



World Employment Confederation Awards 2021

Application Guidelines

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AWARD CATEGORIES

Leadership in Social Innovation

In a changing world of work characterised by more volatility, uncertainty and diverse forms of work, the employment industry must come up with innovative solutions for working, learning and providing social protection for all.

For federation members of the World Employment Confederation to genuinely lead in this changing world of work they must innovate with schemes and activities to empower people and companies. This award recognises the true federation leaders in the changing world of work and aims at rewarding experience and concrete initiatives that WEC national federation members have developed to improve the working lives of people, for instance via access to work opportunities for most disadvantaged people, innovative training schemes, broader health insurance coverage, access to mortgage loans, etc.

Leader in Social Innovation (30%) – 400-word limit

Demonstrate what is unique or innovative about the activities or service/support your National Federation provides for its members, the agency workers or the user-companies by answering the following question:

- *What social innovation program has your National Federation created or utilised?*

Impact (40%) – 500-word limit

Demonstrate how people inside and outside your Federation were impacted by the problem and the solving of the problem by answering the following questions:

- *Outline a problem your community has faced and describe how the program or initiative your federation implemented is addressing the issue.*
- *What has your federation learnt from this process?*
- *Why should this program or initiative be considered social innovation?*

Social Outreach (30%) – 400-word limit

Demonstrate the social outreach of your National Federation's initiatives by answering the following questions:

- *How does your National Federation lead the world of work within your community?*
- *How do you invest in giving back?*
- *How does your National Federation demonstrate social outreach beyond the financial bottom line to integrate social, ethical, environmental and philanthropic values into its core decision making processes and culture?*



Outstanding Advocacy

The World Employment Confederation is the voice of the employment industry and, in a changing world of work, the strength and influence of our voice must be compelling. This award recognises the critical importance of outstanding advocacy program, campaign or event that has delivered respect, understanding and real impact through stakeholder influence.

Response to Industry Threat (40%) – 500-word limit

Demonstrate your understanding of the regulatory climate in your country and the initiatives of your National Federation in response to a threat.

- *Describe a change in legislation/regulation that was put forward and explain why this was considered a threat to the industry in your country.*
- *Describe the actions that you took in response to this legislation/regulation and outline how these activities were different from your everyday advocacy actions, if relevant.*

Result Driven Analysis (30%) – 400-word limit

In reflection upon the results of the action, answer the following questions:

- *What was the result of the action?*
- *How do you know it was successful?*

Provide specific references and specific data to support your claim. References and supporting materials can be submitted in the Attachments & Supporting Materials tab on the application form.

Future Advocacy (30%) – 400-word limit

In reflection on the action mentioned above, answer the following questions:

- *How have the actions been a 'game changer' and how have the activities served the original purpose?*
- *Describe the new relationships with stakeholders that you have developed. How will you use these relationships in the future?*



Rising Federation

The World Employment Confederation derives its strength through the commitment of its federation members to leadership, continuous improvement and good governance. This award recognises the inspirational development of a national federation, over the past three years, such that the federation stands as a model for other confederation members, in its class, to admire and follow.

This award is open to both small and large federation members. The judging of this award will take the size of the federation and the activities done in order to develop into account.

Development Over Time (30%) – 500-word limit

Establishing or developing an association takes time, commitment and determination. Demonstrate your Federation's development over time by answering the following questions:

- Describe where you were as a Federation 3 years ago:
 - *How many staff members did you have?*
 - *Which HR services did you cover?*
 - *How many members did you have?*
 - *What services did you provide to your members?*
- Describe your Federation today:
 - *How has your association developed over the last 3 years?*

Continuous Improvement & Quality (30%) – 400-word limit

Demonstrate your Federation's dedication, enthusiasm and responsiveness to ensuring a positive outcome for our Industry by answering the following questions:

- *How does your Federation go above and beyond its usual duties?*
- *How do you measure this and share the results?*
- *How does your Association assess its service level?*

Industry Vision & Inspiration (40%) – 400-word limit

Demonstrate your Federation's industry vision by answering the following questions:

- *How does your Federation inspire its Members and the broader industry?*
 - *How do you plan to achieve business objectives, make an impact within the industry and improve the professionalism of the recruitment industry as a whole?*
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ELIGIBILITY

All current National Federation members of the World Employment Confederation will be eligible to apply, as long as they have settled their WEC membership fees

Applications must be submitted in writing in English. Any supporting documents (up to four) in the applicant's language (brochures, press clippings, pictures, testimonials, videos etc.) can be submitted as part of the references for the submission.

All applications will be submitted through this [link](#) and into the award round, *WEC Awards 2021*.

JUDGING

Judging Panel

Each category shall have a judging panel made up from members of the WEC Board, a previous winner and the Head Office.

| Rising Federation | Leadership in Social Innovation | Outstanding Advocacy |
|---|---|---|
| Bettina Schaller Geraldine King Michael Freytag | Charles Cameron Jurrien Koops Robin Lechtenfeld | John Healy Suchita Dutta Jochem de Boer |

Commentary on the award criteria is required from the judges.

TERMS & CONDITIONS

1. Entrants will be required to have a minimum written component of their application to ensure that judges are assessing like-for-like submissions. The written component must be in English.
2. Entrants should submit a short video (**maximum 2 minutes**) explaining their entry which could be used at the Awards Ceremony, published online if they are to win the Award, or as marketing for future awards seasons.
3. Maximum video duration permitted per entries are non-negotiable. Video entries must be able to be viewed via youtube or vimeo. Links to the video are to be provided in the entry form submission.
4. Entries received after the due date will not be accepted. Entries close at **23:59 CEST on Friday 17th September 2021**. No further extension will be granted. It is the responsibility of the entrant to ensure their entry is received on time.



5. Entries are open to current financial World Employment Confederation Members only. These are members who have paid their membership fees in full.
6. Membership suspension or cancelled for any reason at any time, will void the Award entry.
7. Only fully completed entries submitted by the due date and time will be accepted for review.
8. Maximum words permitted per entry and criteria are non-negotiable. Words beyond this number will not be considered by the judging panel and will not be saved within the written text of the application.
9. No hardcopy entries will be accepted – written responses must be submitted electronically utilising the online system (Award Force) by the due date. The information you provide, and all matters connected with your entry are confidential, unless expressly stated otherwise.
10. National Federation information as well as the main contact person's details may be used in the publicity of these awards or associated media. Award sponsors will have access to your National Federation's information and contact details unless you expressly remove your permission by emailing gabriella.coorey@wecglobal.org.
11. Judges will be appointed by WEC. The managing director of WEC will have final approval of all recommendations for the judging panel. Finalist and winner decisions are final, and no correspondence shall be entered into. Judges should not be contacted to discuss the awards directly throughout the course of the open application and judging process and up to the announcement of finalists, doing so will void the entrant's submission.
12. Commentary on the award criteria is required from the judges, to explain the reasoning behind their scoring, and can be shared with the entrants after the finalists have been announced to explain the decision regarding the finalists.

QUESTIONS

Questions relating to the application process, entry requirements, judging panel, judging process, finalist nominees and winners should be directed to [Gabriella](#).