



World Employment Confederation Awards 2025

Application Guidelines

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AWARD CATEGORIES

Leadership in Social Innovation

In a changing world of work characterised by more volatility, uncertainty, and diverse forms of work, the employment industry must develop innovative solutions for working, learning, and providing social protection for all.

For federation members of the World Employment Confederation to genuinely lead in this changing world of work, they must innovate with schemes and activities to empower people and companies. This award recognises the true federation leaders in the changing world of work. It aims at the rewarding experience and concrete initiatives that WEC national federation members have developed to improve people's working lives, for instance, via access to work opportunities for most disadvantaged people, innovative training schemes, broader health insurance coverage, mortgage loans, etc.

Leader in Social Innovation (30%) – 400-word limit

Demonstrate what is unique or innovative about the activities or service/support your National Federation provides for its members, the agency workers, or the user companies by answering the following question:

- *What social innovation program has your National Federation created or utilised?*

Impact (40%) – 500-word limit

Demonstrate how people inside and outside your Federation were impacted by the problem and the solving of the situation by answering the following questions:

- *Outline a problem your community has faced and describe how your federation's program or initiative addresses the issue.*
- *What has your federation learned from this process?*
- *Why should this program or initiative be considered social innovation?*

Social Outreach (30%) – 400-word limit

Demonstrate the social outreach of your National Federation's initiatives by answering the following questions:

- *How does your National Federation lead the world of work within your community?*
- *How do you invest in giving back?*
- *How does your National Federation demonstrate social outreach beyond the financial bottom line to integrate social, ethical, environmental, and philanthropic values into its core decision-making processes and culture?*



Outstanding Advocacy

The World Employment Confederation is the voice of the employment industry, and in a changing world of work, the strength and influence of our voice must be compelling. This award recognises the critical importance of an outstanding advocacy program, campaign, or event that has delivered respect, understanding, and real impact through stakeholder influence.

Response to Industry Threat (40%) – 500-word limit

Demonstrate your understanding of your country's regulatory climate and the National Federation's initiatives in response to a threat.

- *Describe a change in legislation/regulation that was put forward and explain why this was considered a threat to the industry in your country.*
- *Describe your actions in response to this legislation/regulation and outline how these activities differed from your everyday advocacy actions, if relevant.*

Result Driven Analysis (30%) – 400-word limit

In reflection upon the results of the action, answer the following questions:

- *What was the result of the action?*
- *How do you know it was successful?*

Provide specific references and specific data to support your claim. References and supporting materials can be submitted in the application form's Attachments & Supporting Materials tab.

Future Advocacy (30%) – 400-word limit

In reflection on the action mentioned above, answer the following questions:

- *How have the actions been a 'game changer,' and how have the activities served the original purpose?*
- *Describe the new relationships with stakeholders that you have developed. How will you use these relationships in the future?*



Remarkable Initiative

The World Employment Confederation derives its strength from the commitment of its federation members to leadership, continuous improvement, and good governance. This award recognises the inspirational initiative of a national federation over the past year, such that the federation stands as a model for other confederation members in its class to admire and follow.

This award is open to all initiatives except those that fall under the social innovation or advocacy category. Please enter initiatives related to advocacy in the 'Outstanding Advocacy' award and those for social innovation in the 'Leadership in Social Innovation' award.

Innovation & creativity (40%) – 500-word limit

Demonstrate what is unique or innovative about an activity or service/support your National Federation provides for its members, the agency workers, or the user companies by answering the following question:

- *What innovative activity or services has your National Federation created or utilised this past year?*
- *Describe your actions to create your initiative and outline how it goes above and beyond your everyday actions.*

Result Driven Analysis (60%) – 800-word limit

In reflection upon the results of the action, answer the following questions:

- *What were the results of the initiative?*
- *How do you know it was successful?*
- *How did it impact your members/industry/regular activities?*
- *What lessons have you learned through the process?*
- *What would you do differently next time?*
- *What are your following steps/action plans driving forward from this initiative?*

Provide specific references and specific data to support your claim. References and supporting materials can be submitted in the application form's Attachments & Supporting Materials tab.



The Trailblazer Award

The Trailblazer Award holds a special place in our recognition repertoire as it is dedicated to celebrating a member of WEC National Federations members. With the Trailblazer Award, we acknowledge individual companies' outstanding commitment to innovation, leadership, and the relentless pursuit of progress for the betterment of all. In honouring a member of members with this award, we celebrate their achievements while also providing examples for other HR services companies worldwide.

This award is open to all WEC National Federations members to submit an initiative put forward by one of their members that has significantly contributed to the HR services industry or agency workers in the last 12 months.

Innovation & creativity (40%) – 500-word limit

Demonstrate what is unique or innovative about an activity or service/support your member provides for its staff, agency workers, or user companies by answering the following question:

- *What innovative activity or services has your member created or utilised this past year?*
- *Describe their actions to create their initiative and outline how it goes above and beyond their everyday actions.*

Result Driven Analysis (60%) – 800-word limit

In reflection upon the results of the action, answer the following questions:

- *What were the results of the initiative?*
- *How do you know it was successful?*
- *How did it impact your member/the industry/ agency workers?*

Provide specific references and specific data to support your claim. References and supporting materials can be submitted using the application form's Attachments & Supporting Materials tab.

ELIGIBILITY

All current National Federation members of the World Employment Confederation who have settled their WEC membership fees will be eligible to apply.

Applications must be submitted in written English form. Any supporting documents (up to four) in the applicant's language (brochures, press clippings, pictures, testimonials, videos, etc.) can be submitted as part of the references for the submission.



All applications will be submitted through [this link](#) and into the award round, **WEC Awards 2025**.

JUDGING

Judging Panel

Each category shall have a judging panel made up of 3 judges. The judges must comment on the award criteria. The judging round is from 3 February 2025 to 28 February 2025. Finalists will be announced on 12 March 2025. Winners will be announced during the Award Ceremony, which will be hosted within the frame of our 2025 World Employment Conference, which will take place onsite on **April 2025 in Cape Town**.

TERMS & CONDITIONS

1. Entrants must have a minimum written application component in English to ensure that judges assess like-for-like submissions.
2. Entrants should submit a short video (**maximum 2 minutes**) explaining their entry, which could be used at the Awards Ceremony, published online if they are to win the Award, or as marketing for future awards seasons.
3. Maximum video duration permitted per entry is non-negotiable. **Video entries must be able to be viewed via YouTube or Vimeo**. Links to the video are to be provided in the entry form submission and should contain no password to view. Videos submitted in other formats will not be accepted.
4. Entries received after the due date will not be accepted. Entries close at **23:59 CEST on Friday, January 31st, 2025**. No further extension will be granted. The entrant is responsible for ensuring that the entry is received on time.
5. Entries are open to World Employment Confederation Members who fully pay their membership fees.
6. Membership suspension or cancellation for any reason will void the Award entry.
7. Only fully completed entries submitted by the due date and time will be accepted for review.
8. Maximum words permitted per entry, and criteria are non-negotiable. The judging panel will only consider words within this number and will not be saved within the written text of the application.
9. No hardcopy entries will be accepted – written responses must be submitted electronically utilising the online system, **Award Force**, by the due date. Unless expressly stated otherwise, your information and all matters connected with your entry are confidential.
10. National Federation information and the primary contact person's details may be used in the publicity of these awards or associated media. Award sponsors will have access to your National



Federation's information and contact details unless you expressly remove your permission by emailing [our Event and Office Manager](#).

11. WEC will appoint judges. The Managing Director of WEC will finalize all recommendations for the judging panel. Finalist and winner decisions are final, and no correspondence shall be entered. Judges should not be contacted to discuss the awards directly throughout the open application and judging process and up to the announcement of finalists; doing so will void the entrant's submission.

12. The judges need a Commentary on the award criteria to explain the reasoning behind their scoring. This commentary can be shared with the entrants after the finalists have been announced to explain the decision regarding the finalists.

QUESTIONS

Questions relating to the application process, entry requirements, judging panel, judging process, finalist nominees and winners should be directed to [the Event and Office Manager](#).