

2020/21
AWARDS ENTRY
BROCHURE

WHAT MAKES YOU GREAT?

RECOGNISING
SUCCESS
INNOVATION
ETHICS

● **European**
○ **Business**
○ **Awards®**



CONTENTS

What do you get from participating in the Awards?	3
What do previous winners say?	4
Some of our previous winners and participants	5
Our activity	6
What are the European Business Awards and why do they exist?	7
Why the European Business Awards?	9
European Business Awards: The process	10
The Ones to Watch: Public video vote and PR	11
Award categories	12
How do you enter?	14
How are the Awards judged?	15
Timeline for the competition stages	16
How much does it cost?	17
Next steps	17
Sponsors	17

WHAT DO YOU GET FROM PARTICIPATING IN THE AWARDS?



ENDORSEMENT

"Tomra recognises the European Business Awards as a very prestigious accolade, it is one of the largest awards in Europe and is something we really wanted to be part of."

Tomra



NETWORKING

"It goes without saying that networking is incredibly important and this event provides the perfect platform to meet like-minded people from all leading European industry sectors..."

Cedar Rose Int. Services Ltd



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 Award ceremony is the a tip of the iceberg and the research, alumni, conferences and webinars have added value for the participants who want to improve their business."

MIKRO+POLO d.o.o



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?



"The EBAs impacts the business community because of the wide pool of companies that enter into the competition. Having so many companies and entrepreneurs in the same room is a guarantee for making a change in any aspect of the society or problems you wish to tackle."



"Since winning this award, it feels like there have been so many amazing potential opportunities knocking on our door, creating exciting partnerships or allowing us to build our brand even more."



"Our involvement in the European Business Awards had a very positive effect on our business. The media coverage and publicity gave a boost to our company and contributed to brand awareness."



"Tomra recognises the European Business Awards as a very prestigious accolade, it is one of the largest awards in Europe and is something we really wanted to be part of."



"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."



GetTheShifts

"We had a huge amount of recognition in the weeks following the award ceremony and it was a great opportunity to meet potential clients and to build on our European network. We actually secured one major client at the event."



"It's been a huge thing for our business over the last twelve months since we won last year. I think for our credentials and also the involvement with the whole awards process."



"The European Business Awards has really grown our confidence, it gave us the green light to go back to our company, and our management and staff and say we are doing something really right here."

SOME OF OUR PREVIOUS WINNERS AND PARTICIPANTS



OUR ACTIVITY

European
Business
Awards®

to

European
Business
Awards®

RSM

sa

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:



ENDORISING 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!

2019 CAMPAIGN IN NUMBERS

120,000

companies engaged in the 2019 Awards

2,700+

businesses announced as the Ones to Watch

213,445

items of coverage across digital media & social media reach

1,000+

event attendees

150+

judges

19

Category winners

363

businesses awarded as National Winners across 33 countries

€21.6m

in media coverage

TBC

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 11 Awards categories. **Entry deadline strictly: 15 September 2020. Ones to Watch announced on 8 December 2020.**



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 **22 January 2021**. 20-40 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 11 Award categories will be selected to compete in the European finals. **National Winners announced: 23 February 2021.**



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 11 categories in the Awards. **Gala Event: w/c 7 June 2021 – TBC.**

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.



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



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



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.



@the_EBAs



Business Awards Europe



The European Business Awards



AWARD CATEGORIES

1 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.

2 THE AWARD FOR INNOVATION

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). Please note this category may be split by turnover into two or three if necessary.

3 THE DIGITAL TECHNOLOGY AWARD

CRITERIA: The judges will Award the organisation that best demonstrates that it has substantially improved its operational performance in terms of work-flow 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). Please note this category may be split by turnover into two or three if necessary.

4 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.

5 THE CUSTOMER & MARKET ENGAGEMENT AWARD

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). Please note this category may be split by turnover into two or three if necessary.

6 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.

7 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 pro-actively drive improvement from a commercial, environmental, and social responsibility perspective which goes beyond the legislative requirements of their sector.

8 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.

9 THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €0-25M

10 THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €26-150M

11 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 by registering and entering an awards category through the website, you will be considered for the Ones to Watch list. It can take around an hour to complete if you have all the relevant information including financials. **Entry deadline strictly: 15 September 2020. Ones to Watch announced on 8 December 2020.**



STAGE 2: NATIONAL WINNERS

To be awarded as a National Winner, our researchers gather additional information. As National Winner you are prepared to participate fully in the judging process that selects the European Business Awards winners in the 3rd stage of the competition. Your entry will be scored and judged amongst all the other businesses in your country. If you are announced as a National Winner you will have won in your country and will attend the Gala Ceremony & Summit to meet the judges and your peers to compete in the Final Stage on a European level within your category. **National Winners announced: 23 February 2021.**



STAGE 3: EUROPEAN BUSINESS AWARDS CATEGORY WINNERS

As a National Winner we will require you to complete an extra question, 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 June 2021. 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 7 June 2021 – TBC.**

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 11 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 11 categories.



STAGE 2: NATIONAL WINNERS

20-40 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 short-list 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.

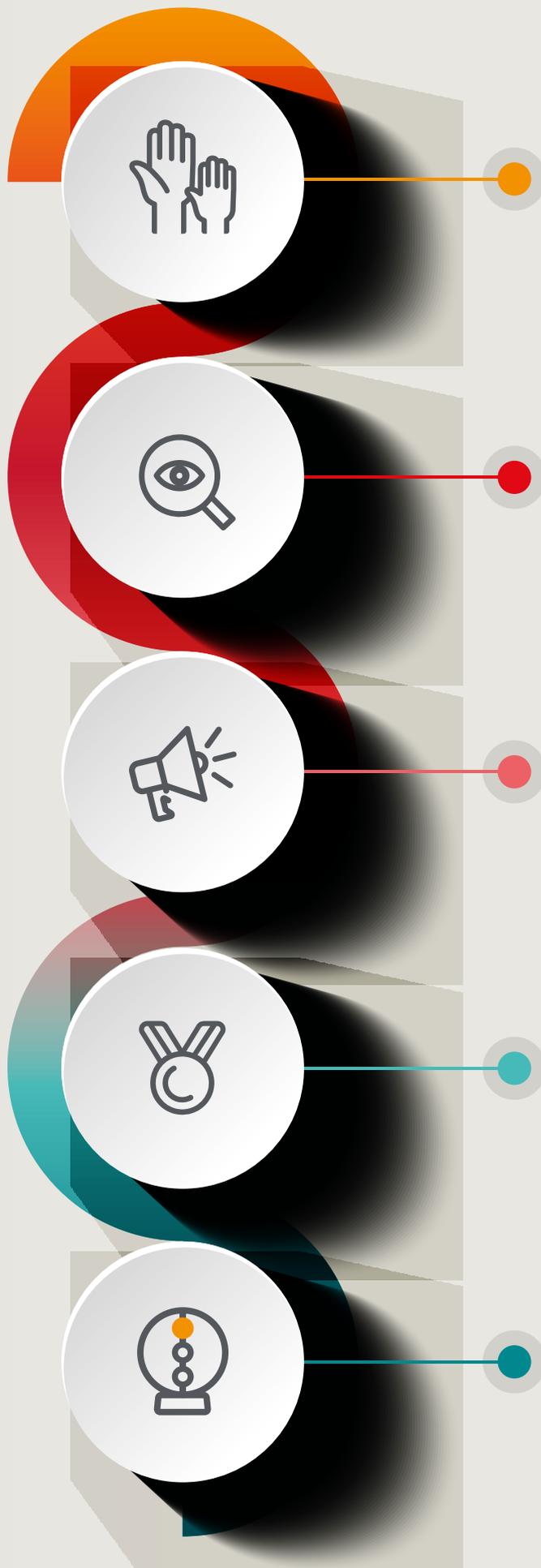


STAGE 3: EUROPEAN BUSINESS AWARDS CATEGORY WINNERS

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 11 European Business Awards winners are.

TIMELINE OF THE COMPETITION STAGES



30 APRIL 2020

EBA ENTRIES OPEN

Closing on 15 September 2020

STAGE 1

8 DECEMBER 2020

ONES TO WATCH ANNOUNCED

100-250 per country

OPPORTUNITY

Opt into the Ones to Watch video entry

► [See page 11](#)

STAGE 2

23 FEBRUARY 2021

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](#)

FEBRUARY TO MARCH 2021

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 7 JUNE 2021 – TBC

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

inflexion

GTAI GERMANY
TRADE & INVEST

RSM

ELITE

tracc

CISION
PR Newswire