

APPLYING FOR AWARDS

Your guide to getting your responsible business programme recognised

Is your business making a difference through your responsible business programme? Have you thought about applying for an award to recognise contributors and celebrate your achievements?

Winning awards, or even being shortlisted, can be a great way to gain internal and external support and recognition for your responsible business activities. However, crafting a winning entry can feel overwhelming and it's often difficult to know where to begin. As awards season approaches, we're sharing some top tips and things to consider before applying

BENEFITS OF APPLYING FOR AWARDS

Submitting award entries can be time consuming, but there are lots of benefits to applying:

- entering awards is a way of celebrating achievements in responsible business and highlighting how your business is making an impact
- the process can help showcase best practice in responsible business and inspire others to take action
- being nominated for an award can help to increase your brand awareness
- entering an award is a great way to benchmark against other businesses and gain feedback on your progress from expert panels
- being nominated for / winning an award is a great engagement tool to share with your clients, customers and employees



Every business can be a force for good

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THINGS TO CONSIDER BEFORE YOU APPLY

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HAVE YOU GOT A STAND OUT PROJECT?

For most awards, judges are looking for projects that stand out - something that's engaging your workforce, is innovative, creating impact and addressing a real social need. Before you apply you'll need to be able to evidence the impact you've had through a project. Have a go at drafting your project in bullet points. Can you succinctly outline the problem, the key steps to addressing this and the impact you've had?

RESEARCH THE RIGHT AWARD FOR YOU

There are lots of different awards you could apply for, and we've made a helpful calendar of awards and highlighted categories that could be relevant. When you're deciding which to apply for, start by thinking about what kind of projects you have - do they fall into community investment? Charity partnerships? Environmental issues? Diversity and inclusion? Could you think about entering an industry specific award? For example, the legal and insurance industries have some of their own awards

SET ASIDE SOME BUDGET

There can often be an entry fee to apply for awards, and if you're shortlisted there might be an additional cost to attend the ceremony. Do your research on this first, and check you have the budget to cover it. Entry fees can be as much as £500 + VAT, but there are some awards that are free to enter, such as the Dragon Awards, who are keen to remove barriers to entering



