



## How to Enter

Entering the **Guaranteed Irish Awards 2026** is done through our new online platform.  
**Follow the steps below to complete your application:**

### Step 1 – Select Your Category

- Select your category on the registration page. You can choose up to 3 categories at this stage or add more categories later.
- Click the **Enter Now** button.
- Fill out the required **Applicant field** and submit.

### Step 2 – Access the Application Form

- An email will be sent to you with a link.
- Click the link in the email to access the full application form.

### Step 3 – Complete Your Entry

- Fill out all required questions and upload files where applicable.
- You may **save your application as a draft** and return to it later if needed.
- Make sure to **review your entry carefully** before submission.
- Please note that if you have entered more than one category, you can use the '**Copy from application**' button, which will clone from the completed application and paste into the one you are working on. You can then go and edit and amend the form to make it more relevant for the current application you are working on.

### Step 4 – Submit Your Entry

- Entries must be **submitted before 5pm on 10th October 2025**.
- Only applications submitted through the online platform will be accepted - emails or attachments sent separately will not be considered.

## Judging Criteria

This year, the judging process will be focused on how applicants bring the Guaranteed Irish core beliefs—Positivity, Quality of Life, Enterprise, and Inclusivity—to life through their work, culture, and impact. When completing your application, please keep in mind the weighting assigned to each belief and include examples that best highlight how your business reflects these values. Judges award **100 points per entry**, using the following weighted system:

### **Question 1 – Overall Excellence**

In your response, highlight:

- A clear case for why your business stands out in the category.
- Evidence of distinction, leadership, or unique qualities that make it deserving of recognition.

**Points available:** 10

**Assessment basis:** Written description only

### **Question 2 – Positivity**

In your response, highlight:

- Tangible examples of positive local or national impact.
- CSR initiatives or social impact projects with measurable outcomes.
- Depth and sustainability of contributions to communities.

**Points available:** 20

**Assessment basis:** Written description only

### **Question 3 – Quality of Life**

In your response, highlight:

- How the business prioritises people: employees, customers, suppliers, and other stakeholders.
- Evidence of initiatives supporting said people.
- Clear outcomes that improve quality of life.

**Points available:** 20

**Assessment basis:** Written description **and** uploaded materials

### **Question 4 – Enterprise**

In your response, highlight:

- The business's contribution to a thriving local and/or domestic economy.
- Strong examples of job creation, investment, local sourcing, and/or innovation.
- Evidence of sustainability and long-term impact.

**Points available:** 20

**Assessment basis:** Written description **and** uploaded materials

### **Question 5 – Inclusivity**

In your response, highlight:

- Demonstrate commitment to inclusivity and diversity in the workplace.
- Innovation and sustainability integrated into business practices.
- Evidence of “future-proofing” strategies to ensure resilience and adaptability.

**Points allocated:** 20

**Answer type:** Description **and** upload contribute to marks

### **Question 6 – Guaranteed Irish Brand Activation**

In your response, highlight:

- Strong and creative use of the Guaranteed Irish symbol.
- Evidence across packaging, marketing, digital platforms, PR, and internal communications.
- Consistency of brand integration to support the Guaranteed Irish values: Jobs, Community, Provenance and Sustainability.

**Points allocated:** 10

**Answer type:** Upload materials only

**Total Points:** 100