



## Campaign Participation Guidelines

Today, as the world speaks about 'building back better' and climate action, as businesses are more aware of and concerned with Environmental and Social Governance (ESG), and consumers are keener on making responsible choices, we focus the theme of this edition of the campaign on 'responsible business'.

The private sector has a pivotal role to play in the process of 'building back better' through creating solutions to environmental and societal challenges, contributing to fill development finance gaps and adjusting their business models to leave a positive impact.

“**This is how I moved my #BusinessForward**” in its responsible business edition, is an invitation for business leaders- whether they represent a start-up, micro, small or medium sized company or a large corporation- to share their experience in moving forward by responding to societal and environmental priorities.

Business Forward launched this round of the campaign in its annual event on December 13, 2021, in partnership with The Coca Cola Company and the Commercial International Bank (CIB) Egypt. The campaign calls for the participation of the business community by sending case videos or animated presentations showing what they have **changed/advanced in their business to make it more responsible**.

The selected case videos will be up for voting by the public and the most voted for will be invited to an awards ceremony for the campaign for their case model to be showcased and recognized.

### Who can participate in the campaign?

If you own, co-own, manage or hold a leadership position in a registered company operating in Egypt, the Middle East and/or Africa, and have an inspiring experience to share about how your business acted to respond to societal, environmental or community problems, then this campaign needs your story! This could be through for example, a new product or service that contributes positively and solves problems, or adopting measures that protect the

environment, or workplace policies that protect rights or promote inclusion or diversifying supply chains to include small players.

### **The application and selection process**

Companies willing to participate need to follow this [link](#), which takes them to an online entry form they will fill and upload their case video or animated presentation. **The deadline for submission is February 28, 2022.** Following that, the applications including the case videos/presentations will be screened by the jury committee of the campaign to ensure they meet the campaign requirements. This committee is composed of experts and industry leaders representing the American University in Cairo School of Business's [John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business](#), The Coca Cola Company, the Commercial International Bank (CIB) and the Egyptian Professionals Network (EPN).

The shortlisted case videos/presentations will be visible on Business Forward's website and will be shared on social media for online voting. Voting will be closed on **March 20, 2022.**

The four most voted for case videos/presentations will be awarded as 'Most voted for inspiring responsible business story' and will be recognized in the campaign's awards ceremony to be held during March 2022 (exact date to be announced) in presence of the campaign partners, jury committee, a panel of prominent speakers, and an audience from the AUC School of Business and the business community. The representatives of the most voted for business stories will showcase their models during the event. The stories received through the campaign will also be featured on Business Forward's platforms and re-shared by the AUC School of Business pages.

### **Screening criteria**

- The business is registered.
- The entry form is fully completed in English.
- The inputs in the entry form clearly explain the purpose of the organization and its offerings.
- The case video/presentation clearly shows the challenge or problem it has contributed to solving through responsible business practices, what exact measures has the company adopted in response, and what were the results.

### **Video/presentation requirements**

- The video is no longer than 2 minutes or 10 slides.
- The first frame/slide should include the name of the campaign "This is how I moved my #BusinessForward- Responsible Business edition", the name of the participating company, and any title that the company chooses to best represent their story.
- The content of the video should cover key information from the entry form including the purpose of the business, the key challenges related to the problem the company's responsible business practices respond to, lessons learnt, and key results.

- If producing the video is not feasible, participants may use a simple animated PowerPoint complemented with visuals and background music, as long as the above required information is included.

## CAMPAIGN STAGES

