

ORGANISATION INNOVATION 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

- Up to 2 marks for clearly summarising their entry.
- Up to 2 marks for describing what's new, unique, or innovative.
- Up to 2 marks for grabbing the judge's attention.

ENGAGEMENT AND RATIONALE (300 WORDS)

Describe the event, campaign, or activity, outlining its rationale, your strategy, and key objectives and how it delivers 'organisational innovation? Are you improving or replacing something? For example, a process, a product, or a service.

Include:

- What the reach/participation numbers were for your event, campaign, activity, engagement or programme.
- Who your target market is.
- Why is it deemed innovative?

MARKING GUIDE

Max 8 marks

- Up to 2 marks for describing the event including rationale.
- Up to 2 marks for describing the strategy and objectives.
- Up to 2 marks for describing the target market.
- Up to 2 marks for providing evidence of engagement with the market.

IMPLEMENTATION (300 WORDS)

How did you engage with your stakeholders?

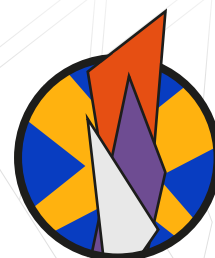
Include:

- Who your stakeholders are.
- How you delivered communications and engagement in the run up to delivery.

MARKING GUIDE

Max 8 marks

- Up to 2 marks for identifying stakeholders.
- Up to 4 marks for how they communicated and engaged with stakeholders.
- Up to 2 marks for describing their engagement plan throughout the implementation.



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IMPACT REVIEWS (300 WORDS)

What impacts did your event, campaign, activity, engagement or programme have on your audiences?

Include:

- What measurement and evaluation you carried out.

MARKING GUIDE

Max 8 marks

- Up to 2 marks for identifying the systems and evaluation processes in place to measure success.
- Up to 4 marks for providing statistical evidence to back up the summary.
- Up to 2 marks for providing testimonials or examples of the impact on the audience.

LOOKING AHEAD (300 WORDS)

Looking ahead, what plans do you have to evolve and improve your offer?

Include:

- How you will broaden its impact.
- How you will future proof them to ensure long term growth and success.
- How will innovation be main streamed?

MARKING GUIDE

Max 6 marks

- Up to 2 marks for describing their future plans.
- Up to 2 marks for describing the proposed broader impact.
- Up to 2 marks for explaining how their plans are sustainable and realistic.



AWARDS

