



Step by Step Guide

On how to run the European CSR Award Scheme at National Level

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1. A principle based approach

The European CSR Award will be running simultaneously across 28 countries in Europe. Each country will run their own awards scheme to select their overall national winners. In each country there will be at least 2 categories which are a) Large Company and b) Small Company. **Both** these categories require that the companies in both cases are working in partnership with at least one non business partner.

For these Awards to be successful and to ensure credibility it is vital that they operate in a fair and transparent manner. National Award Partners (NAPs), need to ensure that all submissions received for the Award scheme will be treated fairly, will not be discriminated against and will be scored accordingly against the published criteria.

The European CSR Award Guiding Principles

Open¹ – All eligible companies can apply for these awards. There are no restrictions such as only members of the NAP being able to apply. For NAPs where there are existing awards in the country already, the Award may only be open to winners of other National Awards, these requirements are made clear in the Award structure and communications and this is consistent with the principle of openness.

Fair – All entries have equal opportunity. There is strict guidance on the amount of support available during the application phase. If support is offered to one company, it has to be offered to all, even if they don't take it up. There is a maximum word count for each entry, and no additional material will be considered by assessors or judges. During the assessing and judging process, the assessors and judges must be independent from the companies and their partners entering the awards, remain free from bias and assumptions and treat all entries fairly.

Transparent – All elements of the process, including how to apply, when to apply, what support is available, fixed closing dates, strict exclusion of late entries, criteria for judging, word count requirements, etc. are all clear and publically available on NAPs' websites, which are all linked to the central website (www.europeancsrawards.eu) through an interactive map. The independence of judges and assessor is essential and therefore they cannot be involved applying for projects, nor have worked for the companies or the partners that are entering the awards in that country. To ensure full independence, judges and assessors will be asked to sign a conflicts of interest form.

¹ This excludes National Sponsors who **cannot** enter the award in the country where they are sponsors. They can however enter in other countries. As stated above companies that are part of the assessment and judging panels cannot enter the Award in that country. Sponsors, assessors and judges can enter the Award in all other countries.

It is not possible or practical to require all NAPs to use exactly the same process to run the Award in each country. In this European CSR Award ‘Step by Step Guide’ we provide the best model we are aware of. If awards in particular countries need modifications, please make the Central Team based at Business in the Community and CSR Europe, aware. Discussion can then take place to ensure that the Award is not departing from the standard set for the overall project. In all cases, the Awards must adhere to the set of Guiding Principles outlined on page 2. The Guiding Principles underpin the way the Awards are run, and will ensure that the Awards are consistent, credible, fair and transparent.

When considering modifications and adaptations, remember the requirements included in Commission’s call for proposals which cannot be changed or ignored.

Check list of key elements of this award:

- ✓ **CSR partnership (business and non business partners)²**
- ✓ **Created in the last 5 years³**
- ✓ **Positive impact on society and company**
- ✓ **Innovation**
- ✓ **Multistakeholder jury**
- ✓ **Categories: Large and Small**
- ✓ **Non duplication**

² Definition of CSR: refer to the EU Communication: **A renewed EU strategy 2011-14 for Corporate Social Responsibility**

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0681:FIN:EN:PDF>

We are using the broadest possible definition of partnerships: a collaboration. As long as the collaboration includes a business and a non business partners the entry meets the criteria of this Award.

³ As partnerships evolve, we agree to interpret this as a partnership with impact in the last five years

2. Step by Step for NAPs

Regular communication with CSR Europe and BITC at regular intervals is key for the smooth running of the awards.

ONGOING!

- 1. Understand and adapt the national award framework**
DEADLINE: 23 NOVEMBER 2012
- 2. Prepare communication and sponsorship**
DEADLINE: 3 DECEMBER 2012
- 3. Launch the European CSR Awards in your country and start generating awareness**
DEADLINE: **3 DECEMBER 2012**
- 4. Start generating entries**
START: LAUNCH DATE ON 3 DECEMBER 2012
DEADLINE FOR SUBMISSIONS: 1 MARCH 2013
- 5. Plan assessing and judging process**
DEADLINE: DECEMBER 2012
- 6. Last push for entries before closing date**
DEADLINE: FEBRUARY 2013
- 7. Launch assessing panel**
DEADLINE: 15 MARCH 2013
- 8. Launch judging panel**
DEADLINE: 15 APRIL 2013
- 9. Prepare to communicate the winners**
DEADLINE: 23 APRIL 2013
- 10. National Awards celebration to publicly award the winners**
DEADLINE: 23 APRIL 2013
- 11. Communicate the winners to CSR Europe and promote them widely**
DEADLINE: **23 APRIL 2013**
- 12. Provide feedback and information to participants who did not win**
DEADLINE: 15 MAY 2013
- 13. Attend the European CSR Award Ceremony in Brussels**
DEADLINE: (TBC) JUNE 2013
- 14. Report back to CSR Europe and BITC to prepare the interim & final report**
DEADLINE for Interim Report: **23 MARCH 2013**, DEADLINE for Final Report: **15 JUNE 2013**



Keep promoting and communicating!!

2.1. STEP ONE: UNDERSTAND AND ADAPT THE NATIONAL AWARD FRAMEWORK

- ✓ Take the time to read through all the documentation to make sure that you fully understand the European CSR Award framework and processes.
- ✓ Attend the relevant consultation and training meeting (i.e. 5-6 November in Brussels, for those initiating new awards and 7-8 November in London, for those adapting existing awards) [It is really important that you receive full information and also that you participate with your ideas in the consultation and training days. If you cannot attend this training date, please inform BITC as soon as possible so that we can find a solution for you.](#)
- ✓ Once you understand the framework, you will need to develop (NAP1) or adapt a national award framework (NAP2) based on the guidelines provided.*
- ✓ Use the helpdesk provided by the central team for further guidance, see contact information on page 7.
- ✓ Make sure you understand the Finance Guideline upfront to avoid any mistakes that may cost you time and money*

* Please refer to: [Doc A: Award Implementation and Judging Guidelines](#) and [Doc AA: Award Application Pack](#), and [Doc B Finance & Admin Guide](#)

2.2. STEP TWO: PREPARE COMMUNICATION AND SPONSORSHIP

- ✓ Start to create the relevant Awards website page on your existing organisation website*
- ✓ Start making the relevant media and press contacts*
- ✓ Reach out to relevant stakeholders who may help you promote the awards e.g. National Trade Associations, NGOs, local government bodies etc.
- ✓ Launch press release communicating that you will be leading the European CSR Award in your country
- ✓ Translate the informational flyer into your local language and disseminate this to all relevant stakeholders
- ✓ Begin reaching out to possible award sponsors at national level (optional)*

* For more detailed information please refer to [Doc C: Communications guidelines](#) and [Doc D: Sponsorship guidelines](#) and [Doc E: Branding guidelines](#) and [Doc F: Media \(informational\) kit](#)

2.3. STEP THREE: LAUNCH THE EUROPEAN CSR AWARD IN YOUR COUNTRY (for both NAP 1 and NAP2) AND START RAISING AWARENESS

- ✓ Virtual launch on the 3rd of December 2012:
CSR Europe will provide you with clear instructions before the launch. In any case, the following elements need to be prepared:
 - Press release of official launch of the European CSR Award
 - National website launch (creation of page on the relevant page of your existing company website)
 - Social media campaign (refer to social media engagement guide)
 - Include in your newsletter and other communications channels
 - Disseminate video campaign to be created by CSR Europe
- ✓ A small launch event is optional since there is no budget for this

For general information on communication, please refer to [Doc C: Communications guidelines](#)

2.4. STEP FOUR: START GENERATING ENTRIES

- ✓ Use communications to start generating interest and entries for the European CSR Award
- ✓ Provide and set up a helpdesk service for interested applicants

- ✓ For guidance on how to generate entries refer to **Doc A: Award Implementation and Judging Guidelines**

2.5. STEP FIVE: PLAN ASSESSING AND JUDGING PROCESS

- ✓ Select national assessors and judges – remember that it must be multistakeholder
- ✓ Prepare the trainings for assessors and judges as well as the contents and logistics of assessing and judging panels*
- ✓ Plan dates of panels, keeping in mind there should be 3 weeks between assessing and judging panel to allow judges and selected companies to prepare

*Crucial information is included in **Doc A: Award Implementation and Judging Guidelines**

2.6. STEP SIX: LAST PUSH FOR ENTRIES BEFORE CLOSING DATE

- ✓ Use social media, traditional media, your website and newsletters to generate final interest in the campaign.

2.7. STEP SEVEN: LAUNCH ASSESSING PANEL

- ✓ Run assessing panel as planned in step 5
- ✓ Communicate to the applicants which entries have been selected to go through to the judging panel
- ✓ Communicate to those entries that did not reach the judging panel and inform them that they will receive feedback in May
- ✓ PLEASE NOTE: Great effort needs to be invested in communicating with those who did not make it to judging as much as to those who made it.

2.8. STEP EIGHT: LAUNCH JUDGING PANEL

- ✓ Run judging panel 3 weeks after assessing panel, as planned in step 5
- ✓ Beforehand, communicate to shortlisted companies to prepare for the judging panel
- ✓ Provide shortlisted entries from assessing panel to judges to be able to read the applications before the actual judging process.

*Crucial information on the judging process is included in **Doc A: Award implementation and Judging Guidelines**

2.9. STEP NINE: PREPARE TO COMMUNICATE THE WINNERS

- ✓ Collect information and collateral material on the winning companies (photos, videos, quotes) but without letting the companies know they actually won
- ✓ You can also start the translation

2.10. STEP TEN: NATIONAL AWARDS CELEBRATION TO PUBLICLY AWARD THE WINNERS

- ✓ Organise a national celebration which could be a national ceremony, roundtable discussion, seminar or workshop, etc. to announce the national winners. For ideas see **Doc A: Award implementation and Judging Guidelines**
- ✓ Company winners will be announced at this ceremony, up to this point this remains a secret

2.11. STEP ELEVEN: COMMUNICATE THE WINNERS TO CSR EUROPE & PROMOTE THEM WIDELY

- ✓ Communicate the winners through your Awards' communication channel e.g. website, social media, newsletters and traditional media (media partners)
- ✓ Communicate the winners to CSR Europe by **23 April 2013** so that this information can be passed on to the European Commission

- ✓ Communicate to CSR Europe who you will allocate your 6 places to at the European Award Ceremony in Brussels by the **23 April 2013**
- ✓ Promote the winners at least two other national CSR related events and provide CSR Europe with this information
- ✓ Translate a description of the winning partnerships by **7 May 2013**. A template will be provided to you in April.

2.12. STEP TWELVE: PROVIDE FEEDBACK & INFORMATION TO PARTICIPANTS WHO DID NOT WIN

- ✓ Great effort needs to be invested in communicating with those who didn't make it to judging as much as to those who made it. A template feedback form for applicants has been included in **Doc A: Award implementation and Judging Guidelines**

2.13. STEP THIRTEEN: ATTEND THE EUROPEAN CSR AWARD CEREMONY IN BRUSSELS

- ✓ Invite 6 representatives, including at least one representative from each of your two winners, to join the European Award Ceremony
- ✓ Ensure representation from the winning partnerships (the European Commission has requested 2 per winning partnership). NAPs can decide who they would like to give the other 4 seats, e.g. representative of NAP, government representative, sponsor or other stakeholders

2.14. STEP FOURTEEN: REPORT BACK TO CSR EUROPE & BITC TO PREPARE THE INTERIM & FINAL REPORT

Report back to CSR Europe on 23 March (for interim report) and 15 June (final report):

- a. Budgets and supporting documents e.g. time sheets and supplier invoices – for further information, please refer to **Doc B: Finance Guidelines**
- b. A full list of those companies who applied
- c. A list of members of the assessing and judging panels
- d. A list of participants from your national Award ceremony, identifying who is from which target group
- e. A list of media partners and media tracking

Be aware that in this step we refer to the information needed to wrap up the project and get the other 50% of funding from the European Commission. However, regular reporting and liaison will be essential along the entire Award programme.

Complete list of documents referred to in this STEP BY STEP GUIDE:

Doc A: Award implementation and judging guidelines

Doc AA: Award Application Pack

Doc B: Finance and administrative guidelines

Doc C: Communications guidelines

Doc D: Sponsorship guidelines

Doc E: Branding guidelines

Doc F: Media (informational) kit

Contact information:

For governance and finance questions	Eva Tabernig , Project Manager, CSR Europe et@csreurope.org , 0032 2 541 1617
For communication and branding questions	Christine Stewart , Communications Manager, CSR Europe cs@csreurope.org , 0032 2 541 1623
For Award process questions e.g. award implementation, judging, sponsorship, etc.	Maria-Jose Subiela , Project Director, BITC Maria-Jose.Subiela@bitc.org.uk . 0044 20 7566 6625