

# The Washburne Award for Innovation in Diversity



## Criteria for Nomination and Adjudication:

In keeping with the purposes of the award, nominations should outline innovative approaches that contribute to diversity in the private sector workforce. Examples include:

- outreach to disadvantaged people through programs that enhance their ability to gain employment and succeed;
- projects that identify and develop young talent from disadvantaged backgrounds by
  - inspiring and motivating young people in disadvantaged areas to improve their skills,
  - teaching relevant skills, mentoring and/or funding of educational projects;
- approaches that promote diversity through recruitment, hiring, training, and advancement within the workforce, as demonstrated by a specific program or activity.

The jury will especially value innovation. For example, a foundation may have an undeniable impact by granting scholarships to disadvantaged students, but the innovation would be in the additional assistance provided to optimize the student's chances for graduation and successful integration into the economy. The jury will consider practical steps taken to overcome impediments faced by people in disadvantaged areas. For example a company arranges for new employees to rent small vehicles to commute between home and work due to the lack of suitable public transportation; or a company has a program to mentor young people with high potential over a period of several years as they complete their education and move into professional life.

Further, the jury will look for projects that demonstrate a visible or measurable impact, and/or improve the perception of, attitude toward, respect for, and treatment of disadvantaged persons. Anecdotal indicators may be used, though insightful use of metrics to gauge effectiveness will be valued.

## Eligibility and Rules for Application:

1. Nominated organizations must have operations and employees within France. There will be two non-monetary awards – one recognizing an American company operating in France and one award recognizing a French company. Winners will receive an inscribed plaque.
2. Non-profit entities sponsored and run by one (or more) companies are eligible.
3. Nominated organizations should have engaged in promoting diversity in France within the last 12 months.
4. Previous award recipients will be eligible for repeat nominations, provided that the work or activity is different from that which was previously recognized.
5. Organizations may apply for consideration or be nominated.
6. A person may nominate more than one company. Multiple nominations from the same person for the same company, its affiliates or departments will not be accepted.
7. Nominators/ applicants are responsible for providing relevant information, such as letters of support, newspaper clippings, statistics, videos, and other documentation with the nomination form.
8. All nominations and materials become the property of the selection committee and will not be returned.

9. The Embassy in Paris, the American Chamber of Commerce in France, and the French-American Foundation - France will screen the nominations for adherence to the selection criteria. An impartial jury of esteemed leaders in their fields will review the nominations and select one American and one French winner. The decisions of the jury will be final.
10. Nominations for the Innovation in Diversity Award must be submitted by **April 2, 2012**. Nomination packets should be delivered to: U.S. Embassy Paris - Public Affairs Office - Attn: Washburne Prize - 2 avenue Gabriel - 75008 Paris
11. Questions can be addressed by email to : [ParisWashburne@state.gov](mailto:ParisWashburne@state.gov)
12. Nomination Submission Checklist: The nomination form is complete, signed, and submitted to the correct address along with the following documents:
  - A narrative or description of the diversity model.
  - Additional relevant information, such as letters of support or testimony, newspaper clippings, statistics, videos, and other documentation, should be comprehensive and included with the packet.

### **Finalist selection and recognition:**

Upon selection, finalists will be asked to provide additional material such as logos and high quality photos. The organizers will use these materials for both print and online publicity and in related promotional or media materials. The organizing committee's outreach will include but may not be limited to: national (both U.S. and France), local, online, and trade media; social networking outlets; website visitors to the Embassy in Paris, the American Chamber of Commerce in France, and the French-American Foundation - France. The Award will be presented in **May 2012** in the Ile-de-France region.

All finalists will be showcased including through banners, and other promotional materials. Winners will be invited on-stage during the ceremony and be given an opportunity to deliver brief remarks.