



the appendix) where you can provide details.

And finally, go ahead and brag. Tell us why you and your company are especially proud of what you have accomplished—

We suggest following these steps for creating compelling titles:

1. Start with your company (and any partners) actions in active tense. Be as specific about what is impacted as possible (e.g., ABC Corp and the XYZ food bank increase distribution and reduce food waste).
2. Follow the action

On slide 2, provide a brief

innovation. The proof points and metrics should reinforce and provide credibility to the impact and results—whether they be short or long term. These metrics can be business, social, or environmental focused.

Challenge:

deliver business value as well as social or environmental results?

Citizenship: How well does the entry demonstrate the company's journey to becoming a great corporate citizen leading positive change? Is the company effectively using the assets of its business to help make itself and the communities in which it operates resilient, profitable, and sustainable?

Disruption Potential: Can this idea be adapted and used by others to drive more systemic change? Does it translate to broader progress or address more specialized concerns? What is the company doing to make the effort available to those who want to make use of it?

## SLIDE 5 – PARTNER INFORMATION

Slide 5 is all about the partner (nonprofit, consultant, agency, or other collaborators) engaged in the success of the project.

This slide is OPTIONAL and only necessary if a company wants to recognize a partner for their role in the project, or if another organization

is submitting on behalf of a company partner (see below).

Insert the partner name and logo(s) (upper right) as a single image. Include a few sentences about the role the partner(s) played in the project. This could describe any implementation role, program design, or expertise contributed. You can include quotes from the partner(s) describing how the innovation has positively impacted them.

For those submitting on behalf of a company partner (see below) (6/12/16)

## SLIDE 6 ESG CHALLENGES AND OBJECTIVES

Slide 6 is where you provide background and context for the project, including the rationale for developing the specific innovation.

In the "ESG





