

● **European**
○ **Business**
○ **Awards**™

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European Business Awards 2014/15

RECOGNISING SUCCESS, INNOVATION AND ETHICS

WHAT MAKES YOU
great?



"The EU is no longer 27 national economies, we are now 1 economic force. I think it is very important that at this European level we have an awards programme like the European Business Awards that puts companies in the spotlight because they have done something special that is not only relevant to their own national economy but relevant to the European economy as a whole - by producing new products, being innovative, demonstrating high growth, being present in difficult markets and being successful there!"

KAREL DE GUCHT, EU TRADE COMMISSIONER

The European Business Awards

The European Business Awards sponsored by global audit, tax and advisory network RSM International exist to recognise and reward excellence, best practice and innovation in companies across Europe. It is the showcase of Europe's skills, achievements and innovation in the field of business. It provides the benchmark, inspiration and example for all others... it is a hallmark of excellence. The European Business Award recognise business excellence from all industry sectors, embracing businesses of all sizes and ages from all European countries.

Every successful company has unique skills
and characteristics that make it great.
From people to processes, from ideas to products...

High Profile

The European Business Awards sponsored by RSM is high profile – It generates widespread media coverage across the continent, leading to almost 4,000 items of coverage across print, broadcast, online and social media, resulting in a PR value of €3,063,160 including coverage on CNN, Wall Street Journal, Financial Times, ABC, Financial Mail on Sunday, Rzeczpospolita, amongst many others. The PR campaign has reached over 50 million business people. Combined turnover of EBA entrants exceeds €1 trillion employing 2.7 million people.

To have the opportunity to represent your nation, receive a coveted 2014/15 Ruban d'Honneur or perhaps win a European Business Award enter your organisation now. Visit www.businessawardseurope.com

About the Awards

The competition is free to enter and open to organisations of all sizes and from any industry sector. The European Business Awards programme serves three purposes for the European business community:

- **It provides examples for the business community to aspire to**
- **It celebrates and endorses individual and organisational success**
- **It provides case studies and content for learning from these exceptional organisations**

Supporters and judges of the European Business Awards have included Yves Leterme, former Belgium Prime Minister; Karel De Gucht, European Commissioner for Trade; José María Aznar, former Prime Minister of Spain; Wim Kok, former Dutch Prime Minister; Gilbert Ghostine, Managing Director, Diageo Continental Europe; Professor Gilbert Lenssen, President, European Academy for Business in Society and Malcolm Scott, British Consul-General to Düsseldorf.

The rigorous and well respected judging process has established the European Business Awards as one of the most sought after accolades in Europe. Representing your country and being awarded a Ruban d'Honneur brings respect and admiration from the business community.

The European Business Awards is a predominately self funding venture set up and run with the support of forward thinking organisations including: RSM (Lead sponsor), BPTarget Neutral and UKTrade & Investment (UKTI).

Our supporters believe it is important to promote and endorse business success across Europe for our long term prosperity.

An innovative, strong and thriving business community makes a successful and prosperous Europe.

Language

Research showed that English is recognised as the prevailing and most widely understood second language in use in business across Europe. As such, the entire Awards programme - the entry and judging processes and the Awards ceremony - will be conducted in the English language.

Guiding Principles

- **Success**
The demonstration of commercial success in the relevant market or sector
- **Innovation**
The pursuit of performance improvement and development, from products through to processes
- **Ethics**
Demonstration of conduct or behaviour that respects legislation, the environment and the rights of all stakeholders

“The Awards’ return on investment is priceless. The judging process, anticipation and excitement culminate on one of the finest evenings I have had the privilege of sharing with my peers. Overall it’s been a very exciting and rewarding investment of our time.”

CHARLES QUINN, DIRECTOR, DELL CORPORATION

Why enter?

- Entering the European Business Awards sponsored by RSM tells all stakeholders how **confident and proud** you are of your achievements.
- Countries get the chance to **fly the flag** for their nation.
- Recipients of the Ruban d’Honneur join an **elite group** of businesses holding this respected and coveted accolade.
- Recognition and success in the competition brings **high levels of exposure** and acclaim for your organisation.
- Entering the Awards enables you to **associate and align** with Europe’s commercial elite.
- Success in the Awards offers **extensive networking**, interaction and **learning** with Europe’s most successful businesses.

The Awards Process



Register and submit your completed written online Entry Form



National Champions selected by Judges from the online Entry Form Submissions. Country events held.



Video Entries submitted by National Champions & uploaded to EBA website for public voting and Judging.



Ruban d’Honneur recipients selected by Judges from the National Champions written Entry Form submission & Video Entry



Overall Category Winners selected from Ruban d’Honneur Winners & announced at EBA gala finale.

If your company is doing something GREAT, you should shout about it!

How to enter?

- Entering the Awards is free and you can enter up to 3 categories. Identify the category or categories you wish to enter. Simply go online at www.businessawardseurope.com and **register** to access the **online entry forms**. If you would like to know more or require any assistance please contact the entries team on **info@businessawardseurope.com** or **+44 207 234 3535**.
- Once registered you will receive an email confirmation of your user name for your profile page, where you can complete your entry form securely online. All information will remain entirely confidential and will only be used in connection with the European Business Awards.
Final closing date for all completed entries is 29th July 2014, but we recommend you complete this process as soon as possible.
- The first phase of selection is undertaken by a judging panel from 12th - 15th August 2014 that will rigorously identify up to 50 companies to represent their country. National Champions will be announced on 4th September 2014 and will go through to the next round of the competition.
- National Champions will be required to **submit a short video presentation** based on a simple template. This video will be submitted to the judging panel and be available online for a public vote. You can make the video in-house or use a production company of your choice.

Alternatively, if you cannot make the video in-house or don't have a production company, a video production service can be arranged by the European Business Awards to assist National Champions to make their videos. This service is available through the Awards at a cost of €1350.
- A second judging panel will view all entry forms and video presentations submitted by the National Champions to evaluate and identify the best organisations to be awarded Ruban d'Honneur status. These recipients will be announced on 10th February 2015.
- If you are selected as a Ruban d'Honneur recipient you will be invited to make a presentation, in person, to a panel of judges. The presentation, video and original written submission will be used by the judging panels to determine who the Category Award winners will be.

Winners of the 2014/15 European Business Awards
will be announced at a gala Awards ceremony in
June 2015.

The Categories

The RSM Entrepreneur of the Year Award

Entrepreneurs are visionaries who are instrumental in the success of a business. Their tireless approach to enterprise expansion places them at the crux of the business. Understanding objectives, formulating ideas and making decisions are part and parcel of the role. This award recognises those special traits that make successful entrepreneurs so inspiring.
(Open to Private Sector Companies)

The Business of the Year Award (Turnover €0-25m, €26-150m and €150m+)

This award will go to the outstanding company that best demonstrates exceptional financial returns, strong growth, innovation strategies and market leadership in its sector. Judges will look for evidence of inventiveness, ethical credentials, good stakeholder relationships and long term planning balanced by the flexibility to deliver consistent results in dynamic market conditions.
(Open to Private Sector Companies)

The UKTI Award for Innovation

Innovative individuals and organisations drive the economy. Recognising the evolving nature of business, true innovators originate forward-thinking concepts to instigate improvement. This award acknowledges the importance of innovation as a strategy to influence ongoing business development.
(Open to Private Sector Companies)

The BP Target Neutral Growth Strategy of the Year Award

International growth has enormous benefits for local and global economies. This Award will go to the organisation that best demonstrates an international organic growth strategy that has achieved outstanding levels of improvement in sales, profit and market share.
(Open to Private Sector Companies)

The Award for Environmental and Corporate Sustainability

As an evolving business approach, the Award for Environmental and Corporate Sustainability considers business operations in a social, cultural, economic and environmental context. Valuing consumer, employee and eco-friendly issues amongst their core values, these corporations operate transparently and actively nurture employee development. Winning models look beyond the legislative requirements and endeavour to improve a company's green credentials through innovation and moral modernisation. This award celebrates businesses that have conscientiously implemented and evolved these practices.
(Open to Public and Private Sector Organisations)

The Categories (continued)

The Employer of the Year Award

Businesses can reap rewards by offering employees outstanding training programmes, progression monitoring and continuous career prospects. Employers recognised in this award category have the ability to inspire and motivate their staff by enabling career expansion, operating equal opportunity schemes and understanding the importance of a work-life balance.
(Open to Public and Private Sector Organisations)

The Award for Customer Focus

An important aspect of business development, customer focus ensures that services provided are useful and relevant to current and potential customers. As a core practice it drives growth through a deep understanding of customer values. This award celebrates organisations that have enhanced their prospects and profitability by putting the customer at the heart of their business.
(Open to Public and Private Sector Organisations)

The Import/Export Award

This award recognises organisations that can demonstrate a continuously positive trend in the import/export or re-export of goods, demonstrate the expansion of coverage in existing or new markets and, through the introduction of creative and innovative operational processes, show robustness in managing and developing international trade and maintaining and improving market position in the face of competition.
(Open to Private Sector Companies)

What is it
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your company
GREAT?

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*"I have the highest opinion of the European Business Awards.
It is a great initiative to promote the values
and principles we believe in:
liberty, democracy,
freedom of speech, open markets
and open societies."*

JOSÉ MARÍA AZNAR, FORMER PRIME MINISTER OF SPAIN

Judging Process

Over 150 leading business and establishment figures, industrialists, thought leaders, public servants, academics and entrepreneurs from across Europe make up the judging panels.

There are 3 stages of achievement in the 2014/15 European Business Awards as a result of the judging process:

- **National Champions**
- **Ruban d'Honneur recipients**
- **Category Winners**

The four phases of judging are as follows:

1. Shortlisting & Verification of National Champions

Taking place from close of entry on 12th - 15th August 2014, all entry forms will be assessed by a judging panel resulting in successful organisations being awarded National Champion status. Each country will have between 15 and 50 National Champions. The National Champions will be announced on 4th September 2014.

By January 2015, all National Champions will have submitted a video presentation for public voting, viewing and assessment by a judging panel.

2. Shortlisting & Verification of Ruban d'Honneur Recipients

Taking place from 16th December 2014 to 30th January 2015, the entry forms and video presentations of all National Champions will be assessed by a judging panel that will award the best organisations Ruban d'Honneur status. The Ruban d'Honneur recipients will be announced on 10th February 2015.

3. Face to Face Judging Presentations

In the final judging phase all Ruban d'Honneur recipients will be required to present their organisations in front of a judging panel of up to five distinguished judges each of whom has been selected for their interest and expertise in the specific award category being judged. These judging sessions will take place over the course of two weeks from 16th - 27th March 2015

1 day is dedicated to each of the Award categories.

4. The Public Champions

After the National Champions are determined there are two stages of achievement in the 2014/15 European Business Awards as a result of the public voting process:

- **National Public Champion**
- **European Public Champion**

Whilst all National Champions will be assessed by the judging panel with the outcome resulting in the top 100 businesses being awarded Ruban d'Honneur status, online voting of all National Champions will also be available to the public. Online voting allows the public to vote for their favourite business, resulting in 30 businesses being announced as 'National Public Champions'. National Public Champions will move forward in the competition alongside the 100 Ruban d'Honneur recipients. National Public Champions will not be required to attend face-to-face judging sessions like the Ruban d'Honneur recipients. Instead, public voting will re-open allowing further voting for the National Public Champions, this will result in 1 business being chosen as the European Public Champion.

"We wholeheartedly encourage successful and thriving European businesses to participate in these awards so that their achievements can be appropriately recognised by businesses and business leaders throughout Europe."

JEAN STEPHENS, CEO, RSM

Winners of 2012-13

- The UKTI Award for Innovation - **Hidria, Slovenia**
- The Award for Customer Focus - **Turk Ekonomi Bankasi, Turkey**
- The Infosys Business of the Year Award (t/o €150m+) - **Grupo Portucel Soporcel, Portugal**
- The Infosys Business of the Year Award (t/o €0-25m) - **Contronics Engineering BV, The Netherlands**
- The Infosys Business of the Year Award (t/o €26-150m) - **Criteo, France**
- The Employer of the Year Award - **Hygeia Hospital, Greece**
- The RSM International Entrepreneur of the Year Award - **The Cambridge Satchel Company Ltd, United Kingdom**
- The Millicom Award for Environmental & Corporate Sustainability - **Coillte, Ireland**
- The Import/Export Award - **GAEA PRODUCTS S.A., Greece**
- The BP Target Neutral Growth Strategy of the Year Award - **LEO Pharma A/S, Denmark**

(Winners of the European Business Awards 2013/14 will be announced in May 2014)

Sponsors

The European Business Awards are made possible by the sponsorship and support of the following forward thinking organisations:

LEAD SPONSOR:



RSM is the world's 7th largest network of independent audit, tax and advisory firms, encompassing over 100 countries, 700 offices and 32,500 people internationally

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