

# The Lord Mayor's Award – Business of Trust Champion

## Guidance Notes and Scoring Guide

### Information

This special Lord Mayor's Award - The Business of Trust Champion is being launched to celebrate the Lord Mayor's theme for the 2018 Mayoral year. Applications for this award will be open from Monday 5 February through to Monday 30 July.

The Award celebrates businesses that care about the impact of low levels of public trust on their business and are championing responsible business practices to create a lasting legacy of better business trusted by society.

### Eligibility

- To be eligible the following should be true of the initiative entered in this category:
  - The organisation cares about the impact of low levels of public trust on their business and has developed plans to implement changes that will help improve this.
  - The organisation is championing issues related to trust in business through internal and external communications, for example through external press, advertising or internal engagement events.
  - The organisation is encouraging external parties to engage in the debate on the changing role of business in society.
- The organisation must be a private sector, UK based business.
- Individuals, public bodies, voluntary sector organisations and social enterprises are not eligible to apply to this award but may nominate an eligible business.

### Your Initiative

We are interested in how your organisation is responding to widespread evidence that public trust in business is low. We want to see evidence that your business cares about this issue, has identified organisational changes that can be made to improve this, and is championing the positive role that business can play in society.

### What are the Judges Looking for?

- Senior level engagement and visibility on the issue
- An approach which puts responsible practices at the heart of how your business operates
- A strong commitment to growing and demonstrating the positive impact of business's role in society
- A commitment to championing the issue internally and externally

## Completing the Application

### Company Details - Section 1 (Not scored)

#### Your Application

If you are nominating an organisation for this Award this section should include the details of the organisation you are nominating.

Please ensure the name of your business is written as you would like it to appear in any written materials such as in press articles, on award trophies or certificates.

You must discuss this application with your Chief Executive or equivalent before submitting the application.

#### Applicant Contact Details

All correspondence regarding your application will be directed to the primary contact listed. If the primary contact changes any time after your application has been submitted please email us at [DragonAwards@cityoflondon.gov.uk](mailto:DragonAwards@cityoflondon.gov.uk) to let us know. If we are unable to get in touch with the primary contact we will try the secondary contact.

#### Organisation Overview

If available/applicable, please break down your total number of employees by London, UK, global.

If available/applicable, please break down your company turnover by UK, EMEA and global.

The Lord Mayor's Dragon Awards evaluate a business' achievements relative to their size and resources; as a result, we've awarded twelve small or medium-sized enterprises (SMEs) in the last six years, averaging 2 SME winners a year. As well as the option for awarding one category winner, all categories carry the possibility for two Dragons to be awarded - one for an SME business winner and one for a larger business winner.

An SME is a business with fewer than 250 employees and less than €50 million (£44.2 million) turnover across the whole company ([full description here](#)).

Please list all relevant Twitter handles. We may tweet you throughout the Awards process. Please do follow us and engage via [@Dragon Awards](#).

## Nominating Organisation

If you are nominating an organisation, please include your details in this section. If you are applying on behalf of your own organisation, please skip these questions. You must discuss the application with the organisation you are nominating before you make the application.

### Business overview

These questions are for the judges' reference only and are not scored. The judges will use these questions to help put the application in context for them.

**Case Study – please provide us with a short case study. (300 words maximum)** This will not be scored but will be used to pitch your initiative to press. This should tell an engaging story for a public audience, which summarises your application.

## Section 2 (Scored)

**Please also refer to the scoring guide at the bottom of this document for a guide on what will score highly in this section.**

The Awards' judges will only be able to take into account the information you supply in your application in the scored questions. With a tight word count, it is important to make every word count.

**Please Describe Your Initiative - the activities undertaken, and those planned, to respond to the issue of low levels of public trust, providing evidence against the criteria below. (800 words maximum)**

This question will count for 100% of your total score.

Feel free to use bullet points and to include any internal or external endorsements (quotes, press, social media etc.) that are relevant.

To score highly you must provide evidence against each of the three eligibility criteria. Examples of the information we are looking for against each criterion are provided below:

- The organisation cares about the impact of low levels of public trust on their business and has developed plans to implement changes that will help improve this.
  - What are the challenges associated with low levels of public trust in business and why does your business care? For example, impact on brand, reputation, profit, stakeholder engagement. (If you have any data to support this please share it).
  - What plans does the business have in place to respond to the challenges? You are not expected to be able to evidence the impact of these plans, but you must demonstrate an ambitious and clear approach to putting responsible practices at the heart of your business, for example, through more consultation, staff training and engagement, culture initiatives, governance changes and increased measurement, reporting and storytelling.
- The organisation is championing issues related to trust through internal and external communications.

- For example, advocating for and championing responsible business practices through external press, advertising or internal engagement events.
- The organisation is encouraging external parties to engage in the debate on the changing role of business in society.
  - For example, by participating in relevant conversations and events with a business and/or public audience, and engaging with your network (supply chain, clients, customers, etc) on the topic, so that it gains greater momentum and traction.

## Scoring Guide – The Lord Mayor’s Award – Business of Trust Champion

Please note:

- This guidance is for the Lord Mayor’s Award. Each Award category has its own Scoring Guide that can be found on the relevant category page.
- Your answer will be scored on a scale from 0 – 10.

|  | <b>Excellent</b><br><i>(10 points)</i>  | <b>Satisfactory</b><br><i>(5 points)</i>  | <b>Poor</b><br><i>(1 points)</i>   |
|--|---|---|--|
| <p><b>Please describe the activities undertaken, and those planned, to respond to the issue of low levels of public trust. You must provide evidence against the three criteria. [800 words maximum]</b></p> <p><i>100% of final score</i></p> | <p>The business has provided strong evidence against each of the three criteria. The business has a clear understanding of the impact low levels of public trust is having on their business and has developed a clear and compelling plan to respond to this.</p> <p>The business is acting as a leader by championing issues related to trust through internal and external communications.</p> <p>The business is an active spokesperson in the wider discussion about business’s role in society and is influencing others to also engage with this issue. There is significant engagement, visibility and endorsement of this from a wide range of stakeholders.</p> | <p>The business has provided reasonable evidence against each of the three criteria. The business has an understanding of the impact of low levels of public trust on their business and has put plans in place to embed responsible business practices in their organisation.</p> <p>The business is championing issues related to trust to some extent or is only focused on either internal or external communications.</p> <p>The business has demonstrated some engagement with the wider debate on business’s role in society, but is not an active leader and is not encouraging other third parties to play their part.</p> | <p>The business has an understanding of how low levels of public trust are affecting business in general, but have not made this relevant to their organisation. There are no plans in place to actively and positively respond to these issues.</p> <p>The business is not communicating internally or externally, and is not a visible champion of responsible business.</p> |

