

# EQUALITY, DIVERSITY AND INCLUSION AWARD

## PROFILE (150 WORDS)

Should this entry progress to finalist status, the copy you provide below may be used as part of ukactive's PR campaign to promote the Awards and your achievements. This should provide a brief overview of your business and the market you serve and highlight key areas of your successful entry. Please include your social media (Twitter, Facebook, Instagram etc) handles and avoid sharing any confidential/sensitive information in this section.

## ELEVATOR PITCH (250 WORDS)

Imagine you have 20-30 seconds to make the judges sit up and pay attention.

**Include:**

- Why do you think you deserve to win this award?
- What are you bringing to the table that is new, unique or innovative?

### MARKING GUIDE

Max 6 marks

- Clear summary of entry that grabs the judges attention.
- Clear description of what's new, unique or innovative.

## ENGAGEMENT AND RATIONALE (300 WORDS)

Describe the programme, project or initiative that you do as a business around diversity and inclusion?

**Include:**

- Your clear strategy, rationale and delivery plans that underpin your approach.

### MARKING GUIDE

Max 8 marks

- Clear descriptive overview, strategies, and delivery plans when addressing equality, diversity and inclusion.

## IMPLEMENTATION (300 WORDS)

What was the challenge you/ your target consumer face / inequality you are addressing and how have these been overcome?

**Include:**

- What systems and processes are in place to measure success.
- How you communicate with and enthuse your target market.
- What challenges have your consumers faced and how have you reduced them.

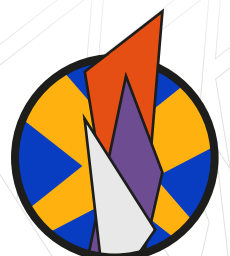
### MARKING GUIDE

Max 8 marks

- Clear description on all challenges, overcoming these, measurements of success, and communication.



# A W A R D S



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## IMPACT REVIEWS (300 WORDS)

What impact has your strategy had on your target group or inequality to be addressed?

**Include:**

What data can you share to demonstrate a positive outcome and sustainable attitudinal change.

### MARKING GUIDE

Max 8 marks

- Clear summary of impacts, providing statistical evidence and examples.

## LOOKING AHEAD (300 WORDS)

Looking ahead, what plans do you have to evolve and improve your programme/initiative?

**Include:**

- How you will broaden its impact.
- How you will future proof them to ensure long term growth and success.

### MARKING GUIDE

Max 6 marks

- Clear description on future plans and broader impact that are sustainable, researched and realistic.

