusive workplace?

**Word limit: 300
words**

6 marks available

Activities and Engagement

- How does the organisation consult, engage and communicate with its stakeholders and develop appropriate internal and external relationships?
- Is there a structured programme in place to support and develop older workers? If not, what type of ad hoc activity takes place and why?
- How has the organisation involved its employees and improved their attitudes, awareness and involvement in organisational and people development issues, particularly in relation to age inclusion issues?
- What innovative approaches are in place as part of people development, engagement plans/programmes in order to encourage a more diverse, inclusive and dynamic workplace? (including programmes to recruit, retrain and retain people.)

**Word limit: 250
words**

6 marks available

HOW TO ENTER IN 2021

- Examples of evidence to reference can include newsletters; advertisements; marketing materials; case studies; publicity; brochures; social media and online marketing; staff forums and media coverage amongst others

Measurement, Evaluation and Reporting

- What specific objectives and targets in relation to older workers are in place? How are these evaluated and continually improved? What commitment is there to reporting successes and challenges?
- It will be helpful to demonstrate how those targets support organisational/ strategy and/or business plans.

Word limit: 250 words

6 marks available

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme/ initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words

5 marks available

Business Benefits

- How has the organisation achieved benefits including, where appropriate, business, financial and marketing benefits, people development, organisational learning and creativity, employee involvement and motivation and any additional benefits?
- Clearly indicate why and how the examples used are most relevant and ways in which they have had significant impact on business success.

Word limit: 500 words

15 marks available

Employee/Wider Society Benefits

- How has the organisation positively impacted employees and their families, as well as the local community and wider society?
- This may be through direct engagement with family members and wider community interventions and/or via profile and public awareness-raising. A clear rationale outlining the reasons for impacting specific issues or causes and/or any additional evidence of benefits that have been derived from people activities will be recognised.

Word limit: 500 words

15 marks available

HOW TO ENTER IN 2021

DIVERSITY AND INCLUSION AWARD *sponsored by Belfast Harbour*

For the organisation that best demonstrates excellence in creating and developing a diverse and inclusive workplace which offers opportunities for all.

For this category, we are specifically looking for an organisation that is committed to wellbeing, diversity and has a focus on people development through responsible approaches such as inclusive leadership and inclusion strategies that focus on talent pipeline and management etc will all be key factors which the judges will be looking for in this category. In particular, a clear description of why diversity and inclusion are of utmost importance to the organisation and emphasis on any aspects you consider to be particularly innovative or compelling, will add weight to your submission.

QUESTIONS AND SCORING

Leadership and Strategy

- How does the Board and Senior Team communicate and monitor goals around diversity and inclusion?
- How does the Senior Team promote a positive and inclusive work culture? How do they act as role models for diversity in the workplace?
- How does the leadership team champion the organisation's diversity strategy in a way that positively impacts business success? Has an Executive sponsor/champion for Diversity & Inclusion been appointed?
- How does the strategy stretch priorities to go beyond compliance towards excellence?
- How does the Board commit to zero tolerance of harassment and bullying?
- How does the Board ensure that supporting diversity and inclusion in the workplace is the responsibility of all leaders and managers. Actions can include ensuring the performance objectives for leaders and managers cover their responsibilities to support fairness for all staff.

Word limit: 250 words

7 marks available

Policy and Processes

- How does the organisation ensure that policies and processes support diversity and inclusion, including resources deployed (in-kind, people, time and financial) and how has it optimised the benefits to the business and its stakeholders? -
- How do you involve people across the organisation in developing, reviewing and communicating policies and processes in a way that shapes the work culture? -
- What evidence is there that robust policies and processes have helped shaped the work culture and positively impacted the business? -
- How have the policies and processes positively impacted on developing a more diverse and inclusive workplace?

Word limit: 300 words

6 marks available

Activities and Engagement

- How does the organisation consult, engage and communicate with its stakeholders and develop appropriate internal and external relationships?
- Is there a structured programme in place to support and develop diversity and inclusion? If not, what type of ad hoc activity takes place and why?

Word limit: 250 words

6 marks available

HOW TO ENTER IN 2021

- How has the organisation involved its employees and improved their attitudes, awareness and involvement in organisational and people development issues, particularly in relation to diversity issues?
- What innovative approaches are in place as part of people development and career progression programmes in order to encourage a more diverse and inclusive workplace? (Actions can include embedding mentoring, reverse mentoring and sponsorship in including programmes to attract, retain and develop people.)
- Examples of evidence to reference can include newsletters; advertisements; marketing materials; case studies; publicity; brochures; social media and online marketing; staff forums and media coverage amongst others

Measurement, Evaluation and Reporting

- What specific objectives and targets in relation to diversity and inclusion are in place? Do you capture ethnicity data to establish a baseline and measure progress? How are these evaluated and continually improved? What commitment is there to reporting successes and challenges?
- It will be helpful to demonstrate how those targets support organisational/ strategy and/or business plans.

Word limit: 250 words
6 marks available

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme/ initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words
5 marks available

Business Benefits

- How has the organisation achieved benefits including, where appropriate, business, financial and marketing benefits, people development, organisational learning and creativity, employee involvement and motivation and any additional benefits?
- Clearly indicate why and how the examples used are most relevant and ways in which they have had significant impact on business success.

Word limit: 500 words
15 marks available

Community/Wider Society Benefits

- How has the organisation positively impacted diversity and inclusion in relation to the local community and wider society?
- This may be through direct engagement with wider community interventions and/or via profile and public awareness-raising. A clear rationale outlining the reasons for impacting diversity and inclusion on a wider community basis and/or any additional evidence of benefits that have been derived from diversity and inclusion activities will be recognised.

Word limit: 500 words
15 marks available

HOW TO ENTER IN 2021

EDUCATION PARTNERSHIP AWARD *sponsored by Allen & Overy*

For the organisation that best demonstrates how its actions have helped raise the aspirations and achievements of young people (aged 4-19) through a solid business education partnership.

For this category, we are looking for the organisation that best manages its approach to delivering a positive impact on education and on young people's aspirations through effective partnership, including achievements and key success points. In particular describe the importance of positive links with education to the organisation and emphasise any aspects you consider to be particularly innovative or compelling:

Please note that projects/initiatives which focus on educational awareness of your industry/products are not sufficient for this category. Entries MUST demonstrate how young people's aspirations and achievements have been raised through your approach, and the initiative must have taken place in Northern Ireland.

QUESTIONS AND SCORING

Leadership and Strategy

- How has the organisation defined and communicated its purpose and objectives in relation to business and education partnerships and how is community investment through education built into the organisation's strategy?
- Outline clearly the role played by senior leaders in inspiring employees to develop effective partnerships with education in order to raise the aspirations of young people
- How have leaders within the organisation been engaged in driving these partnerships with local schools or education providers?

Word limit: 250 words
7 marks available

Policy and Processes

- How is policy agreed in relation to investment in education through partnerships?
- How has the organisation invested in education partnerships – include what resources it has deployed (in-kind, people and financial) and how it has optimised the benefits to the business and its stakeholders.
- Explain the structures and processes that are in place to manage your education partnership

Word limit: 300 words
6 marks available

Activities and Engagement

- Outline clearly the activities involved in your partnership and how your organisation develops and maintains positive linkages with education. Particularly outline how (if appropriate), managers have helped provide positive role models for young people to raise their aspirations or achievements.
- How do you consult, engage and communicate with your stakeholders, both internally and externally, about your approach to and delivery of education partnerships and activities?
- How have you involved your employees and improved their attitudes, awareness and involvement in any education partnerships or education issues?

Word limit: 250 words
6 marks available

HOW TO ENTER IN 2021

- Examples of evidence to reference can include newsletters; advertisements; marketing materials; case studies; publicity; brochures; social media and online marketing; staff forums and media coverage amongst others

Measurement, Evaluation and Reporting

- How do you set targets in relation to education partnerships and investment activity and what are those targets?
- How do you evaluate progress against those targets, measure impact and build in continuous improvement? (It will be helpful to demonstrate how those targets link back to the organisation's strategy and values)
- How do you report on your community investment activities? e.g., website, newsletter, social media, printed reports etc

Word limit: 250 words
6 marks available

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme/ initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words
5 marks available

Business Benefits

- How has the organisation derived benefits as a result of engaging in education partnership activities/initiatives, including as appropriate, financial benefits, market share, people development, company learning, product and process innovation, license to operate, creativity, employee involvement and motivation and any additional benefits?

Word limit: 500 words
15 marks available

Education/Wider Society Benefits

- How has the organisation positively impacted on local schools or education providers through established partnerships and on wider society? This may include for example via profile and public awareness benefits, learning and personal development, impacts on a specific issue or cause and any additional benefits.
- Particularly focus (if appropriate) on how the organisation has helped, through its efforts, raise the aspirations and achievements of young people and the impact this has had.

Word limit: 500 words
15 marks available

HOW TO ENTER IN 2021

ENVIRONMENTAL LEADERSHIP AWARD *sponsored by Heron Bros*

For the organisation that best demonstrates a significant commitment and contribution to environmental sustainability in Northern Ireland through an initiative or project. You should focus on a specific project or initiative that addresses an aspect of environmental sustainability (such as resource management, biodiversity, addressing climate change etc) or on a range of activities which represent your organisation's overall approach. In particular, describe the importance of this work to the organisation, what motivates you to take action and emphasise any aspects you consider to be particularly innovative or compelling. Describe how this project relates to the way the organisation manages its approach to environmental sustainability, particularly in relation to your local business activity and its impacts. Do not only give a general overview of your organisation's environmental strategy.

QUESTIONS AND SCORING

Leadership and Strategy

- Describe the role of senior leaders in the project/initiative
- Explain how your project/initiative relates to the organisation's environmental strategy and wider sustainability strategy
- Explain how your project/initiative relates to the organisation's business strategy and wider goals and values
- Explain how your project/initiative shows leadership beyond the organisation – how can/does your approach influence others?

Word limit: 250 words

7 marks available

Activities and Processes

- Outline the activities that are undertaken as part of your project/initiative
- Is the project/initiative a pilot, a recurring initiative or a one-off? If relevant, explain how your organisation will integrate it and/or its learnings in its wider processes and policies.
- How has the organisation invested in this project/initiative through financial, human and other resources?

Word limit: 250 words

6 marks available

Project Management and Stakeholder Engagement

- What processes are in place which ensure the effective management of your project/initiative? Who is involved and what is the structure for managing it?
- Who are the key internal and external stakeholders involved in the project?
- How does the organisation consult, engage and communicate with its stakeholders, including employees on this project/initiative?
- Examples of evidence to reference can include newsletters; advertisements; marketing materials; case studies; publicity; brochures; social media and online marketing; staff forums and media coverage amongst others.

Word limit: 250 words

6 marks available

HOW TO ENTER IN 2021

Measurement, Evaluation and Reporting

- What targets have been set in relation to your project/initiative?
- How do you measure success, ensure improvement and report on your project/initiative?
- How do these project target relate to wider environmental or sustainability targets?

Word limit: 250 words
6 marks available

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme/ initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words
5 marks available

Business Benefits

- How has the organisation achieved benefits including, where appropriate, financial benefits, improved stakeholder relationships, people development, organisational learning, product and process innovation and licence to operate as a result of this project / initiative?

Word limit: 350 words
10 marks available

Education/Wider Society Benefits

- How has this project / initiative had a positive impact on the environment and on wider society?
- Where appropriate, make particular reference to issues such as reduced dependence on natural resources, pollution prevention, protection of the local environment, biodiversity, energy and greenhouse gases reductions and improved quality of life.

Word limit: 750 words
20 marks available

HOW TO ENTER IN 2021

INNOVATION IN EMPLOYABILITY AWARD *sponsored by George Best Belfast City Airport*

For the organisation that is demonstrating a more innovative and inclusive approach to employability activities in Northern Ireland.

Describe how the organisation is supporting people in the community to improve their readiness for work and demonstrating a more inclusive approach to employability activity. This may include a new partnership with a community organisation, developing online employability resources (mock interviews, CV review and support); virtual work experience etc. We're particularly interested to hear from organisations who have reached out to groups they have had little or no experience of working with in the past. This should include groups facing specific barriers eg long term unemployed, people with convictions, people with a disability, refugees, homelessness (this is not an exhaustive list) Please emphasise any aspects you consider to be particularly innovative or compelling, particularly in light of the COVID-19 pandemic:

* Please note, Entries need to demonstrate how they have worked to remove barriers to support people to enter into the workplace or new approaches to recruitment and development activities to access untapped talent. Organisations such as employability/ training organisations, who work to remove barriers to employment as part of their core business activities, would need to demonstrate innovation beyond their core business activity to be eligible.

QUESTIONS AND SCORING

Leadership and Strategy

- How have leaders within the organisation been engaged in tackling employability issues in the local community and what have they done to inspire and support other employees in this regard?
- How has the organisation defined and communicated its purpose and objectives in this respect and how is investment in employability support built into the organisation's strategy?

Word limit: 250 words

7 marks available

Policy and Processes

- How are policy and strategy agreed? Explain the structures and processes that are in place.
- How has the organisation invested in local communities through employability initiatives – include what resources it has deployed (in-kind, people and financial) and how it has optimised the benefits to the business and its stakeholders.
- Explain the structures and processes that are in place to manage the organisation's approach to tackling employment issues

Word limit: 250 words

6 marks available

Activities and Engagement

- Outline clearly the activities involved in your efforts to improve employability skills in Northern Ireland.
- How does the organisation manage its approach to engagement with employability support
- How do you consult, engage and communicate with your stakeholders, both internally and externally, about your approach to and delivery of employability initiatives?
- How have you involved your employees and improved their awareness and involvement either through a partnership or through your long-term strategic commitment to investment in this area?

Word limit: 250 words

6 marks available

HOW TO ENTER IN 2021

- Examples of evidence to reference can include newsletters; advertisements; marketing materials; case studies; publicity; brochures; social media and online marketing; staff forums and media coverage amongst others.

Measurement, Evaluation and Reporting

- How do you set targets in relation to employability initiatives and what are those targets?
- How do you evaluate progress against those targets, measure impact and build in continuous improvement? (It will be helpful to demonstrate how those targets link back to the organisation's strategy and values)
- How do you report on your activities? eg, website, newsletter, social media, printed reports etc

Word limit: 250 words
6 marks available

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme/ initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words
5 marks available

Business Benefits

- How has the organisation derived benefits as a result of engaging in employability initiatives, including as appropriate: financial benefits; people development; company learning; creativity; employee involvement and skills development, motivation and any additional benefits?

Word limit: 500 words
15 marks available

Community / Society Benefits

- How has the organisation positively impacted on local communities and wider society? This may include, for example, profile and public awareness benefits, job creation, learning and personal development and any additional benefits and helping people overcome barriers to work.
- Explain how you have consulted with partners and other stakeholders in the development of your initiatives over time to ensure they are impactful and adding value.

Word limit: 500 words
15 marks available

HOW TO ENTER IN 2021

INVESTING IN YOUR COMMUNITY AWARD *sponsored by Arthur Cox*

For the business that best works in partnership with local communities to address long-term social and economic needs.

For this category, we would like you to describe how the organisation manages its approach to delivering a positive impact on local communities including achievements and key success points.

In particular, describe the importance of investing in your community to the organisation and emphasise any aspects you consider to be particularly innovative or compelling. PLEASE NOTE: the activities you include in this section should demonstrate how your organisation goes beyond its core business to tackle disadvantage.

QUESTIONS AND SCORING

Identifying Key Social Issues

The first priority in developing a community investment strategy is to identify the key social issues most relevant to your business and most pressing to the communities you work with. In this section we want you to tell us the following:

- What are your Community Investment core objectives?
- Who is your Community and how have you identified the social issues you are working to address?
- How is your Community Investment strategy supported by senior managers?
- How have you involved your internal and external stakeholders in shaping your community investment programme? Explain your process. Tell us who your stakeholders are.

Word limit: 250 words

5 marks available

Working in Partnership

Establishing strategic partnerships is pivotal to delivering the objectives of your community investment strategy. Please describe your approach to working in partnership as follows:

- Outline your reasons for working in partnership
- What are the specific objectives of the partnership?
- Show how you went about identifying and selecting your partners
- Show how you have been working with your partners

Word limit: 250 words

5 marks available

Plan and Manage

Businesses should ensure that they plan and manage their community investment, using the most appropriate resources to deliver against specific objectives and targets. Please outline the following:

- What types of community activities are included in your Community strategy (can include, charitable giving, sponsorships, cause-related marketing, employee volunteering, pro-bono, gifts in kind, etc)

Word limit: 250 words

5 marks available

HOW TO ENTER IN 2021

- What resources have been allocated to deliver your Community strategy?
- Explain the process used to agree and sign off on resources

Inspire and Engage your Employees, Customers and Suppliers

It is important to recognise that your business is part of a wider network which you can encourage to support your programmes. Where relevant please demonstrate the following:

- How have you inspired and engaged employees, at all levels, in the delivery of your Community strategy?
- How have you engaged your customers and suppliers?
- How are leaders involved?

Word limit: 250 words
5 marks available

Measure and Evaluate

- How do you set targets in relation to community investment and what are those targets?
- How do you evaluate progress against those targets, measure impact and ensure continuous improvement? (It will be helpful to demonstrate how those targets link back to the organisation's strategy and values)
- How do you report both internally and externally on your community investment? Examples can include but are not limited to website, newsletter, social media and printed reports

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme/ initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words
5 marks available

Business Benefits

- How has the organisation derived benefits as a result of investing in community activities/ initiatives, including as appropriate, financial benefits, market share, people development, company learning, product and process innovation, license to operate, creativity, employee involvement, and motivation and any additional benefits?

Word limit: 500 words
15 marks available

Community / Society Benefits

- How has the organisation positively impacted on communities and wider society? This may include, for example, via profile and public awareness benefits, learning and personal development, impacts on a specific issue or cause and any additional benefits.
- Explain how you have consulted with partners and other stakeholders in the development of your initiatives over time to ensure they are impactful and adding value.

Word limit: 500 words
15 marks available

HOW TO ENTER IN 2021

ONE-TO-WATCH AWARD *sponsored by Ciena*

For a *recently joined* Business in the Community member that has made significant progress in the development and implementation of its CR strategy *This category is open to members who joined from January 2018 onwards only.

In the sections, you should provide all the detail the judges will need to assess and score the submission.

Describe how the organisation has embraced responsible business over the past three years, ideally highlighting key achievements and successes. In particular, you should highlight how corporate responsibility has made a positive impact on your organisation and emphasise any aspects you consider to be particularly unique, innovative or compelling.

QUESTIONS AND SCORING

Leadership and Strategy

- How have leaders within the organisation promoted corporate responsibility?
- How has the organisation shaped its corporate responsibility activity and how is it linked to broader business strategy?
- Outline clearly the role played by senior leaders in inspiring employees to engage in corporate responsibility.
- What is your vision for the future in terms of your corporate responsibility activities? What are your long-term ambitions and what do you hope to achieve?

Word limit: 250 words

7 marks available

Policy and Processes

- How is corporate responsibility policy agreed in the organisation?
- How has the organisation invested in corporate responsibility – include what resources it has deployed (in-kind, people and financial) and how it has optimised the benefits to the business and its stakeholders.
- Explain the structures and processes that are in place to manage your corporate responsibility activity.

Word limit: 250 words

6 marks available

Activities and Engagement

- Outline the corporate responsibility activities your organisation is involved in.
- How do you consult, engage and communicate with your stakeholders, both internally and externally, about your approach to, and delivery of, corporate responsibility?
- How have you involved your employees and improved their attitudes, awareness and involvement in any corporate responsibility activity?
- Examples of evidence to reference can include newsletters; advertisements; marketing materials; case studies; publicity; brochures; social media and online marketing; staff forums and media coverage.

Word limit: 250 words

6 marks available

HOW TO ENTER IN 2021

Measurement, Evaluation and Reporting

- How do you set targets in relation to corporate responsibility? What are those targets?
- How do you evaluate progress against those targets, measure impact and build in continuous improvement? (It will be helpful to demonstrate how those targets link back to the organisation's strategy and values).
- How do you report on your corporate responsibility activities?

Word limit: 250 words
6 marks available

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme /initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words
5 marks available

Business Benefits

- How has the organisation derived benefits as a result of engaging in corporate responsibility, including as appropriate, financial benefits, market share, people development, company learning, product and process innovation, license to operate, creativity, employee involvement and motivation and any additional benefits?

Word limit: 500 words
15 marks available

Community / Society Benefits

- How has the organisation positively impacted society through its corporate responsibility activity? This may include, for example, profile and public awareness benefits, learning and personal development, impacts on a specific issue or cause and any additional benefit

Word limit: 500 words
15 marks available

HOW TO ENTER IN 2021

RESPONSIBLE DIGITAL INNOVATION AWARD *sponsored by Allstate NI*

For the organisation that can best demonstrate how it has used digital solutions in a project or initiative that in turn tackle a social or environmental issue.

For this category, we are specifically looking for an organisation that is committed to using digital to tackle an environmental or social issue. It goes above and beyond an organisation's main work (if you are a digital organisation). We are looking for an organisation that has identified a need and has used technologies and innovative practical solutions in an attempt to tackle the challenge. This may be done by the company itself, or it may have worked in partnership with a charity, community group or school/college to identify the issue and work on a solution that incorporates digital.

We are also keen to see the organisation's commitment to embracing the digital age as offering solutions to 'Corporate Responsibility' challenges. Emphasise any aspects of your organisation's approach which you consider to be particularly innovative or compelling.

QUESTIONS AND SCORING

Leadership and Strategy

- How have leaders within the organisation been involved in ensuring the organisation develops/uses innovative, digital technologies in response to social and environmental challenges?
- How has the organisation defined and communicated its purpose and objectives in this respect?
- How does the organisation manage its approach to digital transformation?
- How are the policies and strategy agreed? Explain the structures and processes that are in place.

Word limit: 250 words

7 marks available

Policy and Processes

- Outline any policies the organisation has in place in relation to harnessing the power of innovative digital solutions to address social and environmental challenges.
- Explain the company's approach and implementation of strategies aimed at creating and/or using digital solutions to social and environmental challenges.
- What processes are there in relation to determining to how best use digital solutions to address social and environmental challenges? How do you involve your employees and what is the management structure for ensuring these processes are followed?

Word limit: 250 words

6 marks available

Activities and Engagement

- What has the organisation done to encourage the use of innovative, digital solutions to tackle environmental and social challenges? Include what resources it has deployed (in-kind, people, employer supported volunteering and financial) and how it has optimised the benefits to the business and its stakeholders.
- How do you consult, engage and communicate with your stakeholders?

Word limit: 250 words

6 marks available

HOW TO ENTER IN 2021

- How have you involved your employees and improved their attitudes, awareness and involvement in the identification/creation/use of digital solutions to tackle social and environmental challenges?
- Examples of evidence to reference can include, but are not limited to: newsletters; advertisements; marketing materials; case studies; publicity; brochures; social media and online marketing; staff forums and media coverage.

Measurement, Evaluation and Reporting

- How do you set targets in relation to evaluating the impact and effectiveness of your digital solutions?
- How do you evaluate progress against those targets, measure impact and ensure continuous improvement? (It will be helpful to demonstrate how those targets link back to the organisation's strategy and values)
- How do you report both internally and externally on the impact of your digital solutions on social and environmental issues? Examples can include but are not limited to website, newsletter, social media and printed reports.

Word limit: 250 words

6 marks available

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme/ initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words

5 marks available

Business Benefits

- How has the organisation derived benefits as a result of identifying/creating/using digital solutions to tackle social and environmental issues? Include, as appropriate, financial benefits, market share, people development, company learning, product and process innovation, license to operate, creativity, employee involvement, employee motivation and any additional benefits.

Word limit: 500 words

15 marks available

Community / Society Benefits

- How has the organisation positively impacted on the environment and society? This may include, for example, improved environmental impacts, profile and public awareness benefits, learning and personal development, impacts on a specific issue or cause and any additional benefits.
- Explain how you have consulted with partners and other stakeholders in the development of your approach over time to ensure your activity is impactful and adding value.

Word limit: 500 words

15 marks available

HOW TO ENTER IN 2021

RESPONSIBLE PRODUCT / SERVICE AWARD *sponsored by Translink*

Recognising organisations that are developing innovative products or services that inspire responsible customer behaviour and encourage more sustainable lifestyle.

Describe how the organisation has been innovative in redesigning existing or creating new products or services to help influence positive customer behaviour. We're looking for projects or approaches that show leadership on the sustainability agenda – contributing social, economic and environmental benefits to wider society. We are particularly interested in how the products or services help customers be more sustainable in how they live their lives and what the organisation is doing to raise awareness about the importance of more sustainable lifestyles.

QUESTIONS AND SCORING

Leadership and Strategy

- Describe the leadership approach to encouraging innovation that focuses on developing a portfolio of products and services for customers that bring social, economic and environmental benefits.
- Explain how this focus on product/service sustainability is incorporated within the organisation's strategy.
- How is strategy relating to sustainable and innovative product development agreed and implemented?
- How do leaders stimulate a focus on positively influencing customer behaviour?

Word limit: 250 words

7 marks available

Policy and Processes

- Outline what policies are in place in relation to the development of products/services that encourage social, economic and environmental benefits.
- How are these policies implemented within the organisation including through its supply chain?
- What resources has the organisation invested in research & development and/or innovation that specifically influence customer behaviour and encourage more sustainable lifestyles? Outline the processes within the business that encourage innovation in developing products/services which help customers live more sustainable lives.

Word limit: 250 words

6 marks available

Activities and Engagement

- What does the organisation do to ensure sustainability is a key consideration in the development of new products and services?
- How does the organisation consult, engage and communicate with all its stakeholders and develop appropriate internal and external relationships in pursuit of influencing positive customer behaviour?
- What has the organisation done to improve customers' awareness of sustainability and how has it educated them in the social, economic and environmental benefits of its new innovations?
- Examples of evidence to reference can include newsletters; advertisements; marketing materials; case studies; publicity; brochures; social media and online marketing; staff forums and media coverage amongst others.

Word limit: 250 words

6 marks available

HOW TO ENTER IN 2021

Measurement, Evaluation and Reporting

- What targets has the organisation set in relation to positively influencing customer behaviour through its sustainable innovations? How does it evaluate progress against those targets, measure impact and adjust activity accordingly?
- Demonstrate how those targets link back to the organisation's strategy and values. How does the organisation report on its sustainability objectives and targets with particular relevance to its products and services?

Word limit: 250 words

6 marks available

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme/ initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words

5 marks available

Business Benefits

- How has the organisation achieved benefits including, where appropriate, financial benefits, market share, people development, organisational learning, product and process innovation and licence to operate as a result of its focus on developing sustainable products or services?
- You should, as far as possible, concentrate on commercial benefits, e.g. cost savings, increased customer base, increased sales, improved competitiveness.

Word limit: 500 words

15 marks available

Environment / Wider Societal Benefits

- How has the organisation had a positive impact on the environment and on wider society through its responsible products/services?
- You could consider measures such as reduced customer footprint, reduced dependence on natural resources, improved quality of life, and protection of the local or global environment, biodiversity, energy and CO2 reductions.

Word limit: 500 words

15 marks available

HOW TO ENTER IN 2021

WELLBEING AT WORK AWARD *sponsored by Larne Port*

For the organisation that demonstrates excellence in inspiring and supporting its employees to prioritise their health and wellbeing and embrace positive lifestyle choices.

For this category, we are looking for the organisation that best demonstrates excellence in inspiring and supporting its employees to prioritise their health and wellbeing and embrace positive lifestyle choices.

The judges are particularly interested in a number of key factors including a strategic approach to prioritising employee health and wellbeing, evidence of commitment from senior management and of investment in specific activities and interventions intended to tackle health and wellbeing priorities. Organisations should be able to demonstrate a sound means of measurement and evaluation of impact for the employee, the organisation and the wider community.

Applications should clearly demonstrate that health and wellbeing are of key strategic importance, and emphasis should be placed on aspects you consider to be particularly innovative or compelling, will add weight to your submission.

QUESTIONS AND SCORING

Leadership and Strategy

- Outline how the organisation has demonstrated commitment to prioritising employee health and wellbeing at the most senior level and how the SMT actively seeks to create and demonstrate a positive, open and inclusive workplace
- Demonstrate that health and wellbeing initiatives are aligned with overall business priorities, embedded and implemented at a strategic level and are made available for employees at all levels and all areas of the organisation
- Provide evidence that the organisation has sought feedback and input from all employees when identifying health and wellbeing initiatives
- Outline how health and wellbeing initiatives extend beyond compliance and strive towards excellence.

**Word limit: 250
words**

7 marks available

Policy and Processes

- Demonstrate that the organisation has appropriate policies and procedures in place to support employee health and wellbeing and provide evidence that employees are involved in the development, review and communication of these policies
- Provide evidence that the organisation has invested in its employees through employer-led health and wellbeing approaches, including specific examples of schemes, initiatives and resources that have been deployed to do so
- Provide evidence of specific initiatives that organisations have in place to provide staff with access to support services both within and outside the workplace that focus on raising awareness, prevention and also support for treatment
- Demonstrate what support is in place for employees experiencing both mental and physical illness, and for those returning to work after a period of absence.

**Word limit: 250
words**

6 marks available

HOW TO ENTER IN 2021

Activities and Engagement

- Does the organisation have a structured and strategic programme in place for health and wellbeing initiatives or do activities happen on an ad hoc basis?
- Are there members of staff who are specifically dedicated to championing health and wellbeing within the organisation?
- Are all employees consulted when devising, implementing and monitoring the impact of health and wellbeing initiatives, and is there appropriate consultation and communication with external stakeholders also?
- Are health and wellbeing initiatives actively promoted to all employees, and are steps taken to ensure that there is uptake across all areas of the business, or is feedback collected when uptake is poor?
- Examples of evidence to reference can include newsletters; advertisements; marketing materials; case studies; publicity; brochures; social media and online marketing; staff forums and media coverage amongst others

Word limit: 250 words
6 marks available

Measurement, Evaluation and Reporting

- Are there specific objectives and targets in place in relation to health and wellbeing initiatives, and if so, how are these established and by who?
- How regularly are these reviewed and evaluated, and is this reported to senior management?
- Are there specific members of staff tasked with this review and evaluation process?
- Where possible, please also demonstrate how those targets support organisational strategy and/or business plans.

Word limit: 250 words
6 marks available

Innovation and Transferability

- Please provide a succinct statement demonstrating clearly why you believe your programme/ initiative/ activities are innovative and how easy it would be for another company to replicate some or all or what you have done.

Word limit: 150 words
5 marks available

Business Benefits

- Provide specific examples of how the organisation has directly benefitted from implementing health and wellbeing initiatives. This should include – as appropriate – staff recruitment and retention, employee engagement, brand image and marketing benefits, absenteeism and presenteeism, productivity, staff morale and overall profitability, individual and organisational learning and development and any relevant additional benefits.

Word limit: 500 words
15 marks available

Employee / Wider Societal Benefits

- Outline benefits to the individual employee in a workplace sense, considering their working conditions and environment, their levels of engagement and satisfaction, and their sense of team morale.

Word limit: 500 words
15 marks available

HOW TO ENTER IN 2021

- Outline the benefits to the individual employee outside the workplace in terms of their overall awareness of the benefits or a healthy lifestyle and the actions needed to achieve it and in terms of their general health and wellbeing as a result of initiatives implemented.
- Outline any known or potential benefits to the families of employees or the local community or wider society. This may be through direct engagement with family members and wider community interventions and/or via profile and public awareness-raising.

HOW TO ENTER IN 2021

CATEGORIES, SPONSORS AND PARTNERS FOR 2021

NI Responsible Company of the Year Award



Age-Friendly Business Award



Diversity & Inclusion Award



Education Partnership Award



Innovation in Employability Award



Environmental Leadership Award



Investing in Your Community Award



Responsible Digital Innovation Award



Responsible Product/Service Award



Wellbeing at Work Award



One-to-Watch Award



Event Community Champion



Event Partner



Community Showcase



Print Media Partner



Broadcast Media Partner



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