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Guaranteed Irish Business Awards 2023

Support Local, Look Global



Entry Guide

WELCOME



The Guaranteed Irish Business Awards are designed to reward members for incorporating the Guaranteed Irish core principles of **Jobs, Community & Provenance in a sustainable fashion**. The awards celebrate innovation, resilience and success of trusted homegrown and international businesses that support these principles.

Award winners set the benchmark for Irish businesses who support the three core principles of Guaranteed Irish by showing us how they make a meaningful contribution to Ireland, its people and its economy. Award winners follow and believe in the Guaranteed Irish values - **Trust, Empowerment, Enterprise & Fairness**, while also demonstrating the actions their companies are taking to be a more sustainable business.

Before embarking on your application, please read the following guide, which will assist you in choosing the correct category/categories for your company and writing the best possible entry.



CATEGORIES

- **Pharmaceutical, Healthcare & MedTech**

- Indigenous
 - Open to homegrown Pharmaceutical, Healthcare & MedTech companies
- Multinational
 - Open to multinational / International homegrown Pharmaceutical, Healthcare & MedTech companies with a base in Ireland

- **Technology**

- Indigenous
 - Open to homegrown Technology companies
- Multinational
 - Open to multinational Technology companies with a base in Ireland

- **Professional Services**

- Indigenous
 - Open to homegrown Professional Services companies
- Multinational
 - Open to multinational Professional Services companies with a base in Ireland
- Business Support Solutions
 - Open to businesses who offer support solutions to other companies, such as printing & facilities solutions, transport & shipping, and energy.

- **Food & Beverage**

- Food Academy Award
 - Open to members of SuperValu Food Academy only
- Food Supplier or Producer
- Beverage Supplier or Producer

- **Construction, Engineering and Manufacturing**

- Indigenous
 - Open to homegrown Construction, Engineering and Manufacturing companies
- Multinational
 - Open to multinational Construction, Engineering and Manufacturing companies with a base in Ireland
- Guaranteed Irish House Champion
 - open to companies who are committed to The Guaranteed Irish House initiative, which is aimed at members of Guaranteed Irish House and engineers and architects who chose locally sourced Irish materials through the Guaranteed Irish House Portal.

- **Retail, Tourism & Hospitality**
 - Under 20 employees
 - Open to all member companies that employ less than 20 employees
 - 21 – 100 employees
 - Open to all member companies that employ more than 20 employees and up to 100 employees
 - 100 plus employees
 - Open to all member companies that employ more than 100 employees

- **E-Commerce**
 - Under 20 employees
 - Open to all member companies that employ less than 20 employees
 - 21 – 100 employees
 - Open to all member companies that employ more than 20 employees and up to 100 employees
 - 100 plus employees
 - Open to all member companies that employ more than 100 employees

- **Beauty & Fashion**
 - Beauty
 - Open to member retailers, producers and exporters of beauty products or services eg: skincare, hair salons, cosmetics, fragrances, soaps, etc.
 - Irish Fashion Designer
 - Open to all fashion designer members based in Ireland

- **Craft, Home & Gifting**
 - Home and Lifestyle
 - Open to members who are producers and exporters of home & lifestyle products or services eg: furniture, carpets, blinds, candles, and home lifestyle products.
 - Guaranteed Irish Gift Champion
 - Open to all member producers who champion and utilise the www.guaranteedirishgifts.ie website to promote their products.

- **Guaranteed Irish Achievement Awards***
 - Guaranteed Irish 'One to Watch'
 - Guaranteed Irish Brand Activation Award
 - Guaranteed Irish 'Sustainability Champion'
 - Guaranteed Irish Advocate within a Business
 - Guaranteed Irish Person of the Year

*You cannot enter this category

ENTRY STEPS

1. Read Entry Guide
2. Pick category/categories best suited to your company
3. Prepare your answers in line with the judging criteria (see below)
4. Prepare a video testimonial detailing your activation of the Guaranteed Irish brand and upload to YouTube, Dropbox or other similar site. Create a link to the video to include in your entry. Videos should be no more than 3 minutes long.
5. Prepare files or links to collateral showcasing your use of the Guaranteed Irish Brand.
6. Visit the [Entry Form](#) to start your application. You have the option to complete your entry in one sitting or to save and return to it later. If you choose the 'Save and Resume' feature on the entry form, you will be supplied with a link to log back in at a later stage to finish your entry. Please note that any submitted data will be available to you only via this link and no entry information will be saved on the Guaranteed Irish system until you make our final submission. Please save the access link safely in order to avoid losing your partial submission.
7. Application deadline now extended due to phenomenal demand to **Friday, 21st of October 2022**

JUDGING CRITERIA

Judges have 100 points to award per entry. This is done using a weighted system, as detailed below.

- Jobs [20 points]
 - o Include details on the employment your company provides, equal opportunities such as career progression and training, the workplace environment, communication, diversity and inclusion.
- Community [20 points]
 - o Detail your involvement within the community and how you support other businesses, clubs and society, local projects, charities and /or events, through fundraising, mentoring, training, etc.
- Provenance [20 points]
 - o Demonstrate how your company values Irish provenance under the following headings
 - Circular economy
 - Supporting the local supply chain
 - Sourcing materials locally
 - Long-term strategy to sustain and grow its operations in Ireland

- Demonstrate how your organisation aligns with Guaranteed Irish Values [10 points]
 - Trust
 - Empowerment
 - Enterprise
 - Fairness
- Brand Activation (15 points)
 - Upon being awarded the Guaranteed Irish licence, members pledge to promote and use this symbol across all aspects of their business. In this section, please provide examples of activation.
- Sustainability [15 points]
 - Judges are looking for evidence of an ambitious intent to tackle climate change. These must be tangible and measurable actions and evidence to support sustainability actions.

KEY DATES

- **8th September 2022** Open for Entries
- **14th of October** Entry Deadline
- **21st of October** Application Deadline Now Extended Due to Phenomenal Demand
- **5th of Jan** Shortlist Notification
- **9th of Jan** Awards Lunch Booking Open
- **14th March 2023** Award Lunch in the Shelbourne Hotel

TERMS & CONDITIONS

- All applicants must be members of Guaranteed Irish.
- Entry is free.
- Judges will judge entries solely on information provided in this application form and any supplementary information provided.
- Judges reserve the right to re-categorise any entry which they feel will perform better in a different category to that specified by the entrant. Entrants will be informed of any category change.
- The judges' decision is final in all matters relating to these awards and no feedback will be given concerning judge's deliberations.
- Winners will be announced at the Guaranteed Irish Awards Ceremony in the Shelbourne Hotel. If you are shortlisted for an award, you are committing to sending at least one member of staff to represent the company on the day the awards take place.
- In addition to the awards listed above a number of Guaranteed Irish Achievement Awards will be presented. These are awarded by the Guaranteed Irish Board of Directors and no entry is required.