2019
AWARDS ENTRY
BROCHURE

WHAT MAKES YOU GREAT?

RECOGNISING
SUCCESS
INNOVATION
ETHICS

European Business Awards®

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WHAT DO YOU GET FROM PARTICIPATING IN THE AWARDS?

ENDORSEMENT

"Receiving recognition for what we have achieved at AirSpeed Telecom from such a high calibre judging panel represents a significant endorsement for our business."

Airspeed Telecom

NETWORKING

"It has been a very interesting conference and the evening event was full of emotion and great business contacts. We will meet several co-winning companies in the next 3-months time, hopefully leading us to new business."

Brightspark

EXPOSURE

"Being in the European Business Awards brought us to the attention of many new potential clients and in fact a few major companies who saw our Awards video came to us and are starting client partnerships and closing deals with us."

eFM

LEARNING

"The Awards have helped BMZ in our wider understanding of European business."

BMZ

ACCESS TO COMMUNITY

"EBA provides the opportunity for cooperation and learning from each other across both industry boundaries and national borders. It simply helps us all to become better."

Samhall

WHAT DO OUR PREVIOUS WINNERS SAY?

AMETLLER ORIGEN

"To be rewarded with an EBA not only gives you visibility within the sector, but is also a way to promote your brand."

AUSA

"A very good opportunity to work with different departments as a team, analyse what has been done in the past few years, look for successes, recognise efforts and rethink where you need to go to be more efficient."

The Cambridge Satchel Company

First ever female winner of the RSM Entrepreneur of the Year Award, CEO Julie Deane attributes this win as a part of her success story.

prepaid FINANCIAL SERVICES

"We have noticed a significant increase in contact from the international press (...) The profile of our company has been enhanced on a global level."

AkerBioMarine™

"Winning the award gave us attention, and many companies have contacted us in efforts to collaborate. Also, it raised the self-esteem of our organisation to keep doing things no one has done before and going for the unknown."

marine instruments

"It lets you showcase your company at a European level and helps you increase your brand value."

Science4you

"It is an important opportunity for companies in Europe to connect and a great chance for leaders to network."

chas

"One of the toughest things in our business is to find competence and talent. Becoming an Employee of the Year in all of Europe will certainly help us in our public relations and being able to get that edge."

SOME OF OUR PREVIOUS WINNERS AND PARTICIPANTS

OUR ACTIVITY

AWARD CEREMONIES

CONFERENCES

PUBLICATIONS

NETWORKING EVENTS

KNOWLEDGE SHARING

RECOGNISING
SUCCESS
INNOVATION
ETHICS

WHAT ARE THE EUROPEAN BUSINESS AWARDS AND WHY DO THEY EXIST?

THE EUROPEAN BUSINESS AWARDS IS ONE OF THE MOST PRESTIGIOUS ACCOLADES A COMPANY CAN RECEIVE, AND IS CONSIDERED TO BE THE WORLD'S LARGEST CROSS-INDUSTRY, CROSS BORDER BUSINESS COMPETITION

Since 2007, we've been rewarding the innovators, success stories and ethical entrepreneurs of European business. We wanted to do much more than just congratulate them and give them a trophy. The Awards exist because we truly believe that business has a key role to play in tackling the major issues faced by Europe, world conflict and widespread poverty.

We believe that creating stronger, more successful, innovative and ethical business communities will help address these changes. The European Business Awards aims to do exactly that in three ways:

ENDORSING AND PROMOTING EUROPE'S BEST BUSINESSES

Helps attract new customers, partners, talent and investors.

SHARING LEARNING AND SOLVING PROBLEMS

Helps businesses overcome the hurdles that stand between them and growth.

STIMULATING DEBATES

By asking the big questions and helping answer them.

WHY THE EUROPEAN BUSINESS AWARDS?

Obviously there is a strong element of competitiveness to our Awards – they wouldn't be worth winning without it. There's also a **robustness and transparency to the judging process** that means every entrant knows they will be assessed purely on merit. As our reputation has grown, so too has the prestige associated with winning our accolades, along with the number and quality of the companies entering and hoping to triumph.

This expanding number of diverse entrants is also enabling us to build **a unique community of business experts from different industries** who are motivated to meet, interact, and share ideas via our alumni groups, conference and webinars.

The European Business Awards brings these like-minded organisations together, giving big players from different industries a unique **opportunity to do business, as well as learn and solve major challenges**.

When else could you get the movers and shakers from the pharmaceuticals and engineering, fashion and transport industries under the same roof, let alone around the same table!

2017/18 CAMPAIGN IN NUMBERS

111,000
companies engaged in the 2017/18 Awards

2,800+
businesses announced as the Ones to Watch

7,000
items of coverage across digital media

1,000s
event attendees

150+
judges

20
cross-industry events

289
businesses awarded as National Winners across 34 countries

€18m
in media coverage

€14m
in new business for our partners

EUROPEAN BUSINESS AWARDS: THE PROCESS

STAGE 1: ONES TO WATCH

The Awards will publish a "Ones to Watch" list for each country in Europe that has competing businesses. Every business will need to demonstrate the core principles of the Awards: Success, Innovation and Ethics as well as exemplary performance in one of 18 Awards categories. **Entry deadline strictly: 28 May 2019. Ones to Watch announced on 25 June 2019.**

STAGE 2: NATIONAL WINNERS

For the Ones to Watch competing to become National Winners the deadline for answering all the online information for the judges is **15 July 2019**. 18 National Winners will be selected by Judges to represent their country in the European finals of the competition. The companies that demonstrate exceptional performance in each of the 18 Award categories will be selected to compete in the European finals. **National Winners announced: 3 September 2019.**

STAGE 3: EUROPEAN BUSINESS AWARDS CATEGORY WINNERS

The National Winners from each European country will come together to compete to win in 1 of the 18 categories in the Awards. **Gala Event: w/c 3rd December 2019.**

THE ONES TO WATCH: PUBLIC VIDEO VOTE AND PR

Businesses announced on the ONES TO WATCH lists in each country will be offered the opportunity to submit a video for the public vote!

There are a multitude of benefits in opting to enter a video the public voting stage of the Awards. This includes a **huge** amount of PR and visibility as your company's video will be viewed by people across the globe.

Many businesses have a lot of fun creating their video:

- A fantastic way to engage with your community
- The videos are simple to create
- Great content for social media
- Amplifies and reinforces your endorsement by the EBA.

APR 2019 Ones to Watch will be invited to create and submit their video.

SEPT 2019 Videos will go live and will be available for the public to vote for on the EBA website.

DEC 2019 You will be invited to attend the **Gala Ceremony Final** to find out if you have been voted as the European Public Winner.

The European Business Awards encourage and promote PR, press and social media, through their own channels and through sponsors, supporters and those in the competition. Celebrating Success, Innovation and Ethics and the best of European business.

2017/18 VIDEO CAMPAIGN IN NUMBERS

Over 750,000 new visitors to the site during the voting period

236,055 individual online votes received in the public vote

WATCH THE **2016/17 WINNERS** VIDEOS HERE

@the_EBAs Business Awards Europe The European Business Awards

AWARD CATEGORIES

1 THE INFLEXION EUROPEAN ENTREPRENEUR OF THE YEAR AWARD

CRITERIA: The judges will Award the individual(s) who demonstrates vision, a persevering approach to enterprise expansion, placing them at the heart of the business by identifying opportunity, understanding objectives, formulating ideas and making decisions, as well as acting as an inspiration to others to achieve greater business success.

2 THE AWARD FOR GROWTH STRATEGY OF THE YEAR

CRITERIA: This Award will go to the organisation that best demonstrates an international organic growth strategy (i.e. excluding results solely from merger and acquisition activity) that has achieved outstanding levels of sales, profit and market share improvement by means which include international expansion, new products and services introduction, new market creation, the development or expansion of product and service ranges or forward or backward integration in their supply chain.

3 THE NEW BUSINESS OF THE YEAR AWARD

CRITERIA: The judges will give this Award to the business established with less than 3 years trading at the time of entry that can demonstrate since its inception positive well planned leadership, an outstanding record of growth and profit performance beyond their initial projections, successful exploitation of the sector in which they operate to the satisfaction of their customers and the needs of all stakeholders and developed the foundations upon which growth and success can be sustained.

4 THE GERMANY TRADE & INVEST AWARD FOR INTERNATIONAL EXPANSION

CRITERIA: This Award will go to the organisation that has successfully developed and implemented a strategy based on identifying opportunities based on local demand, competition and supply chain support to build and remotely manage partially owned partnerships or wholly-owned subsidiary businesses outside its market of origin.

5 THE SOCIAL RESPONSIBILITY & ENVIRONMENTAL AWARENESS AWARD

CRITERIA: The judges will look for evidence of a clearly expressed and widely communicated strategy, mainly focussing on actions which demonstrate a responsibility to prevent the social and natural environments in which they operate from anthropogenic damage. The actions should seek to calculate risk and proactively drive improvement from a commercial, environmental, and social responsibility perspective which goes beyond the legislative requirements of their sector.

6 THE WORKPLACE & PEOPLE DEVELOPMENT AWARD

CRITERIA: The Award will go to the organisation that in the view of the judges best demonstrates that its human resource is truly engaged with the aims of the organisation through an holistic values based strategy that seeks to sustain and improve organisational performance improvement through investment in the recruitment, personal and skills development and motivation of every individual employee.

7 THE AWARD FOR INNOVATION WITH TURNOVER €0-25M
8 THE AWARD FOR INNOVATION WITH TURNOVER €26-150M
9 THE AWARD FOR INNOVATION WITH TURNOVER €150M+

CRITERIA: This Award will go to the organisation that can best demonstrate a recognition of the importance of innovation and a proven ability to create, nurture and develop product, service or business model innovations that substantially improve its commercial performance, operational effectiveness or prospects by bringing benefit to the organisation, its customers and other stakeholders. The application can be based on the development of a specific product or service or on the repositioning of the organisation and is not limited solely to innovations of a technological nature. (Open to private and public-sector organisations).

10 THE CUSTOMER & MARKET ENGAGEMENT AWARD WITH TURNOVER €0-25M
11 THE CUSTOMER & MARKET ENGAGEMENT AWARD WITH TURNOVER €26-150M
12 THE CUSTOMER & MARKET ENGAGEMENT AWARD WITH TURNOVER €150M+

CRITERIA: The judges will Award the organisation that can best demonstrate that it delivers an innovative, upper quartile customer experience within its sector that engages all groups in its potential market, adds a powerful USP to its brand based upon an integrated omni-channel strategy, leading edge technology and processes, measurement led performance improvement and highly skilled employees within its own organisation and its supply chain. (Open to private and public-sector organisations).

13 THE DIGITAL TECHNOLOGY AWARD WITH TURNOVER €0-25M
14 THE DIGITAL TECHNOLOGY AWARD WITH TURNOVER €26-150M
15 THE DIGITAL TECHNOLOGY AWARD WITH TURNOVER €150M+

CRITERIA: The judges will Award the organisation that best demonstrates that it has substantially improved its operational performance in terms of workflow effectiveness, customer experience management, increased turnover and improved margins or cost control through an innovation in their use and application of digital technologies, either developed in house or sourced from an external supplier. (Open to private and public-sector organisations).

16 THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €0-25M
17 THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €26-150M
18 THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €150M+

CRITERIA: The Award for each of the Business of the Year categories will go to the outstanding company that has best demonstrated exceptional financial returns, strong growth and innovation strategies, and market leadership in its sector. Judges will be looking for evidence of clear leadership, inventiveness, ethical credentials, good stakeholder relationships with all groups and effective future planning balanced by the flexibility to deliver consistent results in challenging and dynamic market conditions.

HOW DO YOU ENTER?

You can be **selected**, **nominated** or you can **put your organisation forward** for consideration for the European Business Awards.

WHAT EFFORT AND COMMITMENT IS REQUIRED FOR EACH STAGE OF THE COMPETITION?

STAGE 1: ONES TO WATCH

Our research team undertake the research, analysis and verification work to compile and select the Ones to Watch list. If you have put yourself forward, you will be asked to complete a short entry form, which will take no more than one hour to complete.
Entry deadline strictly: 28 May 2019. Ones to Watch announced on 25 June 2019.

STAGE 2: NATIONAL WINNERS

To be selected as a National Winner, our researchers gather the additional information. At this stage you will have to confirm that you are happy to be considered for selection as a National Winner and that you are prepared to participate fully in the judging process that selects the European Business Awards winners in the 3rd stage of the competition.
National Winners announced: 3 September 2019.

STAGE 3: EUROPEAN BUSINESS AWARDS CATEGORY WINNERS

As a National Winner we will require you to complete a questionnaire which will provide the judges with more detail on how you have built such a successful business.

To represent your country and compete as a National Winner you will also need to commit that you will send at least one senior representative of the company to participate in the Judging Event that will take place in a European city in December 2019. During a 2.5 hour judging session, judges will speak to all of the finalists (National Winners) in the category.

The Awards process is simple, and we guarantee that any effort you put into the Awards will be vastly outweighed by the **Endorsement**, **Exposure** and **Relationships** the Awards bring. **Gala Event: w/c 3 December 2019.**

HOW ARE THE AWARDS JUDGED?

STAGE 1: ONES TO WATCH

Every company that enters, is proposed by our research team or nominated by a partner, will be evaluated and scored by our analysts based on set criteria. First this is based on the core principles of the Awards; Success, Innovation and Ethics and then analysed for exemplary performance in one of the 18 Award categories.

This process will generate a Ones to Watch list of 100-250 companies per country. With roughly equal numbers of companies selected for each of the 18 categories.

STAGE 2: NATIONAL WINNERS

18 National Winners per country are selected from the Ones to Watch list. Based on the original research/submission and the additional information collected by our research team, our analysts put forward a shortlist of three companies for each category to the National Winners Judging Panel.

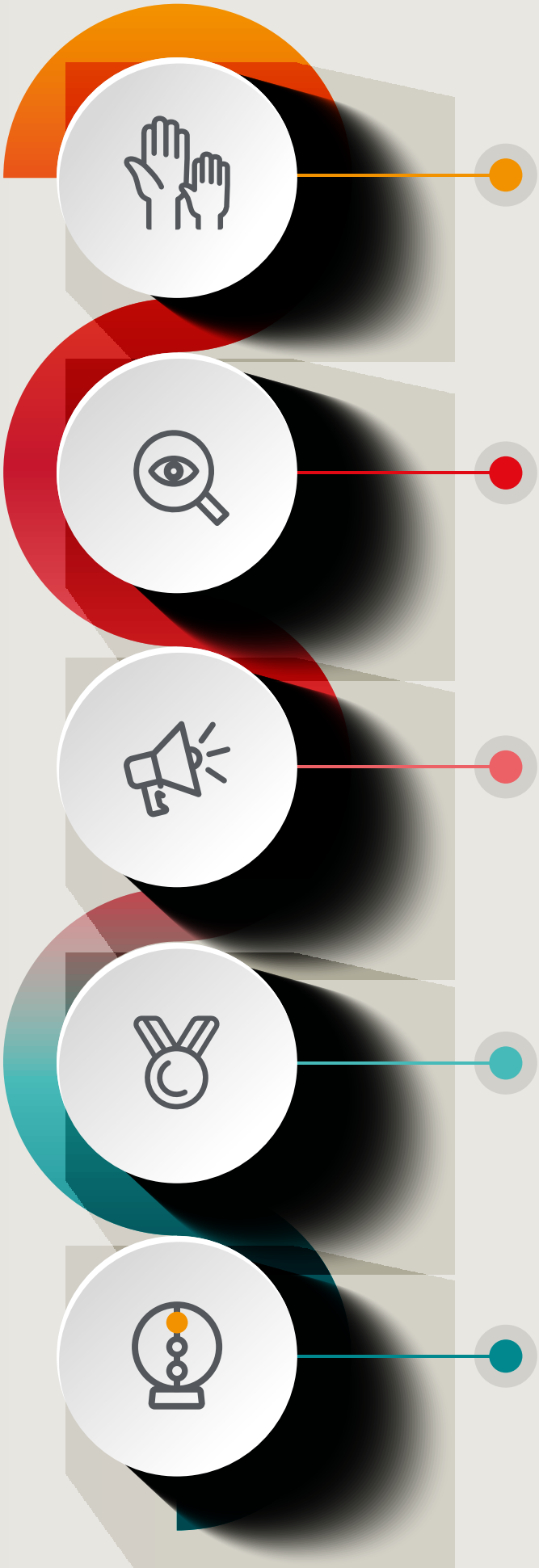
The Judging Panel is made up of well-regarded business leaders, academics and management consultants and overseen by our Chairman of the Judges, Philip Forrest.

STAGE 3: EUROPEAN BUSINESS AWARDS CATEGORY WINNERS

The final stage of the judging to win Europe's top accolade is undertaken by a panel of fantastic Judges, (we list them all on the European Business Awards website). They read all of the written applications prior to the Judging Event for the category they are going to judge. At the judging event they meet with each of the companies they are judging to ask questions and gain further insight. They log a series of scores for every company. The scores from every Judge are combined to give a result. Those scores are validated by the Chairman of the Judges and his team, and the winner decided.

During the Awards Ceremony and Dinner we announce to the world who the 18 European Business Awards winners are.

TIMELINE OF THE COMPETITION STAGES



31 JANUARY 2019

EBA ENTRIES OPEN

Closing on 28 May 2019

STAGE 1

25 JUNE 2019

ONES TO WATCH ANNOUNCED

100-250 per country

OPPORTUNITY

Opt into the Ones to Watch video entry

▶ See page 11

STAGE 2

3 SEPTEMBER 2019

NATIONAL WINNERS ANNOUNCED

18 per country
1 in each category

Ones to Watch video entries go live for the public to vote ▶ See page 11

SEPTEMBER TO OCTOBER 2019

ONES TO WATCH EVENTS

**Ones to Watch events will be held in some European countries. In countries where events are held, National Winners will be announced at the event.*

**List of countries TBC*

STAGE 3

w/c 3 DECEMBER 2019

JUDGING SESSIONS & WINNERS ANNOUNCEMENT

Category Winners and
Public Vote Winner announced
at Awards Gala Dinner

HOW MUCH DOES IT COST?

We run this programme as a social enterprise and although we have some great sponsors who support us, we believe in the principle of fairness and expect you to pay for what you consume or use. We do ask you to consider covering contributing to the cost of your entry at €258. You can still enter without contributing, it does not effect your prospects in the competition and is entirely voluntary.

If you wish to attend any of the events we organise, we ask you to pay a minimal ticket price. Depending on what you attend, tickets range from approximately €600 for a seat at the gala dinner to €2,000 for a full event ticket. We offer reduced price accommodation and early booking reductions so keep a look out to take advantage of those offers.

Success in the competition is a powerful endorsement, this is why you can see so many **testimonials** across our website. To help finalists capitalise on that we have created promotional opportunities around the Awards. You may wish to take advantage of some of the options as they have lots of value and provide high levels of visibility. However, it is your choice and is not obligatory, but the PR opportunities are designed to help you grow and build your business.

Attending events or participating in promotional opportunities will bring you significant value, but will not, in any way – positively or negatively – influence the judging and decisions that are made in the competition.

NEXT STEPS

Submit your entry form on our website and become part of our Europe wide community:

GO TO WEBSITE

SPONSORS AND SUPPORTERS

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