



CHEMICAL
INDUSTRY
Awards

**Reputation
Award**

Reputation

PURPOSE

This Award is given in recognition of an organisation* who can demonstrate excellence and innovation in the building and/or enhancing of its reputation and that of the chemical Industry. (* company, business unit or individual manufacturing site)

ELIGIBILITY

The award is open to any organisation working in the chemical industry sector, or organisations with a link to this sector, and can be made on behalf of a company, business unit or manufacturing site. The same organisation can submit different entries e.g. a company may wish to submit an entry describing a marked improvement in local community relationships as well as an entry from one of its business units describing how it rebuilt reputation following a product recall, for example.

Following initial judging, applicants will be notified if they have been short-listed by 11 May 2021. The winner will be announced at the Chemical Industry Awards Dinner on 17 June in Leeds and a representative from each short-listed company will receive an invitation to attend, sitting at the sponsors table. Winning applicants should be willing to participate in publicity.

Selected entries may also be chosen to feature as case study material or support for outreach activities with government and key opinion leaders, for example, whether they have been short-listed for the award or not. Applicants will be contacted for permission before material is used in this way.

CRITERIA

Reputation management is a wide-ranging activity. Different organisations may have different objectives and different audiences for a particular campaign or ongoing programme. However, all entrants should be able to demonstrate that their programme or campaign had clear, measurable objectives along with success criteria/targets. It should identify the key audiences and messages, using examples of what you did.

JUDGING

The judging panel will consist of the Sponsor, a member of CIA staff and at least one independent stakeholder.

CLOSING DATE

Entries to be made electronically, in confidence to Mike Lancaster on the Entry Form signed by a member of the company leadership team, by 09 April 2021.

FURTHER INFORMATION

For further information please contact:

Mike Lancaster, CIA, Kings Buildings, Smith Square, London, SW10 3JJ
Tel: 01430 421077. Fax: 08718 130307. Email: lancasterm@cia.org.uk.

CONFIDENTIALITY

All information provided in the entry form will be treated in the strictest confidence. It will be used solely for the purpose of judging.

Applicants will be consulted in case it is wished to use some material for future publicity purposes or for development of case studies.

Contact Information

Name of Company:

Address of Company/
Site entering the
Award

Contact Name
(please include
title, first name and
surname)

Position:

Contact Address
(if different to above):

Email:

Telephone:

Website:

1. In 700 words or less please provide an overview of your work and how you feel it either builds or enhances the positive reputation of your organization and/or chemical industry? Please remember to include the key stakeholders your work is aimed at.

2. Please choose one aspect/activity of your work of which you are most proud and explain why? 300 word max

3. Please provide metrics or examples/feedback that show how reputation or opinion has improved or been positively influenced? Feel free to include additional examples in the supplementary material.

4. Please summarize your entry in 50-70 words. This will form the basis of the entry in the 'Book of the Night' should you be shortlisted.

5. Please list any additional supporting material (max 10 pages) in the space below

Date:

Closing Date

Completed entry forms should be sent electronically to Mike Lancaster, Lancasterm@cia.org.uk no later than **09 April 2021**.

Further Information

For further information please contact Mike Lancaster. CIA, Kings Buildings, Smith Square, London, SW1P 3JJ, Tel: 01430 421077, Email: Lancasterm@cia.org.uk
See www.ciaawards.co.uk

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If you are unable to use the submit button or fillable form fields: Fillable form fields and submission button only work with compatible PDF viewers, such as Adobe Reader. If you are using a web browser such as Google Chrome, Microsoft Edge or Apple Safari Mobile, then some of these features may not be available as these web browsers use their own default PDF viewers. In this case we suggest saving the form to your device and then opening with Adobe Reader (which can be downloaded for free from <https://acrobat.adobe.com/uk/en/acrobat/pdf-reader.html> or applicable app store for mobile devices). Alternatively if your browser does support fillable form fields but not the submission button, such as Google Chrome and Microsoft Edge, then complete the form, save it to your device and then open up your email application and attach the PDF in the usual way – sending to lancasterm@cia.org.uk. If you do not receive an acknowledgement within 1 working day after submission please email lancasterm@cia.org.uk direct