

**Doc AA**

**Awards Application Pack**

(To be provided to applicants)

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This pack contains the information you need to submit an entry into the European CSR Award 2013 in the Republic of Ireland.

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# INTRODUCTION: The European CSR Award Scheme

The first ever European CSR Award Scheme will be run by a consortium of 29 National CSR Organisations led by CSR Europe and Business in the Community with the support of the European Commission. This consortium of the leading CSR organisations in Europe will deliver an impactful and far reaching ***European CSR Award Scheme for Partnerships, Innovation and Impact****.*

Each partner in the consortium is the national CSR expert in their country and will already work with, and have connections with, business, NGOs and governmental networks to take forward the identification of the two winners to represent the best of each country’s CSR multistakeholder partnerships.

Consortium partners include: **Austria** ([respACT](http://www.respact.at/)) **Belgium** ([Business and Society Belgium](http://www.businessandsociety.be/fr)), **Bulgaria** ([UNGC Bulgaria](http://www.csreurope.org/pages/en/bulgaria_global_compact_network_bulgaria_association.html)), **Croatia** ([HR BCSD](http://www.csreurope.org/pages/en/croatia.html)), **Czech Republic** ([Business for Society](http://www.csreurope.org/pages/en/czech_republic.html)) **Denmark** ([VirkomshedsNetwärket](http://www.virksomhedsnetvaerket.dk/)), **Estonia** ([RBF Estonia](http://www.csr.ee/)), **Finland** ([FiBS](http://www.fibsry.fi/fibs-is-a-network-for-responsible-business-3)), **France** ([IMS France](http://www.imsentreprendre.com/)), **Greece** ([The Hellenic Network for CSR](http://www.csrhellas.org/portal/en.php?lang=EN)), **Hungary** ([Követ](http://www.kovet.hu/view/main/108.html)), **Ireland** ([BITC Ireland](http://www.csreurope.org/pages/en/ireland.html)), **Italy** ([Sodalitas](http://www.sodalitas.it/contenuti/home.aspx)), **Kosovo** ([CSR Kosovo](http://www.csreurope.org/pages/en/kosovo.html)), **Luxembourg** ([IMS Luxembourg](http://www.imslux.lu/en/)), **Macedonia** ([Zenith Macedonia](http://zenith.org.mk/)), **Montenegro** ([Association for Democratic Change](http://www.zid.org.me/en/index.php)), **Norway** ([CSR Norway](http://www.csreurope.org/pages/en/norway.html)), **Poland** ([RBF Poland](http://www.csreurope.org/pages/en/poland.html)), **Romania** ([CSR Romania](http://www.csr-romania.ro/)), **Serbia** ([SMart Koletiv](http://www.smartkolektiv.org/index_en.jsp)), **Slovakia** ([Pontis Foundation](http://www.nadaciapontis.sk/en/)), **Slovenia** ([Ekvilib Institute](http://www.ekvilib.org/)), **Spain** ([Forética](http://www.foretica.org/)), **Switzerland** ([Philias](http://www.philias.org/)), **Turkey** ([CSR Turkey](http://www.csrturkey.org/)), **UK** ([Business in the Community](http://www.bitc.org.uk) and [Scottish Business in the Community](http://www.sbcscot.com/)), **Ukraine** ([Centre for CSR Development](http://www.csr-ukraine.org/)).

The overall aim of the European CSR Award Scheme *Inspiring Partnerships for Innovation and Impact* is for the best European CSR multi-stakeholder partnerships to be brought into focus and thus enhance the exchange of best practice. National Award Schemes will have two categories, one for partnerships involving small and medium sized enterprises (Small Companies), and one for partnerships involving larger companies (Large Companies).

The European CSR Award Scheme will have a particular focus on successful partnerships between an enterprise and at least one non-business stakeholder. This is an innovative concept in the European CSR Award marketplace, which typically focuses on CSR Awards for individual enterprises on their own.

The European CSR Award Scheme will put particular emphasis on **innovation** with the intention of accelerating business to create innovative solutions to tackle sustainability issues. National Awards Schemes will also include an award criteria related to the **positive impacts** of the partnership on society and on the company in question. This is consistent with the current understanding of CSR put forward in the [European Commission’s recent policy on Corporate Social Responsibility](http://ec.europa.eu/enterprise/policies/sustainable-business/corporate-social-responsibility/index_en.htm).

# AWARDS APPLICATION PACK OVERVIEW

Thank you for downloading this application form for the European CSR Awards 2013. Entries must be submitted by email to [CSReuropeawards@bitc.ie](mailto:CSReuropeawards@bitc.ie) with the subject line: **CSR Europe Awards 2013 Final Submission – Company Name(s)** and the completed MS Word application form attached, by midnight on Monday 25th February 2013. Secondly, entries must include a copy of the CEO Sign Off Form with posted hard copy to be received by 25th February.

**This pack contains the information that you will need to submit an entry into the European CSR Award 2013 in the Republic of Ireland and includes:**

1. **Conditions of entry**. Please take time to read through the conditions of entry. A submitted entry will indicate that the conditions of entry have been read and accepted by the submitting company. If we have any concerns about your eligibility for the European CSR Award we will contact you to discuss this.
2. **Checklist**. To make sure you are ready to fill in the application form, check if you fulfil all requirements.
3. **Application Form.** Please complete your entry using this application form. A separate form must be completed for each entry. Entries must be submitted by email to [CSReuropeawards@bitc.ie](mailto:CSReuropeawards@bitc.ie) with the subject line: **CSR Europe Awards 2013 Final Submission – Company Name(s)** and the completed Word document application attached. All entries must be submitted by midnight on Monday the 25th February 2013.
4. **Partner Verification Form**. The “Partner Verification Form” is part of your application. Please complete it and attach it as part of your application form. You need one verification form for each non business partner.
5. **Chief Executive's Sign Off Form**. Please complete the Chief Executive’s Sign Off Form separately and post to **Mr. Shane Mulchrone, Business in the Community Ireland, 32 Lower O’ Connell Street, Dublin 1, to be**  received by Monday the 25th February 2013. You need one Chief Executive’s Sign Off for each company participating in the partnership (if there is more than one).
6. **Guidance**. Please complete the entry according to the criteria detailed below. Please use the guidance notes to help write your responses to each section.
7. **Handy hints**. Some useful hints can help you in filling in efficiently and effectively.
8. **FAQs.** This outlines the main definitions of who is eligible to apply and what types of projects are applicable.
9. **Assessment scoring guide**. This section will show you the scoring guidelines for judges.

**Notes on submitting your application**

* Applications must not exceed **4850** words in the sections 3 to 5 (see conditions of entry); any additional text will be deleted.
* The Awards system will onlyaccept a Microsoft Word document therefore please **DO NOT** convert the application form into any other format such as a PDF.
* Completed application forms must **not exceed 2mb** in size. This will allow for use of normal formatting, tables and diagrams etc. it will not however allow for the inclusion of large numbers of photographs, graphics or other digital images. This size requirement is enforced through the internet software which will not accept entries that exceed the maximum file size.
* If you do wish to include images in your application form, you will find it easier to keep within the size limit if the images are, optimises for screen viewing (72 pixels per inch).

**Need help or advice**? If you have any questions regarding this form or your entry, please contact Shane Mulchrone by email at [smulchrone@bitc.ie](mailto:smulchrone@bitc.ie) or by telephone on 01-8743823

# Eligibility

# Conditions of Entry

The European CSR Award in the Republic of Ireland is open to all private sector companies that have a business presence in the country. By “private sector” we mean companies that exist to make a profit for their shareholders through the provision of goods or services. The awards are not open to social enterprises, voluntary sector organisations or public sector bodies but they can be part of the application submitted by a company as partners. Entries are welcome from small, medium and large businesses and from individual business units of larger organisations.

**Definition of Small companies**

**Small and Medium-sized enterprises:** The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.

[*European Commission. Enterprise and Industry*](http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm)

**Definition of non-business partners**

Non business partners will be those organisations that are not part of the private sector; but this doesn’t include the company foundation (e.g. Citi applying in partnership with Citi foundation). The non-business partners cannot be the employees or customers, these can be beneficiaries but they don’t count as the non-business partner. By non-business we mean a non for profit organisation but not necessarily an NGO as such, it could be a school, a hospital, a governmental organisation, a foundation, civil association or a charity.

**Sponsoring Companies**

National sponsoring companies are not eligible to enter the European CSR Award in the Country that they are sponsoring but they can enter in the Award in all the other countries.

**Multiple Entries**

Companies or individual business units may enter more than one category and may make multiple entries into a single category provided that the entries are based on distinct and separate projects.

The same project cannot be entered into multiple categories (large and small). If the collaboration includes a small and a large company, the partners will have to decide to which of the two categories apply (large or small company).

**Submitting Entries**

All applications must be submitted by emailing [CSReuropeawards@bitc.ie](mailto:CSReuropeawards@bitc.ie) with the subject line: **CSR Europe Awards 2013 Final Submission – Company Name(s)** and attaching a completed application form, saved as a word file.

**Word Count**

In order to ensure fairness, entries must **NOT** exceed the maximum word count stipulated in the application packs. In all case themaximum word count includes an allowance for words contained in the application form itself and will be calculated using the word count tool in MS Word. Words beyond the maximum will not be viewed by the assessors.

**Maximum File Size**

Completed application forms must not exceed 2mb in size. This will allow for use of normal formatting, tables and diagrams etc. but will not allow for the inclusion of large numbers of photographs, graphics or other digital images. This size requirement is enforced through the internet software which will **not** accept entries that exceed the maximum file size.

**Closing Date**

Entries must be submitted by emailing completed applications, (including partner verification forms), by midnight on Monday the 25th February 2013. All entries will be date/time stamped and successful submissions will be confirmed by email.

**Partner Verification Form**

Companies entering the European CSR Award must obtain a verification statement for the society benefits section of their entry from a partner. This form is an integral part of the application and it is included in the application pack. It must be attached with the award submission for the submission to be valid. Entries will not be accepted if the verification form is not properly completed and returned.

**Sign Off Form**

A sign off form is supplied in the application pack. This must be printed off and signed by the Chief Executive or equivalent of the submitting organisation and then posted to **Mr. Shane Mulchrone, Business in the Community Ireland, 32 Lower O'Connell Street, Dublin I,** by Monday the 25th February 2013. Entries will not be accepted if the sign off form is not properly completed and returned. Forms can be scanned and sent to [CSReuropeawards@bitc.ie](mailto:CSReuropeawards@bitc.ie) by 5:00pm on Monday the 25th February in order to meet the deadline and can be subsequently sent by post.

**Promotional and Supporting Material**

The full award submission must be contained in full within the entry form. No additional hard copy material is required for any category. Please do not submit it and it will not be considered by the judges. Web site links will also **not** be checked either.

**Case Studies**

Case studies for the Golden Book, the publication that will be produced with all winning case studies from across Europe, and other promotional material will be prepared using the award submission and, once signed off by the company, they will be published on European CSR Award websites and in other publications.

**Judging**

For both national categories a multi-stakeholder panel of high level judges will be convened by Business in the Community Ireland. The judges then choose the national examples of excellence that are to attend the Brussels Ceremony in June 2013.

**Announcement of Winner**

European CSR Award winners in the Republic of Ireland will be announced at a National Ceremony in April 2013 and they will be invited to attend the Brussels Ceremony in June 2013, organised by the European Commission.

**Feedback**

A brief paragraph of feedback will be provided to all entrants shortlisted but who did not win the European CSR Award. The feedback will be provided in the form of notes made by the assessors who scored each entry. Feedback will not be provided to those entrants that didn’t’ make it to judging

**Complaints Procedure**

Any complaints about the European CSR Award Scheme can be made directly to the Republic of Ireland's Awards Manager by email to [smulchrone@bitc.ie](mailto:smulchrone@bitc.ie) .

# 2. Checklist

Before starting to fill in the application, please check the following list:

|  |  |
| --- | --- |
| **CHECKBOX** | **Check ✓** |
| * 1. Make sure your partnership fulfils the CONDITIONS of ENTRY as indicated above |  |
| * 1. Read the whole pack before start completing it to understand what is required under each heading and how to best present your partnership |  |
| * 1. Fill the form |  |
| * 1. Get your CEO’s form signed off |  |
| * 1. Get your non-business partners’ forms signed off |  |
| * 1. Submit! |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 3. Application Form **3.1 Details of European CSR Entry** | | | | | | |
| There is just one entry form for the European CSR Award. This form is appropriate for all companies. There are two Standard categories – Large Company category and SME Company category. Please indicate which category you are applying for (in case there is a small and a large company part of the same partnership). All of the mandatory Scored Sections of the form will need to be completed for the entry to be eligible for the European CSR Award.  **Please write your entry in accordance with the criteria and guidance notes below.** | | | | | |
|  | | **Award** | European CSR Award in the Republic of Ireland  Category: SME / Large | | |
|  | |  |  | | |
| **3.1.1** | | Name of Company |  | | |
|  | |  |  | | |
| **3.1.2** | | Parent Company (if applicable) |  | | |
|  | |  |  | | |
| **3.1.3** | | Name of Award Entry |  | | |
|  | |  |  | | |
| **3.1.4** | | Primary Contact Name |  | | |
|  |  | | |
| Primary Contact Position |  | | |
|  |  | | |
| Primary Contact Email |  | | |
|  | |  |  | | |
|  | | Primary Contact Phone |  | | |
|  | |  |  | | |
| **3.1.5** | | Sector | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Accountants & Consultants |  | Financial - insurance |  | Legal |  | Retailers – Food & Drugs |  | | Aerospace & Defence |  | Financial – investment Services |  | Leisure & Hotels |  | Retailers – General |  | | Architects |  | Food &Beverage Providers |  | Media, Marketing & PR |  | Support Services |  | | Automobiles & Parts |  | Household & Personal Goods |  | Mining & Basic Resources |  | Surveyors |  | | Chemicals |  | Food & Drug Retailers |  | Oil & Gas |  | Telecommunications |  | | Construction |  | Industrials & Engineering |  | Pharmaceuticals & Biotech |  | Tobacco |  | | Financial – Banks & Building Societies |  | IT – Hardware, Software & Services |  | Real Estate |  | Transport |  | | Utilities |  | Other  (please specify) |  | | | | | | | |
|  | |  |  | | |
|  | |  |  | | |
| **3.1.6** | | Press office/media Contact |  | | |
|  | |  |  | | |
|  | | Press office/media Email |  | | |
|  | |  |  | | |
|  | | Press office/media Phone |  | | |
|  | |  |  | | |
| **3.2 Overview of your organisation** | | | | | | |
|  | **This section is not scored,** but the judges will take any relevant information into account when marking the subsequent sections of the entry. If you are successful, the information provided in this section will be used to produce an online case study of your entry, so please ensure that it correctly reflects your entry and includes all the key elements. | | | | | | |
|  | |  |  | | | |
| **3.2.1** | | **Company location** |  | | | |
|  | |  |  | | | |
| **3.2.2** | | **Turnover** |  | **Number of Employees** |  | |
|  | |  |  | | | |
| **3.2.3** | | **Brief description of your company**  **(100 words)** |  | | | |
|  | |  |  | | | |
| **3.2.4** | | **Brief description of your partnership (100 words)**  **Describe the partnership and its impact in a clear and succinct manner** |  | | | |
|  | |  |  | | | |
| **3.2.5** | | **List all other partners. Please include basic information on their organisations (e.g. NGO working on environmental awareness)** |  | | | |
|  | |  |  | | | |
| **3.2.6** | | **Please indicate that the activities described in your award entry go over and above what you are required to do** | Confirm by ticking the relevant boxes below that the activities described go over and above what you are required to do.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Legal/Statutory  requirements |  | Regulatory  requirements |  | Contractual  requirements |  |   If you wish to explain your response please do so below: | | | |
|  | |  |  | | | |

**3.3 What are you doing and why?**

**For advice on all the scored questions please refer to the guidance sections of this document.**

*15% of the total score.*

**3.3.1** **Summary (maximum 500 words, not scored)**

Provide a summary of your entry. You should include: what the partnership is about, the business objectives behind your involvement, the society benefits you aim to achieve, how the partnership works and the key impacts you have delivered.

This is an ***Award Scheme for Partnerships, Innovation and Impact***. Please describe your collaboration including: the number of partners; whether you are a formal or informal group (the partnership doesn’t have to be formal or complex); location etc. Why was/were your partner(s) chosen, and how the organisations complement each other. The judges will not look at the number of partners, however to meet the criteria the collaboration needs to include at least one business and one non business partner. There is no maximum to the number of business or non business partners.

**3.3.2 Innovation** **(maximum 750 words, 15% of the total score).**

Describe why the partnership is innovative, why it presents a new approach to a problem, or a new approach to doing business in a particular sector, that could then be replicated by others because it is such a good solution.

**3.4 How do you do it?**

**Quality of management** Describe how your collaboration has been managed using the following headings. Review the guidelines before completing each section to makes sure you capture the right information to show how you have created, delivered and managed your partnership.

*25% of the total score*

**3.4.1 Leadership and Purpose (maximum 500 words, 5% of the total score)**

* + 1. **Management processes (maximum 500 words, 5% of the total score)**
    2. **Resources (maximum 500 words, 10% of the total score)**
    3. **Communication and dialogue (maximum 500 words, 5% of the total score)**

**3.5 What have you achieved?**

##### This is the most important section of your application. Please read the guidelines carefully below. The impact to be assessed is related to the country where you are applying for the European CSR Award. E.g. if your partnership generates societal benefits in various countries, the only benefits that will be taken into account for the European CSR Award are those happening in the country where you are applying.

##### Describe the impact of your collaboration under the following headings:

##### 60% of the total score

**3.5.1 Social benefits (maximum 750 words, 30% of the total score)**

Please note that by social benefits we don’t necessary mean community benefits, social benefits may consist of a reduction of the carbon footprint of a product, a different approach to working with your suppliers or a new Human Resources project.

**3.5.2 Business benefits (maximum 750 words, 30% of the total score)**

# 4. Partner verification form

|  |  |
| --- | --- |
| **Company:**  **Name of entry:** | **Category Entered**: Large Company/Small company  European CSR Award 2013  **Entry ID:** (do not complete, for internal use only) |

Thank you for your entry to the European CSR Award. In order for your entry to proceed, it needs to be accompanied by a verification statement from a senior representative of your main partner, such as the chief executive. The purpose of the statement is to provide third party verification of the evidence that you have submitted in section 3.5.1 on society benefits. In order to provide the context, your partner should also read at least the summary section as well. We also ask for a testimonial statement for use in case studies, press releases and other forms of communication.

**To be completed by your non business partner:**

Please complete the sections below, and ensure that this is uploaded at the same time as your awards application. A signature is not required.

|  |  |
| --- | --- |
| **Name:**  **Organisation:**  **Telephone:** | **Job Title:**  **Address:**  **Email:** |
| **Verification statement:** I have read the summary and the society benefits section of the above entry to European CSR Award 2013 and confirm that it is a fair representation of the impact of the company.  Date: | |
| **Testimonial statement:** (Please include a statement of up to 150 words, of your view of the partnership that the company has been involved with and the impact it has had particularly on your organisation, society, or cause. We will use this statement to support the European CSR Award entry and also in case studies and further communications to do with this programme). | |

# 5. Chief Executive Sign-Off Form

Thank you for your entry to the European CSR Award. In order for your entry to proceed, it needs to be accompanied by a signature from your chief executive officer or equivalent.

Please send the signed form to **Mr. Shane Mulchrone, Business in the Community Ireland**

**32 Lower O'Connell Street, Dublin I** by Monday the 25th February 2013.

|  |  |
| --- | --- |
| Name of category entered: | Large Company / Small Company - European CSR Award |
| Name of company making the entry: |  |
| **Entry ID:** (do not complete, for internal use only) |  |
| Name of company officer making the sign off statement: |  |
| Job title (Chairman, CEO or equivalent): |  |
| Sign-off statement: | I have read the conditions of entry for European CSR Award and this submission and can confirm that it is an eligible entry and a correct representation of our work in this area. |
| Signed: |  |

# 6. Guidance

Please write your entry in accordance with the following criteria and guidance notes. The notes are intended to help you to identify those factors that should be included in your submission. The suggestions under each criterion are not exhaustive and you may well have additional evidence that you wish to include. Please bear in mind that judges will only read your submission. Judges will **NOT** check web links or any other extra information. The word count is an essential element of ensuring a fair competition. *The numbers correspond to the numbers of the sections you need to complete.*

|  |  |
| --- | --- |
| **(3.1) Details of European CSR Entry**  Please fill out this general information as appropriate.  **(3.2) Overview of your organisation**  The summary section enables you to provide some background information on your company to put your application into context for the judges. This section is not scored, but the judges will take any information provided here into account when marking the subsequent sections of the entry. | |
| **(3.3) What are you doing and why?** | |
| **3.3.1** | **Summary (maximum 500 words).** Provide a summary of your entry. You should include: what the partnership is about, the business objectives behind your involvement, the society benefits you aim to achieve, how the partnership works and the key impacts you have delivered. Describe the collaboration’s approach to creating positive change on society including your objectives, key successes and emphasising any aspects that you consider to be particularly innovative or compelling.  This is an ***Award Scheme for Partnerships, Innovation and Impact***. Please describe your collaboration including: the number of partners; whether you are a formal or informal group (the partnership doesn’t have to be formal or complex); location etc. Why was/were your partner(s) chosen, and how the organisations complement each other. The judges will not look at the number of partners, however to meet the criteria the collaboration needs to include at least one business and one non business partner. There is no maximum to the number of business or non business partners.  The summary is not scored (although any evidence provided will be taken into account by judges when scoring the other criteria). However it is an important part of your submission and will form the basis of the case study that will be produced if your entry is successful. |
| **3.3.2** | **Innovation (maximum 750 words, 15% of the total score).** Describe why the partnership is innovative, why does it present a new approach to a problem, or a new approach to doing business in a particular sector, that could then be replicated by others because it is such a good solution By innovation we mean trying something new, a new model, a new approach, a new solution, a new combination of partners to address a social issue. |
| **(3.4.) How do you do it?**  This section deals with the processes by which you have created, delivered and managed your collaboration. The information and evidence given here shows how the positive impact from the collaboration has been achieved through clear purposes, strong leadership, an effective management approach, sound resourcing and effective communication and dialogue with stakeholders making it both sustainable and replicable. This section achieves 25% of the marks split as follows: | |
| **3.4.1** | **Leadership and Purpose (maximum 500 words, 5% of the total score)**  This section gives you the opportunity to show how the collaboration has been initiated and led, and how the setting up and running of the collaboration has been underpinned by clear purposes and strategic intent. Factors you might consider including are:   * The level of senior management commitment and involvement the collaboration has * How the leadership roles and responsibilities have been identified, allocated and developed * How leaders have acted as advocates for the collaboration, within their own companies and externally * The strategic objectives for the collaboration (e.g. a specific business or society need) and how the various partners in the collaboration feed into this * How these objectives have been developed to target disadvantaged groups * How these objectives are communicated (e.g. with a written strategy, a project plan etc). |
| **3.4.2** | **Management processes (maximum 500 words, 5% of the total score)**  This section seeks evidence on the effectiveness with which the collaboration has been implemented and managed. Factors might include:   * The structures and processes exist to ensure effective planning and operational management to support the collaboration achieving its objectives * How targets and performance indicators for the partnership are set * How the collaboration is monitored, measured and evaluated against its KPIs/ targets and objectives * The lessons have been learned and how have they been fed into a continuous improvement process |
| **3.4.3**  **3.4.4** | **Resources (maximum 500 words, 10% of the total score)** This section looks for evidence that appropriate resources have been used for the collaboration, whether financial or people or in kind etc. Factors to consider include:   * The scale of the collaboration compares to the size of the organisations involved and the intended outcomes * The financial resources, cash, people or in-kind, have been made available to the collaboration (what are the running costs, what is the value of time/resources given to collaboration) * How these resources have been managed to ensure that their value is optimised   **Communication and dialogue (maximum 500 words, 5% of the total score)**  This section looks for information about how the collaboration communicates its impact and encourages dialogue with partners and stakeholders. Factors you might consider include:   * The benefits and outcomes of the partnership have been communicated, and shared between the organisations involved * Whether stakeholders and partners have been consulted about the development of the partnership, and seen their participation recognised * How good practice has been learned from and shared, both internally within the organisation and externally with other businesses * How success and achievement is communicated and publicly acknowledged |
| * 1. **What have you achieved?**   **Impact (maximum 1,500 words, 60% of the total score).** This section deals with the impact of your collaboration. Assessors will be looking for quantitative evidence and for qualitative/testimonial evidence from for example, employees and business managers, beneficiaries and partners. This section accounts for 60% of the marks, split evenly between the two criteria. Please include targets/KPIs in this section. Important note: the impact the judges will take into account is what is actually taking place in the country where you are applying for the Award. | |
| **3.5.1** | **Social benefits:** How and to what extent has your collaboration achieved its purpose in terms of its impact on society (by society we mean the direct beneficiaries of the collaboration, the wider community and the partners you have worked with).  Factors you might consider in completing this section include:   * What has been the impact of the collaboration on its targeted beneficiaries including short and longer term benefits * What have been the results in terms of outcomes for wider society * Has the collaboration raised awareness of the issues in any measurable way * Are new approaches or processes now in operation as a result of the learning generated by the collaboration * Has the collaboration leveraged extra resources for partners (e.g. through matched funding of your cash and kind resources) * Have partners secured additional benefits through their strengthened relationship with you and other businesses (e.g. participation in training courses).   Please note that by social benefits we don’t necessary mean community benefits, social benefits may consist of a reduction of the carbon footprint of a product, a different approach to working with your suppliers or a new Human Resources project. |
| **3.5.2** | **Business benefits:** Please describe how the partnership has benefited your company.  A starting point for the European CSR Award is that businesses should benefit from their responsible business practice. There may be a number of ways this may occur, depending on the type of collaboration that you are submitting. We recognise that measuring business benefits from a collaboration perspective can be harder than for a single business assessing the impact of a unique project. You can include benefits that have been felt by all business partners in the collaboration and/or select the best examples from the businesses involved.  Some of the things you might consider include:   * Impacts on recruitment, retention, motivation and skills of staff * Increased positive perceptions and reputation of the companies among stakeholders and customers * The development of new networks, business contacts, processes, ideas or products * Good practice identified as a result of the collaboration, taken up by partners applied and communicated internally * A reduction of costs in some of your company’s processes   Please note that **the impact to be assessed is related to the country where you are applying for the European CSR Award.** E.g. if your partnership generates societal benefits in various countries, the only benefits that will be taken into account for the European CSR Award are those happening in the country where you are applying. |

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| Partner Verification Form (One form is required for each non business partner)  An important element of the European CSR Award is obtaining verification of the ‘Society Benefits’ from your partner and including it in this section of your submission.  A form is included in the Application Pack. A suitable person would be the chief executive or a senior representative of the non business partner (foundation/NGO/Charity, school, hospital, etc), with which you have partnered.  The verification statement should be accompanied by a testimonial statement (maximum 150 words), which will seen by assessors and judges.  The Partner Verification Form, contained in the application pack, should be submitted with the completed application by midnight on Monday the 25th February 2013.  **Chief Executive sign-off form**. In order for your entry to proceed to assessment, it must be accompanied by the sign-off of your Chief Executive, Chairman or other top level leader responsible for the company or business unit making the submission. The form is included in this application pack below. It should be printed off, completed, signed, and submitted by post in order to arrive by Monday 25th February 2013. Details are on the form.  **Category you are entering for:** you can only enter **one category** even if the partnership includes small and large companies, you can choose which category to enter. For a definition of a small company, please see conditions of entry. | | |
|  | * You can **cross refer between sections** so that you do not have to repeat information in different sections across the entry. Each section is numbered to make cross referencing easy. * Wherever possible please use **quantitative** and **qualitative** evidence.When we refer to qualitative evidence this means evidence that describes or explains the quantitative (numerical) evidence. For example: * **Quantitative evidence** – 89% of employees more motivated to work for the company as a result of this partnership. * **Qualitative evidence** –X employee “I am more committed to the company because of the x project and my involvement in it.” |

# 7. Handy Hints

# 8. FAQ’ S

**Q: Who can enter the Award?**

A: Private sector companies. The European CSR Award is open to all private sector companies that have a business presence in the Republic of Ireland. By “private sector” we mean companies that exist to make a profit for their shareholders through the provision of goods or services. So a public-private company that exist to make a profit can enter.

**Q: Who can be the non-business partners?**

A: Non business partners will be those organisations that are not part of the private sector; but this doesn’t include the company foundation (e.g. Citi applying in partnership with Citi foundation). The non-business partners cannot be the employees or customers, these can be beneficiaries but they don’t count as the non-business partner. By non-business we mean a non for profit organisation but not necessarily an NGO as such, it could be a school, a hospital, a governmental organisation, a foundation, civil association or a charity.

**Q: Could a company enter with more than one project?**

A: Yes a company can enter more than once, but they would need to be entering very distinct separate projects. We would therefore suggest that they think carefully about whether one application covering more than one project would be better than more than an individual application for each project.

**Q: Is there a limit to the number of entries that a company can submit for the same category or can it submit as many entries as it wants?**

A: There is no limit to the number of entries that a company can make. Each entry will be marked on its merit and all entries received for an award will compete against each other whether from the same company or different. Entries will be judged on the quality of the submission and the evidence provided..

**Q: Can a group of companies apply? Is there a limit to the number of partners per project?**

A: Yes, a group of companies can apply for the European CSR Award but they need at least one non business partner. There is no limit to the number of partners per project.

**Q: Can development projects abroad, in Asia or Africa for example, apply?**

A: No, the impact must be in Europe. The main focus of the activities must be in the Republic of Ireland. An entry is acceptable if the project also has social or company benefits outside of Europe, but only the impacts in the Republic of Ireland will be taken into account.

**Q: How do I submit the award?**

**A:** Once your MS Word Application Document is completed you can submit it by email to [CSReuropeawards@bitc.ie](mailto:CSReuropeawards@bitc.ie) with the subject line: **CSR Europe Awards 2013 Final Submission – Company Name(s)** and attaching the Application Document in MS Word format. The closing date for entries is Midnight on Monday the 25th February 2013. You will also need to make sure the Partner Verification Form(s) are completed and attached within the file or as a separate MS Word document, or else your application will not be valid. The Chief Executive Sign Off form needs to be completed (apart from signature), then printed out and physically signed by the CEO of your company or equivalent person, before being posted to the following address in order to arrive by Monday the 25th February 2013:

**Mr. Shane Mulchrone**

**Business in the Community Ireland**

**32 Lower O'Connell Street,**

**Dublin I**

**Q: What if I have submitted the application on time but I cannot get the Chief Executive Sign Off form posted over in time even though it is completed and signed?**

A: If you cannot get the Chief Executive Sign Off Form posted over in time then you can scan the signed form and attach it with the other documents in the email submission before Midnight on Monday the 25th February and explain that the hard copy is in the post and will be with Business in the Community Ireland within the next 2 working days.

**Q: Who do I contact if need help with the application?**

A: If you have any queries with the application please contact Shane Mulchrone by email at [smulchrone@bitc.ie](mailto:smulchrone@bitc.ie) or by telephone on 01-8743823

# 9. Assessment Scoring Guide

| **Innovation 15%** | **Poor (0)**  Insufficient evidence to justify a score | **Basic (1)**  Patchy evidence, just adequate to meet basic requirements of the criteria | **Satisfactory (2)**  Convincing and appropriate evidence covering parts of the criteria but patchy in other parts | **Good (3)**  Convincing and appropriate evidence across the whole of the criteria | **Very good (4)**  Strong evidence with elements that are exemplary, innovative or particularly ground-breaking |
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| **Innovation** | Nothing innovative is identified in the approach of the partnership | There are elements identified as innovative, but this is either not convincing or not linked to any increase in impact | There are convincing elements of the partnership that are innovative and that are clearly linked to increased impact. | The partnership approach is innovative and this is clearly linked to increased impact. | There are fundamental approach of the partnership is innovative, this has transformed the level of impact and can be widely applied to others /replicated by others. |
| **How do you do it? 25%** | **Poor (0)**  Insufficient evidence to justify a score | **Basic (1)**  Patchy evidence, just adequate to meet basic requirements | **Satisfactory (2)**  Convincing and appropriate evidence covering parts of the criteria but patchy in other parts | **Good (3)**  Convincing and appropriate evidence across the whole of the criteria | **Very good (4)**  Strong evidence with elements that are exemplary, innovative or particularly ground-breaking |
| **Management** (5%)  **Leadership** (5%)  **Resources** (10%)  **Communication** (5%) | The partnership is held back by the lack of management processes and resource. There is no evidence of commitment of the leaders. There are not appropriate levels of investment of financial, human, marketing and other resources. There is insufficient communication of the project and among partners. | There is evidence of sufficient processes and investment of resource to enable the basic functioning and communication of the project. There is patchy evidence of commitment of the leaders. There are just appropriate levels of investment of financial, human, marketing and other resources. The communication of the project and among partners is basic. | There is evidence of a reasonable approach to management of the partnership and satisfactory levels of resource invested, but likely to be some areas of weakness. There is reasonable commitment of the leaders. There are good levels of investment of financial, human, marketing and other resources. There is reasonable communication of the impact of the project and dialogue with partners and stakeholders. | There is evidence of effective management processes in place and levels of resource, appropriate to the objectives of the project. Resources are well deployed and managed. There is evidence of good level of commitment of the leaders. There are very good levels of investment of financial, human, marketing and other resources. There is evidence of effective communication of the impact of the project and dialogue with partners and stakeholders. | The management processes are well planned and executed. The types and levels of resource are fully appropriate to the scale and objectives of the project and are effectively managed to achieve the maximum results. There is evidence of strong commitment of the leaders. There are excellent levels of investment of financial, human, marketing and other resources. There is evidence of exemplary and innovative communication of the impact of the project and dialogue with partners and stakeholders. |

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| **What have you achieved? 60%** | **Poor (0)**  Insufficient evidence to justify a score | **Basic (1)**  Patchy evidence, just adequate to meet basic requirements of the criteria | **Satisfactory (2)**  Reasonable levels of evidence covering parts of the criteria, as appropriate to the nature of the partnership | **Good (3)**  Convincing evidence including deeper analysis of benefits, as appropriate to the nature of the partnership | **Very good (4)**  Strong evidence with elements that are exemplary, innovative or particularly ground-breaking |
| **Social Benefits** | There is no evidence of the company having achieved any benefits for society. | Some benefits to society have been suggested but evidence is patchy and unconvincing. | Reasonable social benefits are shown with good qualitative or quantitative evidence or basic levels of both kinds of evidence.  Any numerical evidence is likely to be limited to social benefit ‘outputs’, e.g. numbers of people engaged in the partnership. | Strong social benefits are shown with good qualitative and quantitative evidence in all appropriate areas.  Numerical evidence relates not just to numbers of people engaged but might include other metrics. | The social benefits of the company's approach have been exceptional, with strong, convincing and appropriate qualitative and quantitative evidence. In addition to the previous criteria, some broader or longer term positive impacts from the partnership have been outlined e.g. policy changes, capacity building of partners etc. |
| **Business Benefits** | There is no evidence of the company having achieved any business benefits. | Some business benefits have been suggested but evidence is patchy and unconvincing. | Reasonable business benefits are shown with good qualitative or quantitative evidence or satisfactory levels of both kinds of evidence. Any evidence is likely to be limited to business benefit ‘outputs’, e.g. numbers of employees engaged in volunteering. | Strong business benefits are shown with good qualitative and quantitative evidence. Evidence relates not just to numbers of people engaged but might include analysis of cost savings, skills developed, reputation, etc. | The business benefits of the company's approach have been exceptional, with strong, convincing and appropriate qualitative and quantitative evidence.  There may also be evidence of how the company has incorporated learnings from this partnership into the wider business to increase business benefits. |