

# The Washburne Award for Innovation in Diversity

*Presented by:*



**AMBASSADE DES ÉTATS-UNIS D'AMÉRIQUE**

*The United States Embassy, Paris*

---

*With our institutional partners*



*American Chamber of Commerce  
in France*



*French-American Foundation  
France*

## 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; e.g., one company arranged for new employees to rent small vehicles to commute between home and work due to the lack of suitable public transportation; another firm offered mentors to help young people understand accepted dress codes and practices in a traditional business environment.

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. Please see attachments for more detailed guidelines and the application form.

## Eligibility and Rules for Application

1. The nominated organization 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 than that which was previously recognized.
5. Organizations may directly apply for the award or be nominated for it.
6. A person may nominate more than one company; however, multiple nominations from the same person for the same company, its affiliates or departments will not be accepted.
7. The nominator/applicant is responsible for providing relevant information, e.g., 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 United States Embassy, the American Chamber of Commerce, and the French-American Foundation will screen the nominations for adherence to the criteria. An impartial jury of esteemed leaders in their field 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 05, 2013**. Application materials should be sent to: Ambassade des Etats-Unis d'Amérique, Public Affairs Section/Washburne Award, 02 avenue Gabriel, 75008 Paris
11. Questions may be addressed to ParisWashburne@state.gov
12. Please verify that the following documents are included in your application:
  - The Washburne Award for Innovation in Diversity nomination form with 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.The nomination form is complete, signed, and submitted to the correct address.