



Guidance information for the Responsible Business of the Year and SME of the Year Wales Award 2020



These awards recognise businesses in Wales which have truly embedded responsible business practices throughout their organisation and are leading the way.

Successful entrants will be able to evidence:

- They are a values-led organisation where these values are driving decisions
- The commitment to being a responsible business is embedded throughout the organisation
- Responsible business practices are resulting in positive social, economic and environmental impacts whilst returning commercial benefits back into the business
- Only BITC Cymru members can apply





Key dates for your calendar

Date	Awards Milestones
December 2019	Open for entries
6 March 2020 (17:00 GMT)	Entry deadline
25 March 2020	Judging
April 2020	Shortlist announced
25 June 2020	Awards gala dinner Cardiff





Eligibility

- **This category is open to members of BITC only who are operating or headquartered in Wales**
- Any business with 250 or more employees is eligible to enter Large Business of the Year
- Businesses with less than 250 employees should enter SME of the Year
- Businesses are not scored against each other.

Assessment Criteria

In order to be successful, sustainable and to deliver long-term social, economic and environmental value, responsible business must be a golden thread running throughout an organisation.

This thread must run from the top (chief executive/managing director/owner etc) through to all levels of staff and out into the supply chain.

The embedded nature of the responsible business practices is vital. If responsible business is not a core part of business decision making, activity will become ad hoc, less co-ordinated and, in straightened economic times, ripe for defunding.

Through these Awards, we seek to recognise companies in Wales which are moving beyond box-ticking and one-off CSR style activity. We want to celebrate those employers which are demonstrating to staff, customers, clients, suppliers, neighbours, other stakeholders and to Wales that business is a force for good and makes a positive difference to the challenges we face in Wales.

Deadline

17:00 GMT on Friday 6 March 2020.

Entries received after this time will not be processed.

Contact Details

For more details about the category, please contact Clare Rudall at clare.rudall@bitc.org.uk

For any technical issues and other Awards related queries, please contact wales.events&comms@bitc.org.uk



Guidance on Completing Assessed Section 2

What is the overall purpose and strategy of your approach? (500 words max)

Your answer should include:

- The visions and values of your business – how are these values lived throughout the organisation in decision making?
- Business Case – what is the motivation for your approach? What challenges are you aiming to address, both inside and outside the business?
- What are your targets/KPIs and how are they established?
- How do you ensure continuous improvement?

How do you engage with stakeholders to ensure your approach is embedded within the business and supported by quality external partnerships? (400 words max)

Consider including:

Embedding the approach:

- How do you ensure your senior leaders understand and champion your approach?
- How do you engage your employees with your approach? Do they understand your approach? Please provide evidence (both qualitative and quantitative) to demonstrate staff engagement.

External partnerships:

- How do you manage relationships with your external stakeholders to ensure your partnerships are effective? Including but not limited to charity partners, customers, suppliers, investors and public sector partners.
- How do you engage with external stakeholders informing them of your approach, supporting it and acting as advocates of it?

Stakeholder input:

- How do you gather feedback from stakeholders to develop and improve your approach?
- How do you ensure feedback from stakeholders is considered?

How is your strategy managed and monitored? (400 words max)

Consider in your answer:

- How much is invested in your initiatives, e.g. financial, human and in-kind?
- Who is ultimately responsible for the success of your strategy?
- How are other key staff members involved, at all levels?
- What is the management structure, from board level down to day to day management?
- If you are working in partnership with other organisations, how are these managed and monitored?
- Is there a process in place to continuously review and evaluate? What is this process?

Meeting targets:

- What KPIs do you have in place, and how were these developed?
- How do you monitor your KPIs?
- Are the KPIs being met and what happens if they are not?

What are the societal impacts of your programme or initiative? (500 words max)

Assessors will be looking for a balance of qualitative and quantitative evidence to show how your approach has had positive economic, social or environmental impacts.

Consider:

- What has changed as a result of your strategy?
- What are the positive impacts you have achieved against the targets you have set yourself?
- Have you developed any unique partnerships or innovative approaches?
- Have there been any additional or unexpected positive outcomes or impacts?
- Use a mixture of qualitative and quantitative evidence for this section

What are the business benefits of your approach? (500 words max)

This question focuses on the commercial/business benefits which your company has achieved as a result of your approach. Assessors will be looking for a balance of quantitative (numbers, figures etc.) and qualitative (comments, feedback etc.) evidence.



Possible benefits could include:

- Return on investment in terms of savings, such as increased staff retention
- Return on investment in terms of growth, such as increased turnover or sales, access to new clients or markets or the development of new products.
- Other non-financial benefits, which might include:
 - **Employee engagement:** Have your employees gained motivation, well-being, or satisfaction has improved as a result of engaging with your initiatives.
 - **Diversity:** Can you demonstrate an increased ability to access and attract a wider talent pool?
 - **Reputation:** Has there been increased positive perceptions of the business among key stakeholders, customers, the media and future talent pipelines?
 - **Collaboration:** Has best practice and learning fed-back into other departments? Is there more cross-departmental collaboration?
 - Types of evidence may include surveys, positive media pieces, statements from suppliers, awards, etc.
- How could your approach be considered exemplary or innovative, for example within your sector?





Uploading supporting files

Total files uploaded must not exceed 30MB. BITC reserves the right to only process content below the maximum file size for assessment.

At the end of the awards questions there is a file upload option. You can upload multiple supporting files if the documents are compressed into a zip. file before uploading.

How to zip multiple files for this Qualtrics process:

1. Select all the files you want to zip together by holding the CTRL key and clicking on each one.
2. Right click and select 'Send to' from the menu that appears.
3. Select 'Compressed (zipped) Folder' from the secondary menu.
4. This will create a new Zipped Folder, which will show up as a new icon.
5. Please name the folder using this structure: *WALES COMPANY NAME* Awards submission 2020
6. Navigate to the file upload question in the survey and click anywhere in the grey box. This will open a dialogue box where you can navigate to the relevant zip file, select the file and click open. Your supporting documents and images will then be uploaded

Please note: All logos should be supplied as hi res eps, png, .ai or svg. Images should be hi res, above 2MB

