



The Crystal Egg Award **For Outstanding Commitment to Corporate and Social Responsibility**

Entry Guidelines

The Crystal Egg Award is presented to any company* that demonstrates its outstanding commitment to Corporate and Social Responsibility. Your presentation may incorporate any of your CSR activities including work to feed the growing population and ensure food affordability; producing safely, the highest quality protein; caring for our environment; providing choice, or ensuring the health and wellbeing of our hens.

The Crystal Egg Award provides a fantastic opportunity to promote your Company's/Association's CSR campaign and share excellent ideas and practices to help drive egg industry innovation.

Entrants for the Crystal Egg Award must provide a 10 minute visual presentation. The award judges will give marks out of 10 for each of the 5 elements listed below, 0 being the minimum and 10 being the maximum. The entrant with the highest overall score will be the winner.

Presentation Guidelines

Presentations for the Crystal Egg Award should provide the following information:

1. Creativity / Innovation

Outline any innovative and creative ideas introduced by your company into your campaign

2. Community Impact

Please give details about the impact of your CSR campaign on your local community and/or global community.

3. Business Impact

Include details on how CSR impacted on your business, this could include the impact on staff and moral.

4. Return on Investment

Detail the return on your CSR investment to your business; this could be in any area including increased product sales, business revenue, marketing/brand recognition, sales, recruitment/moral or supply chain.

5. Long Term/On-going Benefit

Explain the projected long term benefit CSR initiatives will have, this could be in terms of company, brand or personnel. Remember to include any benefit to the Egg Industry as a whole.

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Application Form

IEC Company and Country Association members are invited to submit their entries for this award. Entries will be judged on a composite set of criteria set out below, and must comply with the conditions of entry.

Please accept this application for the International Egg Commission Crystal Egg Award for outstanding commitment to corporate and social responsibility:

Applicant Details

Company/Association:	
Contact Name:	
Position:	
Email Address:	
Website Address:	
Telephone Number:	
Fax Number:	
Postal Address:	
Country:	
Name of Person who will be making the Presentation	
I agree to comply with the competition rules and criteria. I certify that the Company/Association I represent is a current member of the International Egg Commission.	
Signature:	Date:

*** Note to Allied Industry Members**

The Crystal Egg Award is primarily intended to be open to Producer Packer, EPI and Country Association Members of the IEC. However, presentations may be accepted from Allied Industry Companies if they can demonstrate to the Chairman of the Judges in advance that there is a strong case for sharing important information, and that the presentation is not being done on a commercial basis.

Please detail this in no more than 150 words, in the space provided below.

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Competition Rules & Criteria

1. All competition entrants must be fully paid up company members of the International Egg Commission for that competition year.
2. **Entries will only be accepted if they are submitted by 26th August**, prior to the Annual Global Leadership Conference in September.
3. Entries will be accepted by mail, fax and email. Completed applications should be returned to: Secretary General, The International Egg Commission, Second Floor, 89 Charterhouse Street, London EC1M 6HR, England; Fax: +44 (0) 20 7490 3495; Email: cassy@internationalegg.com
4. Competing companies MUST provide a 10 minute visual presentation (DVD, PowerPoint etc) at the *Showcase for Marketing Eggscellence* on the Tuesday of the conference, detailing the company's commitment to Corporate and Social Responsibility. Audio-visual equipment will be available.

5. Award Criteria

Presentations will be judged on the following criteria, scoring between 0 (minimum) and 10 (maximum) points per category:

- a. Creativity / Innovation
- b. Community Impact
- c. Business Impact
- d. Return on Investment
- e. Long Term Benefit/On-going Benefit

Timing:

- a. Presentations will only be judged on the first 10 minutes. Any information presented after the allocated time will not be taken into consideration by the judges. Presentations which continue beyond the allocated time may be stopped by the Chairman.

Commerciality:

- a. All presentations are done on a non-commercial basis.

6. Judging Panel

The awards will be judged by a panel nominated by the Chairman of Marketing, and will consist of a minimum of 4 and a maximum of 5 judges which may include:

- Honorary President of the IEC
- Chairman of the IEC
- Chairman of IEC Marketing
- Deputy Chairmen of IEC Marketing
- Members of IEC Office Holders or Executive

Members of the judging panel may not take part in the award competition.

7. In the event that the Entrant is the winner of the competition, the Entrant undertakes to provide a short article to the IEC by the end of April in the following year to be used by the IEC for publicising the awards.

8. The decision of the Judges is final.