



Overview and Guidelines

Best for Colorado 2020 Awards

The Colorado's Leading Celebration of Responsible Business Excellence
[June 4, 2020, 5:30-8:30 p.m.; History Colorado Center]

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I. Overview of the Best for Colorado Awards Ceremony and Categories

Through our annual Best for Colorado Awards Celebration, The Alliance Center and its partners are highlighting Colorado companies, B Corps and non-B Corps, leveraging their businesses to make Colorado an engaged, healthier and more sustainable place.

The 2020 Best for Colorado Celebration

Top-performing businesses in Colorado and inspiring leaders will be recognized for their positive impacts. The 2020 Best for Colorado Award Celebration will be focus on The Alliance Center's 2020 programmatic theme Climate and Democracy.

Award Categories

I. Commit to Action Awards

You're a local company leading the change? We want to see how you developed, promoted, executed and told stories about those efforts and how they've made a difference for your organization or you community. Join our [Commit to Action Campaign](#) and apply for an award.

II. Measure What Matters Awards

You are a local company, B Corp or non-B Corp, working with the B Impact Assessment, a free tool provided by B Lab to measure your social and environmental impact, and you are a top performer? Join the Best for Colorado community to get a chance to be recognized for your commitment. Please note that if you are a B Corp certified company, you also need to join the Best for Colorado community by completing [this form](#) to be considered for an award. Learn more about the selection process and timeline [here](#).

Recognition



Our honorees will be invited and recognized during our 2020 Awards Celebration, a key event of The Alliance Center, gathering more than 300 professionals, business leaders, nonprofits, academic professionals and civic leaders from across Colorado. The ceremony will take place June 4 at the History Colorado Center.

II. Commit to Action Awards

Goal: Recognize and incentivizes exemplary corporate leadership in response to climate change and in the promotion of civic engagement.

Eligibility requirements and process

- Be a for-profit organization based in Colorado or having a subsidiary or local branch based in Colorado
- Be part of the Best for Colorado [Commit to Action](#) Campaign
- Be open to an assessment for validation of the submitted information, as needed
- Be willing to share the submission with the media and/or public

Guidance on the selection process

The aim of the competition is to encourage Colorado companies (or companies with business or a local branch in Colorado) to present success stories to be a model for other companies. The award aims to inspire and highlight successful companies, and also shed the light on model companies that work positively with the challenges they face.

This means that it will focus on difficulties, how to get rid of them and the values learned.

The evaluation goes according to certain standards like the positive impact of activities, as well as leadership and collaboration.

- Leadership: the ability of the activities and initiatives to raise awareness, engage and inspire others (customers, clients, partners, employees, etc.)
- Community engagement: The collaboration to lead this particular initiative (employees, nonprofit, other stakeholders, etc.)
- Replicability: opportunities to replicate and inspire other companies to take this initiative as a role model, highlighting of the challenges faced
- Impact: the importance of results/ impact and whether it was documented convincingly

Timeline

The application timeline will run from March 1 to April 30. The companies will be contacted early May.

How to Enter

The participants have to highlight an initiative or a project that the company ran in 2019 or is currently implementing in 2020. The initiative or concept needs to be related to one of the themes of the Best for Colorado campaign: Democracy, Environmental Stewardship or Community/ Equity.



Applicants need to complete the application at www.thealliancecenter.org/awards between March 1 and April 30, 2020.

A selection committee composed of organizations representing the sustainability business community in Colorado, including the B Corp movement, will select the final honorees.

On the entry form, be sure to include a thorough synopsis explaining the purpose and scope of your project, concept or initiative. We ask that the synopsis be at least 1,000 words in total.

You can add additional supporting documents to your submission. We encourage you to include any press releases, design concepts, videos, analytics, testimonials, pictures, etc. you feel will give us a better sense of your project or initiative. Proprietary or internal information can be attached and will not be shared with the public without your consent.

THE AWARDS CATEGORIES

DEMOCRACY

Business can support civic engagement or even play a political roll to promote societal wellbeing in addition to supporting a strong economy. As the role of companies in the global economy continues to evolve, collaboration and communication between the public and private sector is increasingly important to initiate true, impactful change for the future.

COMMUNITY AND EQUITY

Aligning community engagement with business goals has a positive impact on company culture and employee involvement in by encouraging colleagues to work together for a greater good. Company service days and commitments to support the surrounding community through inclusive hiring practices, local supplier preference policies and providing employees with living wages are all ways to create meaningful ties to the local community while strengthening the economy throughout Colorado.

ENVIRONMENT STEWARDSHIP

Environmental stewardship is not solely a matter of ethics, it's good business. Employee retention, customer loyalty, reductions in operating costs and risk aversion are many of the benefits companies experience from integrating green technologies and practices into everyday business operations. In the following commitments, you will find actions related to waste and water management, energy efficiency, GHG emissions reduction targets and responsible supply chain practices. Whether you are ready to take on five commitments or just want to start with one, Best for Colorado can help you create an impact strategy designed to meet you where you're at.

III. Measure what matters awards (BIA)

Goal

Recognize the high level of commitments and leadership demonstrated by the best scoring companies measuring their social and environmental impact.



Eligibility Requirements and process

- Be a for-profit organization based in Colorado or having a subsidiary based in Colorado
- Having completed the V6 of the B Impact Assessment before April 15.
- Be part of the Best for Colorado community. *If you have completed the BIA but you are not sure that your company is part of the Best for Colorado community, please fill out [this form](#).*
- Be open to an assessment for validation of the submitted information, as needed.
- Be willing to share the submission with the media and/or public

The best scoring companies on the different section of the assessment will be contacted in April to go through a review process. We will ask to the nominees to submit additional documentation related to their statement in the B Impact Assessment.

Timeline

The nominees will be contacted late April. The honorees will be announced to the public in May.



IV. FREQUENTLY ASKED QUESTIONS

Who is the organizer?

The Alliance Center is a multi-faceted nonprofit with an event and collaborative working space, located in the heart of Denver. We convene and mobilize our network of nonprofits, for-profit businesses, government agencies, academic institutions and community members to collaboratively create sustainability-focused solutions. Best for Colorado is a program we lead in partnership with B Lab to mobilize the private sector and increase the number and the impact of socially and environmentally responsible business in Colorado.

What is the Best for Colorado Awards Celebration?

The 2020 Best for Colorado Celebration will share an exciting and inclusive vision for the impact of the private sector and catalyze support for this growing movement. The awards celebrate companies that are leveraging the power of business for a better Colorado and create a sense of community, inspiring others to join this powerful force for good. Top-performing businesses in Colorado and inspiring leaders will be recognized for their positive impacts.

Why should you apply?

Our award programs help you measure the success of your work and demonstrate the value of your contributions to the community. This is a unique opportunity to celebrate your success and to earn recognition among your peers. The Best for Colorado community is comprised of business leaders committed to leverage their organization as a force for good and lead a better way to do business.

Who can enter?

For-profit companies based in Colorado who are part of the Best for Colorado community.

How do I become a Best for Colorado Company?

Join our [Commit to Action Campaign](#) or complete [the B Impact Assessment](#) to measure your social and environmental impact.

Additional Questions

If you have any questions about the program on the awards ceremony, please contact Anne Behloui at bestforcolorado@thealliancecenter.org.

Sponsorship Opportunities

If you are interested in sponsoring one of the Best for Colorado Awards Ceremony, contact Kristen Leary at development@thealliancecenter.org.