

## Entry Form

### Company Information:

**Company Name:** \_\_\_\_\_

**Award Category:** \_\_\_\_\_

**Number of Employees:** \_\_\_\_\_

### 1. JOBS [20 points]

Creating new quality jobs and sustaining existing employment within Ireland is a fundamental value of Guaranteed Irish.

**Please outline how your business follows the below guidelines.**

Provides equal opportunities for all applicants and existing employees.

**500 Characters Max**

Provides further education, training and employee progression plans.

**500 Characters Max**

Provides a healthy and positive physical working environment.

**500 Characters Max**

Promotes open communication, diversity and inclusion at all levels.

**500 Characters Max**

## **2. COMMUNITY [20 points]**

**We encourage Irish consumers to purchase goods and services from Guaranteed Irish companies which have a positive impact for Irish jobs, local communities and the Irish economy by looking out for the Guaranteed Irish symbol.**

Please provide, in bullet points, how your business works to engage in a meaningful way with your local community and the wider community of Ireland, taking into consideration the below, including details, dates, people and costs involved:

- Donations to local groups, projects, or charities
- Sponsorship of local groups, projects, or charity events
- Fundraising
- Mentoring, community days, CSR
- Training / guest lecturing
- Pro bono work
- Other



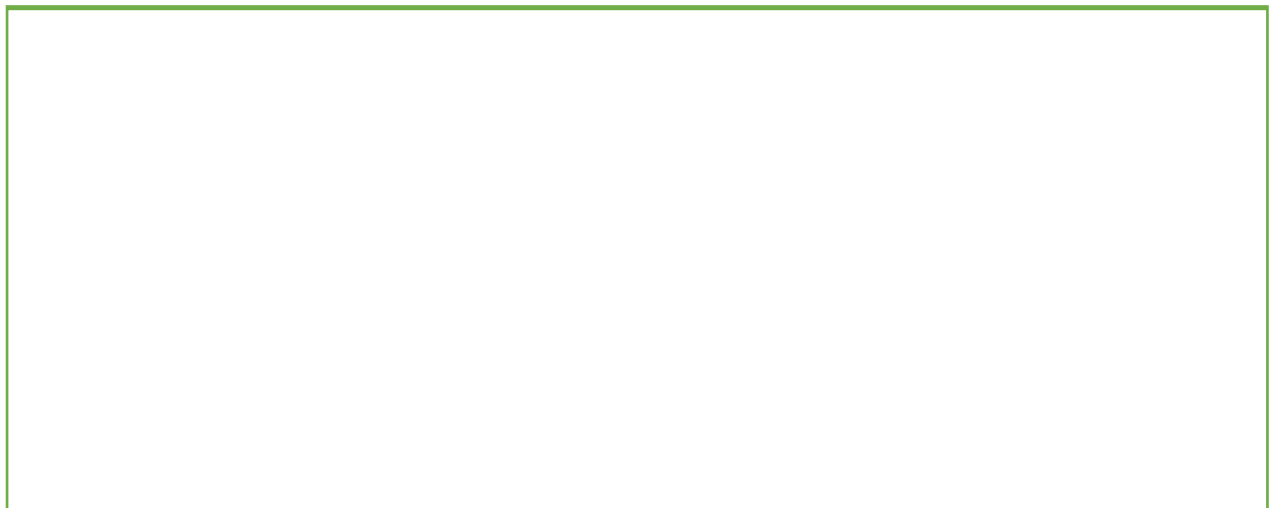
**1500 Characters Max**

**3. PROVENANCE [20 points]**

**Guaranteed Irish member products and/or services must have a legitimate connection to Ireland.**

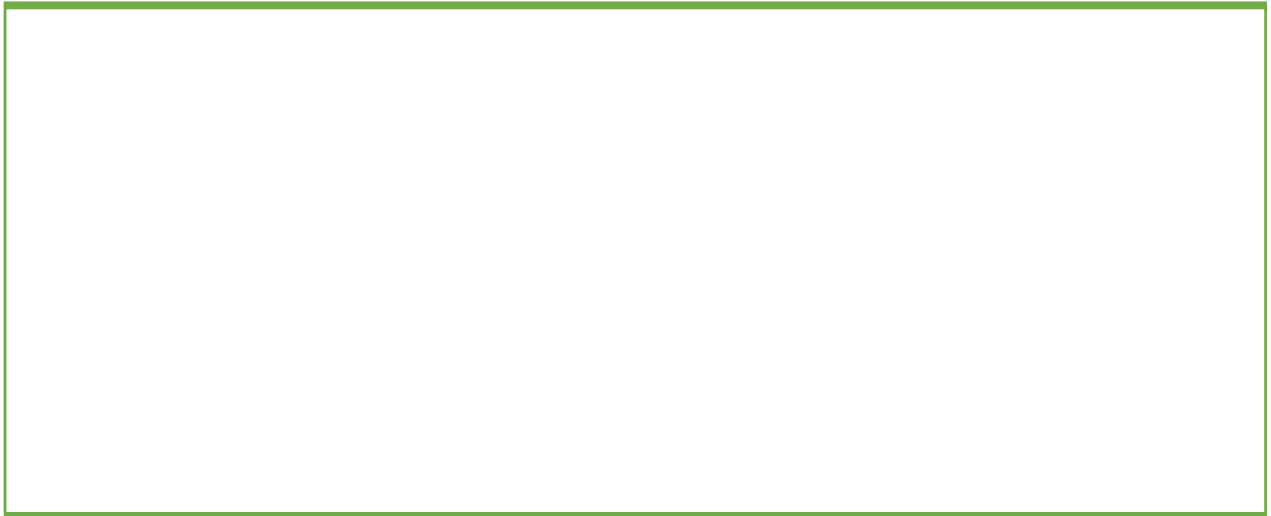
**Please demonstrate how your company values Irish Provenance under the following headings.**

Circular Economy



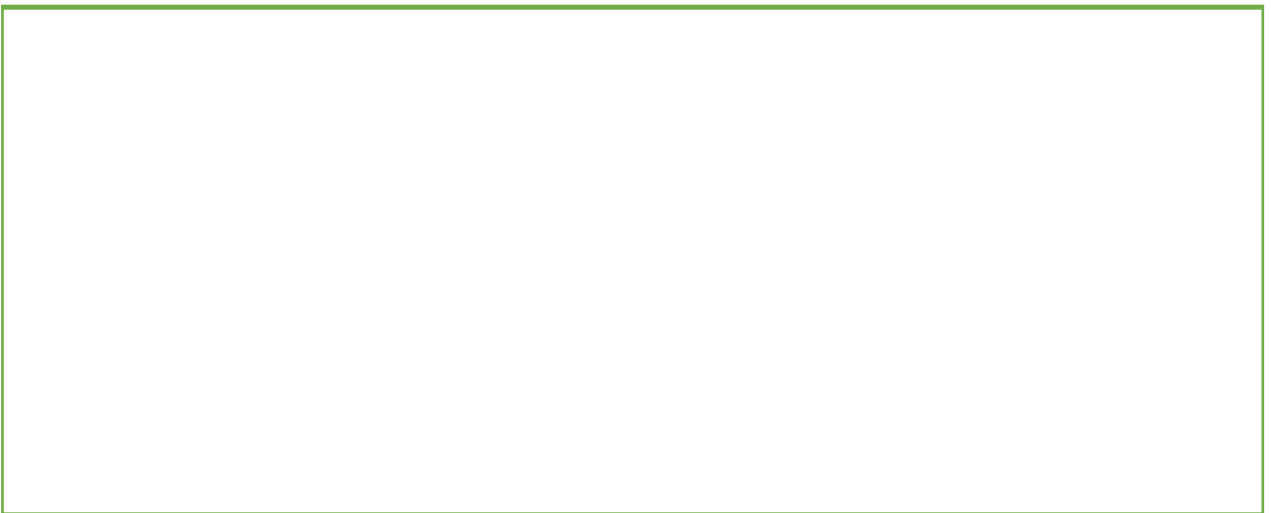
**1000 Characters Max**

Sourcing Materials locally



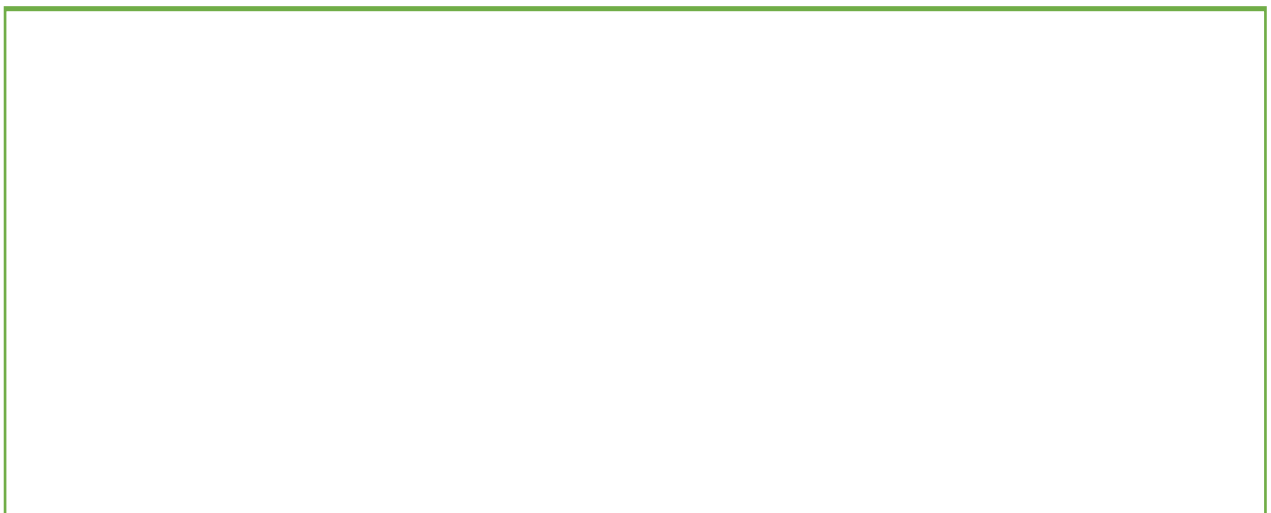
**1000 Characters Max**

Long-term strategy to sustain and grow its operations in Ireland



**1000 Characters Max**

Supporting the local Supply Chain



**1000 Characters Max**

#### **4. GUARANTEED IRISH VALUES [10 points]**

Explain how your company demonstrates the 'Guaranteed Irish' values.

**Please give examples for each of the four Values.**

**Trust**

**750 Characters Max**

**Empowerment**

**750 Characters Max**

**Enterprise**

**750 Characters Max**

**Fairness**

**750 Characters Max**

## **5. GUARANTEED IRISH BRAND ACTIVATION [15 points]**

Upon being awarded the Guaranteed Irish symbol, members pledge to promote and use this symbol across all aspects of their business.

**Please provide photographic/digital evidence to demonstrate your activation of the Guaranteed Irish Symbol.**

These may include the following

- Product packaging
- Point of sale (POS) or front-of-house
- Marketing and sales materials
- Promotional material
- Email signatures
- Social media platforms- LinkedIn, Twitter, Facebook, Instagram, Tik Tok
- Company website
- Influencer mentions
- PR and tender docs / Adhoc
- TV/ Radio/ Cinema advertising
- OOH advertising
- Reference in Podcasts
- In-house communications/CSR/ internal advocacy engagement/ activation
- Other

**Link to collateral demonstrating use of the Guaranteed Irish Symbol**

**Please provide a link to Dropbox, OneDrive, Google Drive, etc. Ensure that these materials are accessible to anyone and that the link won't expire, or the judge may not see these items.**

**500 Characters Max**

## 6. SUSTAINABILITY [15 points]

**Guaranteed Irish promote sustainability awareness to increase sustainable practices amongst members.**

What actions are you taking to be a more environmentally sustainable business?

Please include, in bullet points, evidence of:

- **Ambition:** does your business have an ambitious statement of intent regarding environmental sustainability, include examples
- **Action:** is your business taking tangible and measurable actions to reduce environmental impacts, including Guaranteed Irish sustainability initiatives
- **Analysis:** there is data and metric, or other evidence to support any claims made