

ENTRY GUIDE

Ensure you email your forms to the email relating to your selected Award submission.

The application is relatively straight forward and we have included some additional guidance here to help you put together a successful submission and again we suggest you read and consider the further advice contained in Winning Tips for Entrants.

- **Word count maximum as prescribed under each section within the entry form.**
- **A maximum of two illustrating files supporting the written proposal may be attach with your submission - they can be composite illustrations but each file visual/audio material cannot exceed 16mb. These files may be used as illustrations should the submission be shortlisted so please ensure that they are of the highest quality you can provide.**
- **The same submission may be entered into a maximum of TWO categories.**
- **There is no limit to the number of categories an organisation can enter.**
- **Please ensure that the entry is written to the guidelines.**
- **Judges decisions are final and feedback on entries can be given on request.**
- **Entries are judged purely on the information received within the submission.**
- **Judges reserve the right to move entries into alternative categories if deemed appropriate.**

In the event that your entry is shortlisted, we would like at some stage to be able to publish it on the www.cssa-uk.co.uk website. Please let us know in advance if you would like to edit before publication.



Section 1 – Entrant details

Please apply in the name of the individual, team or organisation and include award lead contact details so that we can keep in touch. Entrants must be UK based.

Section 2 – Category Award Background

Explain why you have chosen to enter your particular category. Make reference to the selection process. Explain why this one was the right one for your business purposes. What did the business seek to achieve? Appropriateness to business goals and originality are key. Judges will be looking to see evidence of sound strategic pre-planning. Give evidence of your understanding of your target audience. You have a maximum of 150 words.

Section 3 – Objectives

You have a maximum of 100 words to be as specific as possible about what the category entry was designed to achieve and why.

Section 4 – Execution and Exploitation

Explain how your choice of category Innovation, training, environmental or CSR was integrated, launched and communicated into your business. If applicable outline potential for future opportunities and long-term benefits. You have a maximum of 150 words

Section 5 – Outcome and Evaluation

You have a maximum of 150 words to relate results to original core objectives and provide researched results, if available. If the project is on-going, provide results to date.

Whilst creativity and innovation are both very important criteria, the judges will be looking for evidence of effectiveness based on the objectives established at planning stage and on measurement of the results obtained to date. Highlight what you consider makes your entry particularly outstanding/groundbreaking.

Section 6 – Supporting Information

To strengthen your application, we recognise that you may need to supply further information or evidence. We welcome this provided it is concise, relevant and a maximum of two sides of 12pt text/images. If you are attaching supporting information, please reference them in this section. These files may be used as illustrations should your submission be shortlisted so please ensure they are of the highest quality you can provide. Please ensure however that the supporting illustrative material is just that and integral to the core category entry.

Section 7 – Declaration

Please ensure that the declaration is signed and dated by the Lead Award representative for the applying individual/team or organisation.

