



The 2018 FEER AWARDS For Excellence
Winner
People & Performance Award
Innovation
Tuba Ertek
Takeda Turkey

The 2018 FEER AWARDS For Excellence
Winner
People & Performance Award
Use of Technology
Takeda Turkey
2019 (Canada Online Patient Support Incentive)

The 2018 FEER AWARDS For Excellence
Winner
Corporate Responsibility Award
Challenging Stereotypes
Pfizer Foundation Trust
Pfizer Foundation Trust Employee Engagement Program
Basing House

The 2018 FEER AWARDS For Excellence
Winner
Corporate Responsibility Award
For Global
IP World's
Innovation Programs

The 2018 FEER AWARDS For Excellence
Winner
People & Performance Award
Innovation
A National Health Service (NHS) Foundation Trust
NHS

The 2018 FEER AWARDS For Excellence
Winner
People & Performance Award
Learning & Development
Pfizer Foundation Trust
Basing House

The 2018 FEER AWARDS For Excellence
Winner
People & Performance Award
Learning & Development
Tagline Group of Companies
Pune India

FEER AWARDS
People & Performance Award
Learning & Development
Tagline Group of Companies
Pune India

The 2020 Peer Awards for Excellence



This document will be updated from time to time to reflect changes as they occur

New for 2020

Finalists in a Peer Awards Book at

We plan to publish the first edition of “**inspiration at work - *how leading companies engage with and empower customers, colleagues and communities***” (working title) in early 2020, bringing finalists’ Peer Awards ideas to life in a significant printed Book, made available at the Amazon website.

Acknowledgement for individuals

Individuals can now be acknowledged by name alongside their entries at our website, at the Awards Ceremony and in the Book. So that all entries can focus on ideas rather than personalities, we no longer offer “people-focused” categories (such as Best Manager, Best Team etc.) as such.

The shortlists are now peer-approved as well

Entries are still initially considered for nomination by the awards organisers, but they will now also be approved by the finalists themselves. In this way the actual shortlisted finalists will now also be determined by the peer community.

Fairer declaration of winners

We now offer the option to address the unfair “luck of the draw” aspect of most awards whereby a strong entry might not win purely because it is up against a particularly outstanding entry in the same category – even though it could have won had it been in another less-competitive category. At our awards it is possible for such strong entries to also be declared winners.

Benefits of participating in the Peer Awards

Peer acknowledgement

We nominate every entry that we believe has a chance of winning, and the winning entries are those voted for by fellow Peer Awards finalists. So whilst just being shortlisted is acknowledgement of your work in itself; winning is a uniquely powerful accolade from your peers.

Recognition can be assured

With three+ nominated entries for a single Award (or across all three Awards) your organisation can enjoy a special “Commitment to Excellence Award”, guaranteeing acknowledgement for quality at the awards ceremony and across our media, whether any entries win their individual competitive categories or not.

Ongoing exposure

Your nominated entry may feature in the inaugural edition of the Peer Awards Book (as well as at the Peer Awards website) - a potent acknowledgement for your ideas, initiatives and teams, in print.

Being inspired

Uniquely, Peer Awards finalists are also judges, and they learn first-hand about the creative ideas of fellow professionals from other sectors and countries that face and overcome issues similar to their own.

The Innovative Peer Awards

Easy free-format entry

When awards set specific word-counts on their entry forms these can be too tight for some, over-long for others. The Peer Awards are flexible on this. Candidates write as much (or as little) as they like; supplemented with pictures, videos, a PDF and web links. This also means you can readily recycle other award entries and pre-existing materials.

Responsive categories

Because other awards set their categories in stone ahead of time, perfectly good entries may not make the cut for in-demand shortlists, but below-par entries may get included just to beef-up under-applied categories. We do it the other way around by tailoring our eventual categories to fit the nominated entries.

Peer review

Awards are normally judged in secret by “panels of experts” appointed by organisers. This means that great ideas that underpin some of the entries do not get an airing, and no-one is any the wiser when winners are declared. Our finalists are also judges, which allows for open and democratic judging and means that the inspirational ideas can be aired.

Recognition can be assured

In addition to the competitive Peer Awards that celebrate outstanding initiatives, our qualitative “Commitment to Excellence Award” enables organisations to celebrate their innovation and impact more broadly, simply by achieving a number of nominated entries. This also means that when they attend the Awards Ceremony they can do so in the knowledge that they will be recognised, even if their initiatives do not end up winning competitively.

The **three** Peer Awards

These are the initial categories for each of the three awards. They may be changed in the eventual shortlists.

Corporate Responsibility Award

Categories: Responsible Business, Supporting Families, Independence for Young People, Life Skills for Adults, Giving to the Community, Awareness of Business, Creating Business Opportunities, Challenging Stereotypes, Community Engagement, Collaborating with Charities

Customer Engagement Award

Categories: A Customer-Focused Organisation, Customer Service, Customer Communications, The Voice of the Customer, Engaging with Customers via Technology, The Customer Journey, Encouraging Brand Advocates, Resolving Customer Complaints, Customer Analytics, A Customer Community

People & Performance Award

Categories: Transforming Corporate Culture, Instilling a Coaching Culture, Employee Engagement, Learning & Development, Internal Communications, Providing Work Experience, Recruitment, Nurturing Talent and Leadership, Preparing for after Redundancy, Equality of Opportunity

The Peer Awards Process: an Overview

Sign-Up & Entries

At the outset you just confirm your contact details. On confirming these our system generates your own personal Dashboard where you may draft, pay for and submit your entries (possibly with some of our special additional options), and where you subsequently judge a selection of the other entries for the same award.

Nomination & Shortlisting

Our intention is to nominate every entry we believe has a chance of winning. We may revert back to a candidate to request edits, being supportive rather than the harsh approach of most awards of simply accepting or declining an entry. Finalists will be invited to confirm entries that the peer community agrees should be on the final shortlists.

Reviewing & Judging

Judging is online, and so is easy to do when convenient. Judges can ask questions of a candidate anonymously, they are invited to give feedback on entries (we feature some quotes in the Awards Ceremony and in the Book), and they vote for the entries (other than their own 😊) they would like to see win.

Acknowledgement & Winning

All nominated finalists (and of course winners) may be acknowledged at our/their websites and communications, and featured in the Peer Awards Book (subject to permissions).

The Peer Awards Process: **Signing-Up**

About you

We ask for your name and contact details, about your organisation (such as sector, region, size and logo), and for your password for logging-in. The system sends you an email to verify your place of work – which we do to help ensure the integrity of the awards, especially as you will be not only a candidate but also a judge.

Dashboard

On completion we create a personalised Dashboard for you, where you can create and submit your entries.

The Peer Awards Process: **Drafting** Entries

Rather than having to fill-in one long form, we have split the entry form into simple steps for ease-of-use.

Here you can designate if it is another organisation (such as a client) if you are submitting an entry on their behalf.

Entry Heading

For your (≤ 10 word) entry title and (≤ 25 word) strapline; the award category this entry is for; the organisation whose entry this is (if different from the registered one); the initiative's start and end dates (it needs to have been implemented, improved or completed within 2016-19 - it can have ended in this time period, or still be ongoing); its cost (this is not disclosed) and if this entry is for nomination for a Peer Award *and* inclusion in the Book (the most common situation), or just the former, or (if being re-submitted) just the latter.

Entry Description

A large image to display across the top, plus your description of what was done, why it was done the way it was done and how it was successful - using text, pictures, videos and/or a PDF. We recommend a short overview to engage interest supplemented with in-depth materials for judges that want more, and addressing both judging criteria. You can fine-tune before submission, and even after submission all the way up until the start of judging.



Edit Draft

Click this pencil icon to keep updating a draft until it is ready to be submitted.

The Peer Awards Process: **Book** Information

Alongside each award submission we are also gathering different background information to help us generate thought-provoking insight for the Book. Candidates can add this information as late as the 2nd part of 2019.

Chapters

The Book explores why a specific initiative was undertaken, why the strategies employed were chosen and how well these worked, what has been learned from the experience and what one might now do differently with the benefit of hindsight, and so on. Indeed any single entry might feature in more than one Book chapter.

Individuals and Companies

It will be possible to feature further information about a finalist's organisation's commitment to corporate responsibility, to customer engagement or to people & performance, and to celebrate individuals in the Book.

Participation

We look forward to featuring quotes from our finalist community about other entries that they have reviewed and judged, and to involve some of our finalists in editing the content.

The Peer Awards Process: **Submitting** Entries



Ready to Submit

If the thumbs-up icon is displayed then this means we are ready for this entry to be submitted (in other words the system believes you have supplied a large picture and a description in the form of text or a PDF). It may be necessary at this stage to purchase a credit in order to do so, if you do not have any remaining credits unused.

Submission Options

In addition to being able to obtain the additional credits you will need for any further submissions we offer a selection of additional optional services alongside each submission:

- **Submit entries by email:** Have us place your emailed-in entries on our online platform for you
- **Submit after deadline:** Be able to submit your entries a couple of weeks after the closing date
- **Good English check:** Your entries rephrased for you - especially if English is not your first language
- **Decision before deadline:** Discover if your entry is nominated before the deadline for entries

You are asked to consider which of these (if any) you would like to order alongside all your entries.

The Peer Awards Process: **Nominated** Entries

When an entry is nominated, there is still time to improve the text and visuals to best impress the judges.

Nomination Options

- **Extension:** Extra time to fine-tune your submission if you need
- **Consultancy:** Obtain some outside advice on how to possibly improve your entry's potential to be a winner
- **Branding:** Exposure and recognition for companies associated with an entry
- **No Judging:** Excuse yourself from the requirement to be a Peer Awards Judge
- **Guest Judges:** Invite as many colleagues from your company and outside to be Peer Awards Judges
- **Awards+:** Increase your chances of winning by being in multiple shortlists
- **Analysis:** Feedback about your entry showing just how it performed at this year's awards

Celebration Options

- **Awards Ceremony:** Join us at our fabulous and delicious Awards Ceremony in London
- **Celebratory Plaques:** A memento to celebrate your success as a finalist or a winner
- **Commitment to Excellence:** Receive a certificate for breadth/depth of quality for 3 or more nominations.
- **Custom Award:** A Peer Award in the name of your brand without all the fuss of running your own awards.
- **Showcase:** Your entry displayed at our website for visitors (and search engines) to view
- **Company Page:** A page at our website dedicated to your organisation and its innovative nominated initiatives

Book Options

There will also be a number of exciting options for featuring in the Peer Awards Book.

The Peer Awards: **Special Features**

Responsive categories

Each nominated entry is assigned by us to its most suitable shortlist, which can be for an award category that is other than the one that was selected when entering, and that could indeed be for a new previously undeclared category.

Agencies & Suppliers

Third-parties may have their brand associated with client-focused entries that they submit on behalf of customers that have given them permission to participate in the Peer Awards. The entries just must not be promotional.

Recognition can be assured

An organisation with three or more nominated entries for one award, or one for each of the three awards, can be recognised with a Commitment to Excellence Award, whether they win any competitive awards or not.

Sponsorships

We only offer sponsorship opportunities for companies that are not also (directly associated with) 2020 Peer Awards finalists. This offers the benefit of being associated with an award category without needing to submit an entry that gets nominated; providing exposure at our website, at the Awards Ceremony and in the Peer Awards Book.

The Peer Awards: **Company Awards**

Acknowledgement of an organisation's breadth of quality, with a presentation at the ceremony and being featured at our website and in the book, for an organisation with at least three entries nominated. With this award an organisation can be assured ahead of time of recognition, whether or not their entries win any categories, sectors or regions.

The “Commitment to Excellence” Award

Assured acknowledgement for any organisation with three or more nominated entries. The shortlist comprises just the entries from this organisation, or just their clients (if a provider of business services), no winner is declared and a framed certificate is presented at the ceremony. The award is featured at our website and in the book.

No additional fee is charged for this award.

Your Company's Peer Award

An award branded in your organisation's name, without the fuss associated with running your own award, and benefiting from association with the Peer Awards. The shortlist comprises just the entries from this organisation, or just their clients (if a provider of business services), a winner is declared and an engraved plaque is presented at the ceremony. This award requires a special pack that includes the possibility of multiple entries, a special presence at the awards ceremony where you may announce the winner, and a feature at our website and in the book.

Please enquire for details.