



# Employee Volunteering Award – GEORGIA\*

Recognising companies across Europe of all sizes that have developed employee volunteering schemes that help people facing barriers to work increase their employability skills.

## Guidance Document

**This award will first recognise and celebrate the best companies in Georgia in two categories Large or Small company.**

**Judges will also award a Georgia Innovation winner and a Georgia Newcomer winner.**

**The winners in each category in Georgia will proceed to a European Wide Judging Panel.**

This is a Guidance Document for the **European Employee Volunteering Awards** only.

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## Guidance for the European Employee Volunteering Award

There is only one application form for all the categories. Any company can enter this award and can use this form to enter more than one category at a time. You do not need to complete separate application forms for each award.

### MAIN AWARD:

#### Large Company & Small Company

The first category distinction relates to the size of the company entering the award.

Companies entering the award have to decide whether they qualify for our Small Company Award or whether they will be in our Large Company award category.

Only companies with less than 250 employees will be eligible for the Small Company award – all others will automatically be entered into the Large Company award.

We will be selecting an overall Winner in each category and have the option to select one or more Highly Commended in the Small and Large category.

### ADDITIONAL AWARD CATEGORIES:

#### Most Innovative

Companies can also select to enter our **INNOVATION** category if they think what they are doing is particularly innovative. We are looking for examples of companies doing things differently, finding new ways to do things, finding new ways to address challenges.

On the first page of the award entry form you can tick a box to indicate that you want your entry to be considered in the Innovation category as well as be entered into the standard award category. There is a special section of the form that you need to fill out that asks you about your innovation.

#### Newcomer

We welcome entries from companies whose programmes are at all stages of development and have developed our **NEWCOMER** category to help identify companies at the early stages of development who have started out really well and will be high fliers in a year or two. We will be looking for really exciting programmes where it is clear that they will deliver fantastic results as time goes on.

If you think this is the category for you, then tick the newcomer category box on the award entry form and you will simultaneously be entered into the standard award relevant to your size and go forward for the Newcomer award.

Companies can tick both **Innovation** and **Newcomer** categories and then be considered in both these categories along with the standard category based on size.

## Conditions of Entry:

- 1. Eligibility:** All types of company and all sizes of company are eligible to enter this award. The only requirement is that the activities detailed in the application form must be taking place in the country entered. So if the programme is about activities happening in the UK, the award entry must be submitted into the UK award.
- 2. Multiple entries:** Companies can submit one form to more than one category at a time aside from the Large or small category which is determined by the size of the company.
- 3. Submitting entries:** Each country running the award is responsible for setting a closing date and receiving in their own entries. The back page of the guidance document and application form in each country provides full details of how to make an entry into the awards in that country.
- 4. Lost Entries:** No responsibility is accepted for lost entries. It is the responsibility of the company submitting the entry to ensure that the award entry is received on time.
- 5. Word Count:** In order to ensure fairness, entries must not exceed the maximum word count stipulated in the application pack. If just entering the main Large or Small company award the maximum amount of words is 4,000. Companies can also enter one or two additional categories where they can supply an additional 350 words for the Innovation category and 350 words for the Newcomer category. Finally the non marked section at the end of the form does not count towards the word count. In all cases the maximum word count includes an allowance for words contained in the application form itself and will be calculated using the word count tool in MS Word. The boxes in the form will expand to accommodate the information you add.
- 6. Use of images, tables, diagrams:** It is possible to include images, tables and diagrams in the form. These should be able to be inserted as normal and the boxes in the form should expand as required – but use low resolution images so that you do not exceed the file size.
- 7. File Size and File Type:** We only accept word documents. PDF's will not be accepted as word counts need to be verified. Completed application forms must not exceed 2MB in size. This will allow for use of normal formatting, tables and diagrams etc but will not allow for the inclusion of large numbers of photographs, graphics or other digital images.
- 8. Senior Management Sign Off:** To ensure that there is senior level support for your award entry we require a senior manager (CEO, Director, Managing Director) to sign off on the award entry. The application form includes a sign off form which should be printed out, signed and scanned and then emailed along with your entry form by the closing date.
- 9. Promotional and Supporting Material:** Hard copy promotional and supporting material is not accepted for this award and should not be submitted as it will not be considered by the judges.
- 10. Results and Feedback:** Each country running the award is responsible for deciding how and when they will publish their results and whether they will provide feedback on entries. The back page of the guidance document and application form in each country provides full details of how to make an entry into the awards in that country.

## Guidance on completing the Entry Form:

A step by step guide to completing your awards entry has been provided below. This should cover all of your questions about what the judges will be looking for. If you have additional queries, please contact: [vbaramia@epfound.ge](mailto:vbaramia@epfound.ge)

## 1. Details of Entry

- 1.1 Name of company:** please indicate the name of the company entering the award. If your company has a parent company please enter this in the box provided. Should you be successful we will use this version of your company name on your certificate, so make sure you use the correct/official name and spell it correctly.
- 1.2 Name of award entry:** please give your award entry a title. A good title will explain what your award entry is about in a short sentence. Should you be successful we will use your award entry title on your certificate, so think carefully about the name of your award entry.
- 1.3 Country Entered:** please confirm the country you are entering from – this should be the same as the country where the activities referred to in the form are happening. Remember this award is being run simultaneously across 20 European countries so you can enter the award in more than one country if you have activities happening in more than one country, but you will need to complete separate entry forms for each country you enter.

### Primary Contact Information:

- 1.4 Primary contact details:** this will be the person that we communicate with about the progress of you award entry. This does not have to be the person who filled out the form, but should be someone who knows about the award entry and can answer any queries about the award entry. Only list one person as we will only include the first contact name/email listed. We need full name, job title, email address and phone number.
- 1.5 Type of company:** we want to know what types of company are entering our awards. So please describe your company using the guide below:

#### Private Sector Business Types:

Aerospace & Defence	Financial - insurance	Leisure & Hotels inc food service activities	Retailers – General
Agriculture, forestry and fishing	Financial – investment Services	Manufacturing	Support Services
Architects	Food & Beverage Providers	Media, Marketing & PR	Surveyors
Arts, entertainment and recreation	Human health and social work activities	Mining & Quarrying	Telecommunications
Automobiles & Parts	Household & Personal Goods	Oil & Gas	Tobacco
Chemicals	Food & Drug Retailers	Professional, scientific and technical activities	Transport and storage
Construction	Industrials & Engineering	Pharmaceuticals & Biotech	Water supply; sewerage, waste management
Education	IT – Hardware, Software & Services	Real Estate activities	Other (please specify)
Financial – Banks & Building Societies	Legal	Retailers – Food & Drugs	

## Press contact information:

- 1.6 Press office/media contact:** We promote our winners and aim to feature them when we announce results.
- If you are successful we will want to contact your press office or media team. So please provide a contact here on the form so that we can contact them directly.

## Innovation and Newcomer Awards:

- 1.7 Additional Categories:** As explained above each entry will automatically be entered in the appropriate category depending upon the size of the category (Large or Small). We are however running two additional categories and the award entry form can be used to enter these additional categories.

**Innovation Award:** if you tick this box to indicate that you want to be considered for the Innovation Category you must also fill out the OPTIONAL section **4.1 Innovation**.

**Newcomer Award:** If you tick this box to indicate that you want to be considered for the Newcomer Category you must also fill out the OPTIONAL section **4.2 Newcomer**.

## 2. Overview (this section is not scored)

### Overview of company

- 2.1 Location:** Indicate where your head office based. Also indicate where you operate and if you have offices in other regions (countries) please specify.

**Turnover:** Please specify your turnover/revenue per annum (£'s, \$'s or €'s).

**Number of employees:** Specify the number of employees. This will be used to determine whether your entry goes forward for our large company award, or for our Small company award.

- 2.2 Brief description of your company:** Please provide a brief description of your company to help set the context of your entry. You could cover things like where you operate, whether you use intermediaries such as agents in your major sales areas. Please also provide any additional detail you think will be useful for the judges. Whilst this section is not scored it will set the context of your entry. **You have 100 words to describe your organisation.**

### Overview of award entry

- 2.3 Summary:** This section is where you have the chance to really set the scene for your award entry. This is the first thing that the assessors will read. It is vital that this provides a concise summary of your programme and your award entry.

**It is perhaps worthwhile leaving this section blank until you have completed the two entry form. Then return to this section and try to pick out the top line information from the entry form and including them here.**

Remember this is essentially a mini version of your application, so try to include information covering these elements.

The information here will be used to develop a case study, so make sure it correctly reflects your entry. Do not include information here that is not covered in your actual entry.

**You only have 400 words**, so that is about one page of A4 text. Therefore you need to **write concisely and clearly**.

You should be aiming to enable the judge to gain a good picture of your entry. We recommend that you try to include some facts and figures which you explain in more detail in your entry.

You can also include images and tables, but only do so if you think it really adds to your summary and are highly relevant.

The box in the award form will expand to accommodate your text.

**Remember the word count will be strictly enforced.**

### 3. Main section of award entry form

- 3.1 Aims and Objectives:** Please tell us about the objectives of your programme. For example why do you do this? What were the issue that you were trying to address with this programme? We are particularly interested in the business case for this programme as well as the wider social case.

**This section is worth 20% of the marks and you have 600 words in this section.**

#### **What social problems the programme is trying to address?**

- For example is it targeting one of the following groups: Migrant workers, Long-term Unemployed, Disabled, people with mental health problems, homelessness, NEETS (young people not in Employment, Education or Training), Older people (50+).
- What is the programme designed to do – is it helping improve skills of target group, raise aspirations of target group, or even increase employment chances of target group. Include how your volunteers are engaged in this work.
- The judges would also want to know why you have decided to target a particular group – how was this decided and why was this decided.

#### **What is the business case for doing this?**

- The judges will also be very interested to know what the reason is for undertaking this work (the business case). For example does it increase/improve recruitment to hard to fill posts, or save recruitment costs, or save on training costs.
- Perhaps it is about developing your staff members through development of mentoring skills and line management, team working, project management, presentation skills etc. Or improving employee motivation, satisfaction etc.

#### **Is their clear leadership?**

- The judges want to know about how your senior leadership are involved in supporting the programme. So they want to know whether there is appropriate top level commitment to, involvement in and support for the programme.

**3.2 Resources and Challenges:** The judges will be looking at entries from a wide range of companies of all sizes and all sectors at all stages of development. Therefore it will be enormously helpful to provide some context to your programme. We want to know about the resources available to you to run this programme. Also please tell us about the challenges that you face.

**This section is worth 20% of the marks and you have 600 words in this section.**

**Resources:** Firstly we want to know about the resources that are available to you to run this programme. You can tell us about resources in three categories: Financial Resources (money); Human Resources (time) and In Kind Support (other resources).

**Financial Resources:**

- This could be the money that your company has directly spent on the activities. Or it could be money you have given out or received such as grants or donations. It could also be the money that has been spent to manage the programme of activities or publicise it etc.

**Human Resources**

- This is the amount of time that you employees have devoted to supporting/running these activities. The sort of things that would be helpful to know about are things like, the number of employees involved, the amount of time they spend, the frequency of time they volunteer e.g., 12 volunteers, spending 2 hrs per week for a 2 month period of time – and the total amount of volunteer time equates to 100 volunteer hours.
- You can tell us about time spent by your employees during the normal working week, and you can if relevant tell us about time spent by your employees outside their normal contracted hours (so volunteering time done within their own time).

**In Kind Resources:**

- We want to know about any other resources you have been able to use to help run your programme. This could be free access to equipment, rooms, training facilities etc, or it could be goods and services that are provided for free by other companies.
- Please explain how you have accessed these resources. We are particularly interested to hear whether you have been able to access these as a direct result of running your programme.

**Challenges:**

- Tell us about the challenges that your company has had to address to set up and run this programme. This could be internal challenges like getting senior managers to support the programme, or getting employees to volunteer to take part in the programme, or persuading managers to support their staff to volunteer. Other

challenges could be around selecting the target group to work with, or finding suitable partners who you can work with on this programme etc.

- We want to hear about how you have managed to address these challenges and overcome them.

**3.3 How does your programme operate?** The main aim of this section is to explain to the judges exactly what your programme actually does. So in this section we need you to explain how your programme operates. We want to know what activities actually happen, who the programme aims to help and how they are supported. What do your employee volunteers actually do? What activities to the groups you help actually participate in?

**This section is worth 30% of the marks and you have 1,000 words in this section.**

- So tell us what your employee volunteers involved in doing, what involvement does your senior leadership have – how are your partners companies involved (if you have any).
- What is the actual programme that the “target groups” are involved in? For example do they come in for work placements supported by employee volunteers, or do you go out into the community to run employability skills sessions through partners. Do you run group training sessions, or one to one mentoring etc.
- The judges need a real sense of what is actually involved in the programme so they have an insight into what the experience will be like for your employees and the groups of people whose employability skills you are aiming to improve.

The judges will want to know what the overarching aim of the programme is – what does success look like and how will you know if you have achieved it? In this section you can also add further details of who you are targeting and why. For example you may have chosen to target one of the following groups.

**1. Excluded from labour market currently (fall into a definable ‘hard to reach’ group)**

For example: Migrants, Long-term Unemployed, Disabled, mental health problems, homelessness, NEETS (young people not in Employment, Education or Training), Older people (50+). The focus here is on providing supported work placements to target groups to raise skills and aspirations and work readiness.

- a. This category would probably require companies to be working in partnership or collaboration with agencies/companies supporting these hard to reach groups.
- b. The **employee volunteering element** in this category could be through mentoring relationships to support work placements. Project management to run programme, and other management skills – like designing new jobs, training, support mechanisms, etc.

**2. Young people <18 still within the Education system.** The focus here was on raising the aspirations of young people to encourage them to engage with the world of work.

- a. This category would require companies to be partnering with a local school(s) and may also involve other agencies (in the UK context this might be Local Authorities or Business Education Partnerships etc).

- b. The **employee volunteering element** in this category could be through reading/maths partnerships, mentoring of young people, mentoring of teachers, work placements, business challenges etc.

**3. Currently within the labour market.** There are two elements to this category the first is on employees currently in work whose skills may no longer be relevant, or where a sector/industry is contracting, so less jobs available. The focus could also be on situations where a company needs to develop a new set of skills to address strategic skill gaps. The overall focus here is on up-skilling current employees to meet the needs identified by the business.

- a. This category would probably require companies to be engaged in future scenario planning looking at business planning and skill gaps.
- b. The **employee volunteering element** in this category could be through using volunteering as a means to re-train, or up-skill employees – it could include individual volunteering placements, or employee volunteer challenges, and could focus on project management skills, team building skills.

The judges want information on how you recruit, train and involve your employee volunteers in the programme.

**Management of your programme:** The judges will want to know that you have thought about how you will manage your programme and that you have set up systems to ensure that you that you will be able to use the resources available to you in an effective way to help you achieve your objectives.

**Targets and progress to date:** The judges want to know what targets you have set (number of volunteers, number of beneficiaries from the programme, skills raised, and aspirations raised etc). The judges will want to know what targets have been set and more importantly what progress has been made to date.

- How many volunteers did you plan to involve? Tell us what percentage of your staff this is. Have you exceeded your targets – explain. If you are struggling to meet targets tell us what the problems have been.
- Which groups did you plan to help? Tell us whether you have been able to help the groups you targeted and if not why not.

The main thing the judges want to know is how ambitious have been, and how far along are you in terms of meeting your targets.

**Stakeholder Dialogue:** The final element that you might want to include in this section is around how you engage in dialogue with your stakeholders to make sure that the programmes that you run are effective and meet the needs of your employee volunteers as well as the needs of the people you are trying to help.

- Who are the stakeholders and partners of the programme, how were they identified and consulted about the development and running of the programme?
- How do you communicate externally about your impacts and activities to your stakeholders?
- Do you involve your stakeholders in the communication process?

- How do you encourage your stakeholders to give you feedback on your programme and how does this lead to improvements in your programme.

**3.4 What is the result of your programme?** Now that you have told us all about how your programme operates the judges now want to know that the impact is – what is the result of your programme? We have listed some areas below that you might want to cover. We want to know what your investment has directly achieved – by this we mean the numbers of employee volunteers involved, the number of people helped.

We also want to know how your work has made a difference in the longer term – e.g. access to jobs, built confidence of beneficiaries.

You can use real life case studies of people supported to help tell your story.

**This section is worth 30% of the marks and you have 1,000 words in this section.**

#### **What have you actually achieved – direct results?**

Who have you helped? Tell us about the impact of your work – this could be things like – we have provided X number of work placements, or X number of training opportunities. Or it could be that X% of our staff members are involved as mentors working with X number of beneficiaries.

#### **What have you achieved – longer term benefits?**

The judges will want to know what the impact is on the beneficiaries that your programme targeted. Have you had a demonstrable improvement on their skills, their confidence levels. Have you helped them gain qualifications, or improve the job chances?

#### **Tell us about the impact on your employee volunteers:**

The judges will also want to know about the impact on your employee volunteers. For example have they gained new skills, confidence through their volunteering opportunity? Are they more motivated to work for you as a result of participating in this programme?

#### **Tell us about the impact on your company:**

Finally, the judges will want to know how this has positively impacted on your company - (higher staff motivation, increased positive perceptions of your company, staff volunteers increased skills etc)

**Remember you can tell us about the immediate results and the longer term results, and you can use real life case studies of your employees and the beneficiaries you have helped to bring this section to life.**

**Don't forget to give us the overall picture – such as the overall number of people helped, or number of volunteers, or sessions run etc.**

### **WORD COUNT:**

**In the marked sections of the form you we have indicated the amount of words you can use. This equates to 3,700 words. We will allow a maximum of 4,000 words from section 1.1 through to section 3.4. If you add more words than this we retain the right to reject your entry.**

**NOTE:** The following **optional sections** have separate word counts.

## 4. OPTIONAL SECTIONS: Innovation & Newcomer Awards

### 4.1 **Innovation:** This is an **OPTIONAL** section. You only need to complete this section is you want your award entry to be considered for the Innovation Category as well as the Standard category.

In this section you can describe what makes your programme innovative. You are free to repeat information you have included in any other section of the form if relevant.

The aim of this section is to provide the reasons why your company should win the award for innovation.

**We are looking for examples of companies doing things differently, finding new ways to do things, finding new ways to address challenges.**

Remember if you fill out this section you should also tick the relevant box in section 1.7

**You have 350 words in this section.**

**The judges for the innovation category will read you whole entry, but will focus in particular on the information provided in this section when deciding who should win the INNOVATION category.**

### 4.2 **Newcomer:** This is an **OPTIONAL** section. You only need to complete this section is you want your award entry to be considered for the Newcomer Category as well as the Standard category.

In this section you can describe why your company should win our Newcomer Award. You are free to repeat information you have included in any other section of the form if relevant.

We welcome entries from companies whose programmes are at all stages of development and have developed our **NEWCOMER** category to help identify companies at the early stages of development who have started out really well and will be high fliers in a year or two. We will be looking for really exciting programmes where it is clear that they will deliver fantastic results as time goes on.

Remember if you fill out this section you should also tick the relevant box in section 1.7

**You have 350 words in this section.**

**The judges for the innovation category will read you whole entry, but will focus in particular on the information provided in this section when deciding who should win the NEWCOMER category.**

## 5. Lessons Learned, Future Planning & Top Tips

This section is not marked – however we are really interested to hear about your future planning.

**5.1 Lessons Learned:** We are particularly interested in hearing about what you have learnt from running this programme. What lessons have been learnt, and how has this learning been incorporated back into the company so that you can continuously improve. We want to see some practical examples that you have genuinely learnt from past mistakes and challenges and so we ask that you provide some clear examples of things that you now do differently as a result of what you have learnt – or give us examples of things that you plan to do differently. We want to know why and how.

**5.2 Future Planning:** We want to know about the plans you are making for the future, how you will build on the lessons you have learned – the sort of things you could tell us about are:

- What are the employability needs in your company?
- What are the main challenges in society relating to employability?
- What are you planning to do to address the needs within your company?
- How do your plans attempt to address the challenges society faces?

**5.3 Top Tips**

- What are your Top Tips for other companies wanting to do something similar?

**Chief Executive Sign Off form:** please complete this form and send by email at the same time as you submit your entry.

## How to submit your entry:

Completed entries need to be submitted as a **word document** to the following email address: [volunteering@epfound.ge](mailto:volunteering@epfound.ge) (please indicate EEVA-Georgia in the subject line).

Please submit your Senior Manager Sign Off form electronically at the same time – you can print it out get it signed, scan it and email it back to us.

## What happens next?

All entries are examined and either put into the Large Company category or the Small Company category. The judges select the overall winner in each of these categories first in Georgia. The overall winner in each of the 4 categories will go forward to the European Judging.

## Key dates

- Closing date for receipt of entries to this award: **6pm December 25, 2010**  
Please note entries will **NOT** be accepted after this date
- Judging panel will take place in December to select overall winner in each category and award Highly Commended and Commended as appropriate.
- Winners of each category will be submitted to the European Judging Panel on the **18th January 2011**.
- European Judging panel will take place in Brussels, Belgium to select the overall European Winner in each category – **Week of February 7, 2011**
- Award ceremony for the winners of the national selection in Georgia will take in Tbilisi, Georgia – **Week of February 21, 2011**
- Announcement and celebration of European Winners will take place in London, UK – **Week of March 17, 2011**.