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Diversity Atlantic Awards Presented by TD and Advocate

SUBMISSION FORM

1. Company name:
2. Applicant's name and position:
3. How many years has the company been in business (and/or how many years have you been with the company)?
4. Number of employees/category size (Medium 25-50, Small 5-25, Micro 5 or fewer):
5. Which category are you entering (**choose one**):
 1. Consumptive Retail Products (food/drink producers, processors and growers, or related industry);
 2. Non-Consumptive Retail Products and Services (fashion, personal style, craft, home & garden décor, construction materials, and travel industry offerings);
 3. Information and Technology (residential and commercial friendly technology, security systems, games, educational software for at home tutoring or in-class use, etc.)

Judging criteria for submission essay:

Please find the judging criteria for the Diversity Atlantic Awards, presented by TD and Advocate, below. These are not questions to be answered in a Q&A format, but as a guide for your submission essay. Consider each of these topics and then tell us your story using the various themes we've highlighted. Please address all that is applicable to your unique business.



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Your written entry should be no less than 500 words and should not exceed 1,200 words.

1. Your company

Tell us about your company and locally made product(s), include details on product quality, uniqueness and authenticity. How well does your product or service represent Canada's East Coast? (200-300 words)

2. Your strategy

Provide details of the diversity and inclusion strategies in place at your workplace. What issues do you believe can be solved through improved diversity and inclusion practices? Please explain your strategy and identify the opportunities for growth and development within your organization. (200-300 words)

3. Implementation & leadership

Who introduced, monitored and implemented your diversity and inclusion strategies? Please detail any roadblocks/issues/challenges you might have encountered and how you were able to overcome them. How are your team leaders held accountable for their commitment to diversity and inclusion? What ongoing support and resources are available to diversity and inclusion leaders on your team? (200-300 words)

4. Results

Tell us how the initiative has benefited your employees. How do leaders encourage your team to build an inclusive workplace? If possible, include feedback/statements from employees. Also, show how the workplace has changed and improved at all levels of your workplace team. How has your business benefitted/grown/improved from your diversity and inclusion strategies. (200-300 words)

Please attach essay as a pdf or word .doc at **submission@diversityatlanticawards.ca**

Additional supporting materials are welcome but not necessary. They may include logos, photos, videos, supporting articles and testimonials.

1. Attach photos (no more than five, including logo)
2. Video file (no more than 10 minutes in length)
3. Supporting articles and testimonials (no more than five total)

*Please feel free to contact us at **info@diversityatlanticawards.ca** if you have any questions about the submission materials or the award.*