

### How to Write a Strong Nomination

Each award has a 500-character limit, so it is important you make every word count.

Our judges are looking at.

- Relevance – How does your entry align to the purpose of the award - be specific – avoid one-word or vague answers
- Focus on Action – what was done
- Highlight Impact – what changed as a result
- Show Values – why was it done, why did it matter, think about the impact on your people, customers, the environment etc.
- Keep it clear and concise – quality over quantity

Judges look for authenticity, evidence and meaningful progress — not just scale.

### Supporting Evidence – What makes it strong

You may attach one supporting evidence document (up to 16MB). Use this space wisely.

Strong evidence includes:

- Before and after data or comparisons
- Measurable results (carbon reduction, retention, CSI scores etc.)
- Testimonials or feedback from staff, customers or partners
- Photos, policies, reports or project summaries

Think of this as a visual representation of your nomination

### Common mistakes to avoid

- One-word or very short answers with no detail
- Describing intentions rather than actions taken
- Listing activities without explaining the impact
- Submitting large evidence packs with no clear explanation
- Forgetting to link your entry to the award criteria

Tip: If a judge asks, 'So what changed?' – make sure your nomination answers that clearly.

