



# Overview and Guidelines for the Best for Colorado 2020 Awards

Colorado's Leading Celebration of Responsible Business Excellence

*Virtual event to take place in August*

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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 highlight local Coloradan businesses, including B Corps and non-B Corps, who leverage their companies as a force for good to make Colorado a more 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 focus on The Alliance Center's 2020 programmatic theme "Climate and Democracy" and includes two award categories.

### Award Categories

#### I. Commit to Action Awards

Award recipients in this category are companies who have led a project, effort, initiative, strategy, etc. which generates change and lasting impact. We want to see you're your business developed, promoted, executed and shared these impactful efforts and the ways these actions have made a difference for your organization and greater community. To be considered for this award category, please first join our [Commit to Action Campaign](#) and then complete the award application process. Learn more about the selection process and timeline [here](#).

#### II. Measure What Matters Awards

This award category is for top performing B Corps and non-B Corps working with the B Impact Assessment (BIA). The BIA is a free tool provided by B Lab to measure companies' social and environmental impact. By working with the BIA and joining our Best for Colorado community, you have the opportunity to be recognized for your



commitment with one of our Measure What Matters Awards! Learn more about the selection process and timeline [here](#). *\*Please Note:* Even if you are a certified B Corp company, you still must join the Best for Colorado community to be considered for these awards and can do so by completing [this form](#).

## **Recognition**

Our honorees will be invited to and recognized during our 2020 Awards Celebration where professionals, business leaders, nonprofits, academic professionals and civic leaders from across Colorado convene. Due to the COVID-19 pandemic, honorees will be recognized during a virtual event early August place of an in-person celebration.

## **II. Commit to Action Awards**

### **Goal of Commit to Action Awards**

Recognize and incentivize 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.
- Commit to our [Commit to Action](#) campaign.
- Be open to an assessment for the validation of your submitted information as needed.
- Be willing to share the submission with the media and/or public.

### **Guidance on Our Selection Process**

The aim of these awards is to share the success stories of initiatives, strategies and more implemented by Colorado companies so they can serve as impressive examples for others. By highlighting leading companies in corporate sustainability and their impactful efforts, the Commit to Action Awards inspire other businesses throughout the state to follow suit.

Our selection process will focus on the process and efforts these companies implemented, difficulties they faced, how they overcame them and lessons-learned as a result. Our evaluation process takes certain areas into consideration including:

- Leadership
  - The ability of the company's initiative or project to raise awareness on important topics and engage and inspire others including customers, clients, partners, employees, etc.
- Community Engagement
  - The utilization of collaboration of the business' greater community, including employees, nonprofits, other stakeholders, etc., to make this initiative a reality.
- Replicability
  - The ability of this project to be replicated by other companies. This includes highlighting challenges/obstacles faced in the application to help other businesses overcome them.



- Impact
  - Documentation showing the resulting influence and impact of the project.

### **Timeline for the Commit to Action Awards**

We will accept applications now through June 30. Applying companies will be contacted by the Best for Colorado team in early July for additional information required for the decision-making process.

### **How to Apply**

Participants must highlight an initiative or project that the company ran in 2019, 2020 or is currently in the process of implementing. The initiative or concept needs to be related to one of the focal areas in the Best for Colorado Commit to Action campaign:

1. Democracy
2. Environmental stewardship
3. Equity/community

To be considered for the Commit to Action Awards, applicants must complete the application at [www.thealliancecenter.org/awards](http://www.thealliancecenter.org/awards) before June 30th, 2020.

A selection committee composed of various organizations in the sustainability community in Colorado 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 a minimum of 1,000 words.

We encourage you to include supporting documentation with your submission for a stronger application. Press releases, design concepts, videos, analytics, testimonials, pictures, etc. will give us a better sense of your project or initiative. Proprietary or internal information can also be attached and will not be shared with the public without your consent.

## **III. Measure What Matters Awards | B Impact Assessment (BIA)**

### **Goal of the Measure What Matters Awards**

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

### **Eligibility Requirements and Process**

- Be a for-profit organization based in Colorado or having a subsidiary based in Colorado.
- Have completed the V6 of the B Impact Assessment before June 15.
- Be part of the Best for Colorado community. *If you have completed the BIA but you are not sure if 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.



For the Measure What Matters Awards the top scoring applicants on the various sections of the BIA Assessment will be contacted in June to go through the next step of our review process. We will ask the nominees to submit additional documentation and approve the statements and claims made in their BIA.

#### **Timeline for the Measure What Matters Awards**

The nominees will be contacted late June for the next steps in our review process. The final honorees will be announced to the public in July. Ensure your BIA is up to date by Monday, June 15 for us to review!

## **IV. Frequently Asked Questions**

### **Who is the organizer of the Best for Colorado Awards?**

[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 nonprofit organizations, for-profit businesses, government agencies, academic institutions and community members create sustainability-focused solutions.

Best for Colorado is a program led by The Alliance Center in partnership with B Lab to mobilize the private sector. This program's goal is to increase the number and impact of socially and environmentally responsible businesses in Colorado.

### **What is the Best for Colorado Awards Celebration?**

The 2020 Best for Colorado Celebration honors companies that are leveraging the power of business for a better Colorado. These awards create a sense of community by inspiring others to join this powerful force for good. Top-performing businesses in Colorado and impactful leaders will be recognized for their positive impacts through our Commit to Action and Measure What Matters Awards.

### **Why should you apply?**

Our awards help you measure the success and impact of your businesses work and demonstrate the value of your contributions to the greater community. The Best for Colorado community is comprised of hundreds of business leaders committed to doing business better. This is a great opportunity to share the stories and values of your company throughout the state and beyond. The Best for Colorado honorees will be highlighted in The Alliance Center's greater network that compounds 30,000+.

### **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.

### **Where can I directly additional questions?**



If you have any questions about the program on the awards ceremony, please contact Anne Behloul at [bestforcolorado@thealliancecenter.org](mailto:bestforcolorado@thealliancecenter.org).

**What if I'm interested in sponsoring the Best for Colorado Awards Celebration?**

Please contact Kristen Leary at [development@thealliancecenter.org](mailto:development@thealliancecenter.org).

## Best for Colorado 2020 Awards: Commit to Action Awards Application Form

**Nominations must be submitted by June 30, 2020, 11:59 p.m. MST by email at [bestforcolorado@thealliancecenter.org](mailto:bestforcolorado@thealliancecenter.org).**

You can add additional supporting documents to your submission. We encourage you to include any press releases, design concepts, videos, analytics, testimonials, pictures and anything else you feel will give us a better sense of your project or initiative. Proprietary or internal information can also be attached and will not be shared with the public.

### **Best for Colorado Awards Categories**

**1. 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.

**2. Community and Equity**

Aligning community engagement with business goals has a positive impact on company culture and employee involvement 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.

**3. Environmental 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. There are opportunities for your business to integrate 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 in your sustainability journey.





You can follow the topics below for guidance:

- What problem or opportunity was addressed, and why did it matter? Were there external factors that encouraged or pressured your company's action?
- Summarize your goals in the project and results. What did you strive to achieve and what were your outcomes?

**Please provide a brief summary describing why your business deserves statewide for your efforts and in which of the following categories: Democracy, Environmental Stewardship or Community and Equity (Limit 350 words).**

#### **Section 4: Evaluation Criteria**

##### **Leadership (Limit 500 words)**

Please provide a brief summary describing how your company's activity, initiative or project helped raise awareness or engaged and inspired customers, clients, partners, employees, etc. This could focus on either project/initiative's implementation process or the overarching goal.

##### **Community Engagement (Limit 500 words)**

Describe the approach taken to implement your project/initiative. You can utilize the following questions for guidance:

- Which stakeholders did you engage?
- How did this project have a positive impact on employees, suppliers, customers, consumers and/or the community?

##### **Impact (Limit 500 words)**

Please provide a description of some of the lessons your company learned through the process and results. You can utilize the following questions for guidance:

- What worked well in this project's process and what would you do differently?
- How can others in the business community learn from your example?
- How your project was successful? How have you evaluated this?

##### **Replicability (Limit 500 words)**

Describe how your project/initiative can be replicated and/or utilized to inspire other companies to take this initiative as a role model. You can follow the following questions for guidance:

- What benefit and relevance does this initiative bring to the business community?
- What future plans exist to maintain, improve or build on these efforts?
- How can the project, program or practice be adopted by others?
- What is needed to make replication and scalability more feasible for others?