



# Guaranteed Irish Business Awards

Support Local, Look Global

## 2025



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## Entry Guide

## Welcome

The Guaranteed Irish Business Awards are designed to reward members for incorporating the Guaranteed Irish core principles of Jobs, Community & Provenance in a sustainable fashion. The awards celebrate innovation, resilience and success of trusted homegrown & international businesses that support these principles.

Award winners set the benchmark for Irish businesses who support the three core principles of Guaranteed Irish by showing us how they make a meaningful contribution to Ireland, its people & its economy.

Award winners follow and believe in the Guaranteed Irish values - Trust, Empowerment, Enterprise & Fairness, while also demonstrating the actions their companies are taking to be a more sustainable business.

Before embarking on your application, please read the following guide, which will assist you in choosing the correct category/categories for your company and writing the best possible entry.

## Key Dates

- 12th September 2024      Open for Entries
- 25th October 2024      Entry Deadline
- 20th January 2025      Shortlist Announced
- 20th March 2025      Gala Awards Evening

## Terms & Conditions

When entering the Awards, you will be asked to agree to the Terms & conditions, please see [here](#) to read in full.

# Categories

## **Pharmaceutical and Healthcare**

Open to members who are involved in R&D, manufacturing of drugs, the design and production of devices to support the healthcare system or who manufacture non-prescribed, holistic or alternative remedies, such as vitamins, lotions & providers of healthcare services.

## **Technology**

Open to members operating in the Technology sector. This includes software, hardware, tele-communications, etc.

## **Retail**

Open to members operating a retail shop with a physical presence such as fashion, grocery, healthcare, gifting, homeware shops, filling stations, etc.

## **E-Commerce**

Open to members operating a business with an e-commerce presence. This includes fashion, grocery, healthcare, gifting, homeware shops, etc.

## **Professional Services**

Open to members who provide an intangible product to clients, such as accounting, banking, advertising and marketing or legal services.

## **Business Support Solutions**

Open to members offering outsourced products or service solutions to companies. This includes printing, design, refuse, stationary, office supplies, packaging, etc.

## **Beauty**

Open to members involved in the beauty sector, including cosmetics, fragrance, skincare, salons, tan, etc.

## **Irish Fashion and Accessories Designer**

Open to Irish fashion and accessories designers who create and sell their garments either in a physical shop or online.

### **Home and Lifestyle**

Open to members operating in the home or lifestyle space. This includes manufacturers of candles, soft furnishing, furniture, bedding, etc.

### **Guaranteed Irish Gift Champion**

Open to members who feature on [www.guaranteedirishgifts.ie](http://www.guaranteedirishgifts.ie)

### **Family Run Business**

Open to any member that was set up by and continues to be run or managed by a family.

### **Food Supplier or Producer**

Open to any member who produces or supplies food or food products.

### **Beverage Supplier or Producer**

Open to any member who produces or supplies non-alcoholic or alcoholic beverages.

### **Construction, Engineering and Manufacturing**

Open to members operating in the construction and engineering sectors, including developers, engineers, architects, and quantity surveyors. This also includes members who manufacture or supply products for use in the construction industry, such as bricks, cement, steel, piping, insulation, windows, and other interior or exterior materials.

### **Guaranteed Irish House Champion**

Open to members who feature on [www.guaranteedirishhouse.ie](http://www.guaranteedirishhouse.ie)

### **Sustainability Champion\***

The shortlist and winner are chosen from entrants into other categories who scored highest in the sustainability section of their entry.

### **Brand Activation Champion\***

This category is chosen from the monthly Brand Activation winners in last 12 months (January 2024 - December 2024). The winner is chosen based on their use of the Guaranteed Irish G symbol across products, marketing, advertising, etc.

## **Advocate within a Business\***

All entrants can nominate an advocate within their business or from another Guaranteed Irish member within the awards entry system.

\*You cannot enter these categories

## **How to Enter**

1. Read Entry Guide.
2. Pick category/categories best suited to your company.
3. Download the [Entry Form](#). You will use this form to upload your entry on the Guaranteed Irish Website.
3. Prepare your entry, in line with the judging criteria (see below).
4. Gather any supplementary information such as videos, examples of your use of the 'G' in marketing, comms, on products, vehicles, website, social, etc. Save all information in a OneDrive, GoogleDrive, Dropbox (or similar) drive, and create a link that is accessible to anyone with the link and has no expiry date.
5. When Entry Form & Supplementary Information are prepared, visit the [Entry Page](#) on the website to submit your entry.
6. Applications must be complete no later than the entry deadline, Friday, 25th of October 2024.

Please note: Entries must be completed using the online system. Entries and supplementary files emailed to the event team will not be counted.

# Judging Criteria

**Judges have 100 points to award per entry. This is done using a weighted system, as detailed below.**

- **Jobs [20 points]**
  - Include details on the employment your company provides, equal opportunities such as career progression and training, the workplace environment, communication, diversity and inclusion.
- **Community [20 points]**
  - Detail your involvement within the community and how you support other businesses, clubs and society, local projects, charities and /or events, through fundraising, mentoring, training, etc.
- **Provenance [20 points]**
  - Demonstrate how your company values Irish provenance under the following headings
    - Circular economy
    - Supporting the local supply chain
    - Sourcing materials locally
    - Long term strategy to sustain and grow its operations in Ireland
- **Guaranteed Irish Values [10 points]**
  - Demonstrate how your organisation aligns with
    - Trust
    - Empowerment
    - Enterprise
    - Fairness
- **Brand Activation [15 points]**
  - Upon being awarded the Guaranteed Irish licence, members pledge to promote and use this symbol across all aspects of their business. In this section, please provide examples of activation.
- **Sustainability [15 points]**
  - Judges are looking for evidence of an ambitious intent to tackle climate change. These must be tangible and measurable actions and evidence to support sustainability actions.