

Judges Briefing Pack

This pack supports judges in scoring entries fairly, consistently and values-led across all award categories. Judges are asked to recognise not only achievement, but also intent, integrity and impact. Entries may come from large multi-site organisations or small independent businesses. Scale should never outweigh substance. A smaller initiative that shows strong values and meaningful change may score higher than a larger project with limited cultural impact.

Judging Principles

Please assess each entry using the following principles:

- Impact over polish – real outcomes matter more than presentation
- Progress over perfection – recognise improvement and momentum
- Values over volume – culture and intent are as important as scale
- Fair comparison – judge entries in context of business size and resources
- People first – consider impact on staff, customers, community and industry

Scoring Framework (applies to all awards excl. The Greener Bodyshop Award)

Criteria	What to consider
Relevance	How closely the entry aligns to the purpose of the award
Action	What has been implemented, not just planned
Impact	Meaningful outcomes for people, business, community or environment
Values	Evidence of integrity, care, inclusion, responsibility and leadership
Context	Achievement relative to business size, resources and starting point

Total possible score per entry: 25 points

Scoring Guidance

- 5 – Outstanding; Exceptions example with clear values, strong actions and significant impact
- 4 – Strong; Clear commitment with measurable outcomes and positive culture
- 3 – Good; Solid effort with evidence of progress
- 2 – Emerging; Early-stage activity with limited impact so far
- 1 – Minimal; Limited evidence of actions or outcomes

Important context for Judges

A small independent business making meaningful change with limited resources may score higher than a large organisation delivering similar outcomes with greater capacity. Judges are encouraged to reward:

- Courage to try something new
- Genuine care for people and community
- Sustainable thinking
- Leadership through example
- Long-term cultural change - this awards programme exists to celebrate progress, character and contribution, not just scale.

