



# **2024 COMMUNITY BUSINESS AWARDS**

*Information Brochure*

# TABLE OF CONTENTS

This brochure will provide you information about the 2024 Community Business Awards, including descriptions of each award, the nomination process and Community Business' history of DE&I and Wellbeing awards in Asia. Please get in touch with our team if you have any specific questions or follow the link below to start your nomination.

➤ <b>Overview</b> .....	<b>3</b>
Timeline .....	
The History of Community Business' Award Ceremonies .....	
➤ <b>Award Categories</b> .....	<b>4</b>
General DE&I .....	
Creating Social Impact .....	
Wellbeing .....	
LGBT+ Inclusion .....	
India .....	
➤ <b>Nominations</b> .....	<b>9</b>
Nomination Eligibility .....	
Target Audience .....	
➤ <b>Awards Events and Initiatives</b> .....	<b>10</b>
India Conference and Awards Ceremony .....	
Asia Awards Ceremony .....	
➤ <b>Testimonials</b> .....	<b>12</b>
Quotes from judges, sponsors and winners .....	
➤ <b>Sponsorship Opportunities</b> .....	<b>13</b>
➤ <b>FAQs and Glossary</b> .....	<b>14</b>

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# OVERVIEW

Since 2022, the Community Business Awards has been the market's most valued, credible and rigorous awards for the celebration of responsible and inclusive business practices in Asia. In the first year of the Community Business Awards, we received over 200 nominations from organisations and individuals in over 20 different industries and 20 different markets.

## 2024 Community Business Awards Timeline

 Assessment period : **1 Jan 2022 – 31 Dec 2023\***



\*For Individual Awards and the Creating Social Impact category, the assessment period is **1 Jan 2018 – 31 Dec 2023**

## Our Track Record in Awards Campaigns

Community Business has been recognising and championing best practice in DE&I and Wellbeing across Asia for over 20 years, with our first formal awards ceremony in 2015. Here are examples of Awards Campaigns we have been running in specific Asian markets, as well as across the region.

### **Hong Kong LGBT+ Inclusion Awards** **2015–2021**

The **Hong Kong LGBT+ Inclusion Awards** ran every year from 2015 to 2021 and recognised the achievements of LGBT+ Inclusion champions in Hong Kong.

### **DIAN Decade Awards** **2018**

In 2018, to celebrate ten years of our leading Diversity & Inclusion in Asia Network (DIAN), we hosted a unique set of awards. These awards were an opportunity to recognise and celebrate the leadership and commitment of companies and individuals in advancing diversity and inclusion in Asia.

### **D&I in India Best Practice Awards** **2018–2020**

The D&I in India Best Practice Awards recognised the exceptional dedication and accomplishments of organisations in promoting diversity and inclusion (D&I) in India. The Awards were paired with the D&I in India Best Practice Conference where finalists showcased their work at a one-day panel and networking event.

### **Asia Employee Wellbeing Awards** **2021**

The Asia Employee Wellbeing Awards recognised champions of wellbeing in the categories of **Financial Wellbeing, Emotional Wellbeing, Physical Wellbeing and Work–Life Harmony**, which was brought into the **CB Awards** the year after.

# AWARD CATEGORIES

## General DE&I

This category reaffirms our commitment to exploring concepts that **further the DE&I conversation in Asia**, whether that be by returning to the foundations and re-examining the fundamentals or leading the charge when it comes to breaking taboos and tackling new and emerging themes **across all aspects of diversity, equity and inclusion**.



### 🏆 List of Awards:

- ***DE&I Business Leader in Asia Award***

To recognise a leader/senior executive in the business sector based in Asia who has demonstrated personal passion and used their influence to advance DE&I business practices in their organisation and beyond.
- ***DE&I Innovation in Asia Award***

To recognise a specific business initiative that demonstrates a bold, new, different or creative approach to advancing DE&I practices in Asia.
- ***Employee Network in Asia Award***

To recognise an employee network that has played a strategic and proactive role in advancing DE&I business practices in Asia.
- ***Achieving Gender Equality in Asia Award***

To recognise an organisation that has made a positive and measurable impact in achieving gender (including non-binary, trans and intersex) equality in the workplace in Asia.
- ***Championing Race Equity in Asia Award***

To recognise an organisation that has made a positive and measurable impact in championing race equity in Asia.
- ***DE&I Intersectionality in Asia Award***

To recognise an organisation that has adopted a holistic and intersectional approach to fostering DE&I in the workplace in Asia.

### Eligibility Restrictions:

- Individuals Only
- ◆ Community Only Awards
- Business Only Awards
- Not-for-profit/Corporate Partnership

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# AWARD CATEGORIES

## Creating Social Impact

CB was founded on the mission to bridge the gap between businesses and the community. As part of our ongoing commitment to live our values and celebrate work being done at the grassroots, we have **created this awards category for 2024** and look forward to celebrating and highlighting the achievements and fantastic work being done by **by public and social services sector such as not-for-profits and social enterprises** across Asia to promote DE&I and wellbeing.



### 🏆 List of Awards:

- ◆ **Creating Social Impact in Asia: Community Leader Award** To recognise a community leader in the public and social services sector (including not-for-profits and social enterprises) based in Asia who has demonstrated personal passion and used their influence to advance social change.
- ◆ **Creating Social Impact in Asia: Specific Initiative Award** To recognise a specific initiative driven by a not-for-profit or social enterprise that has had a positive and measurable social impact on under-represented or disadvantaged groups in the broader community in Asia.
- **Creating Social Impact in Asia: Partnership Award** To recognise a specific initiative driven by both a not-for-profit/social enterprise and a corporate in partnership that has, through its overall strategy and wider approach, had a positive and measurable impact on under-represented or disadvantaged groups in the broader community in Asia.

### Eligibility Restrictions:

- Individuals Only
- ◆ Community Only Awards
- Business Only Awards
- Not-for-profit/Corporate Partnership

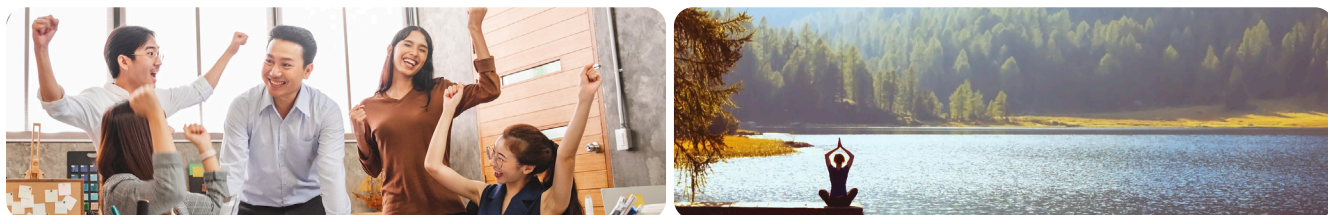
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# AWARD CATEGORIES

## Wellbeing

CB has a long history of working with companies to broaden their understanding of wellbeing and encouraging the **adoption of strategies designed to empower employees to be happy, healthy and engaged**. This category of awards celebrates the achievements and innovation of organisations in all all aspects of wellbeing.



### List of Awards:

#### ***Financial Inclusion in Asia Award***

To recognise an organisation that has implemented a strategic and proactive approach to promoting equitable access to responsible and sustainable financial resources and support for various groups in society. This may include EAP, financial savings/planning services, emergency funds benefits and specific financial inclusion programmes for employees or under-represented/disadvantaged groups to promote social mobility through equitable access to finance in the communities they serve.

#### ***Mental Wellbeing in Asia Award***

To recognise an organisation that has adopted a strategic and proactive approach to promoting the mental wellbeing of employees in Asia. This may include initiatives that promote happiness, resilience, mental health, neurodiversity awareness and/or spiritual wellbeing in the workplace.

#### ***Physical Wellbeing in Asia Award***

To recognise an organisation that has adopted a strategic and proactive approach to promoting the physical wellbeing of employees in Asia. This may include creating the infrastructure and ecosystem to support a holistic and sustainable approach to physical health and healthy behaviours.

#### ***Social Wellbeing in Asia Award***

To recognise an organisation that has adopted a strategic and proactive approach to promoting the social wellbeing of its employees in Asia. This may include initiatives designed to foster a safe inclusive environment, a sense of belonging and a closer working relationship for the employees by reframing privilege or dismantling inequities.

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# AWARD CATEGORIES

## LGBT+ Inclusion

This category celebrates one of our longest running campaigns: **Championing LGBT+ Workplace Inclusion**. Since 2008, CB has run various initiatives designed to encourage and support companies to put LGBT+ inclusion firmly on their corporate agenda. We are delighted to celebrate this progress with these LGBT+ focused awards.



### 🏆 List of Awards:

- **LGBT+ Ally in Asia Award**  
To recognise a non-LGBT+ employee who has demonstrated personal passion and commitment to promoting LGBT+ inclusion in the workplace and beyond in Asia and been an active ally.
- **LGBT+ Inclusion Champion in Asia Award**  
To recognise an LGBT+ employee who has taken proactive and effective steps to promote an LGBT+ inclusive culture in the workplace and beyond in Asia.
- LGBT+ Advocacy in Asia Award**  
To recognise an organisation which has contributed to the advancement of LGBT+ equality and inclusion in Asia through advocating for legal and/or social change.
- LGBT+ Inclusive Organisation in Asia Award**  
To recognise a non-LGBT+ focused organisation that has built an LGBT+ friendly workplace culture with inclusive policies in Asia.
- Transgender Inclusion in Asia Award**  
To recognise an organisation that has adopted a strategic and proactive approach to advancing transgender inclusion in the workplace in Asia.

#### Eligibility Restrictions:

- Individuals Only
- ◆ Community Only Awards
- Business Only Awards
- Not-for-profit/Corporate Partnership

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# AWARD CATEGORIES

## India

India is a key market for CB with unique and innovative work being done in the DE&I space. In order to champion and celebrate this, we are offering five India-specific awards. In addition to the dedicated India Awards, we will host a one-day best practice conference as well as an in-person Awards Ceremony in Bangalore.



### 🏆 List of Awards:

- ***DE&I Champion of Change in India Award***

To recognise an employee who has been a visible and committed champion of change by promoting DE&I in the workplace and beyond in India.
- Advancement of Women in India Award***

To recognise a specific initiative that has had a positive and measurable impact on supporting and promoting the advancement of women in the workplace in India.
- Building Disability Confidence in India Award***

To recognise an organisation that has demonstrated a strategic and proactive approach to building disability confidence and creating an inclusive workplace for people with disabilities in India.
- Championing Neurodiversity in India Award***

To recognise an organisation or organisations which has made a positive and measurable impact by championing neurodiversity in the workplace in India.
- LGBT+ Inclusion in India Award***

To recognise a non-LGBT+ organisation that has demonstrated a strategic and proactive approach to creating an inclusive workplace for LGBT+ employees in India.

#### Eligibility Restrictions:

- Individuals Only
- ◆ Community Only Awards
- Business Only Awards
- Not-for-profit/Corporate Partnership

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# NOMINATIONS

## Why Nominate?



- » An opportunity to showcase your leadership, internally and externally
- » Engage your leaders and teams across the region
- » Be recognised for the great work you are doing
- » Elevate the profile of your brand across the region:
  - Finalists will be invited to submit a 1-minute video for promotional purposes
  - Finalists and winners will be promoted on Community Business' channels (e.g. website and social media)
  - India Awards finalists will be invited to share at India Best Practice Conference
  - Finalists will be invited to share at related Asia DE&I panel (Asia Awards, subject to sponsorship and demand)
  - The chance to be featured in our ePublication

## Nomination Eligibility

- » For Asia Awards, nominations can come from anywhere in the Asia region (except Australia or New Zealand)
- » Initiatives can be single or multiple market focused
- » Companies in India may submit nominations for ANY of the Award Categories – Asia and India
- » For the India Awards, only companies operating in India are eligible

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# AWARDS EVENTS AND INITIATIVES



## KEY EVENTS:

### India Best Practice Conference and Ceremony

<b>Date</b>	Thu, 19 Sep 2024
<b>Format</b>	Hybrid (Bangalore & Virtual)
<b>Programme</b>	A closed-door India Conference & Awards Ceremony featuring a keynote speaker, DE&I best practice panels by India Awards Finalists as well as the India Awards presentation
<b>Audience</b>	150+ guests, including: Business leaders, HR, DE&I advocates and professionals from across India

### Asia Awards Ceremony

<b>Date</b>	Thu, 5 Sep 2024
<b>Format</b>	Hybrid (Hong Kong & Virtual)
<b>Programme</b>	A closed-door best practice panel & the Asia Awards Ceremony including a keynote speaker, entertainment and the Asia Awards presentation
<b>Audience</b>	300+ physical guests and accumulated 2,000+ YouTube views after the event including Business leaders, HR, DE&I and wellbeing professionals, opinion leaders, NGOs, media, community groups and academia from across the Asia regions

# AWARDS EVENTS AND INITIATIVES



## OTHER INITIATIVES:

### Asia Awards Panel Series

<b>Date</b>	Sep 2024 – Sep 2025 (TBC)
<b>Format</b>	Hong Kong/Hybrid (TBC)
<b>Programme</b>	A series of panels with Asia Awards Finalists sharing their DE&I best practice hosted by Community Business
<b>Audience</b>	100+ guests, including Business leaders, HR, DE&I advocate and professionals in Hong Kong and Asia

*\* Asia Award Panels subject to sponsorship and demand.*

### ePublication

<b>Release Date</b>	2025 H1 (TBC)
<b>Format</b>	Publication available for download on the CB website
<b>Content</b>	This publication will be feature premium content of examples of best practices from finalists and winners of the 2024 Awards. The publication will be available to download from the CB website and will be free for finalists and winners. We hope that sharing examples of initiatives in the Awards applications will help drive the adoption of best practices across the region

# TESTIMONIALS

## A quote from a previous judge:

“ It was a privilege to be part of the judging panel for the D&I Champion of Change in India Award. This is a celebration and recognition of exceptional accomplishments and dedication – both outstanding organisations and outspoken individuals – who are going above and beyond in promoting diversity and inclusion in India. In this time of increasing social change and uncertainty, it is more important than ever to recognise leaders who are being authentic change agents. I speak also on behalf of my fellow judges when I say we had a great time as a panel together and it was equally a tough responsibility. I was humbled and touched by the contributions of each of the finalists and left enriched with so much more understanding of what can be done at work and beyond. Exceptional dedication shown by the champion nominees and outstanding individuals in their own right.

**AMANDA YIK**

Founder

Shinrin Yoku Hong Kong

2022 Work-Life Harmony in Asia Award Judge

## A quote from a previous sponsor:

“ We are committed to building a more diverse, equitable and inclusive culture. This is a commitment we proudly share with Community Business and we are pleased to be a part of the 2022 Community Business Virtual Awards Ceremony. These awards recognise the leaders in our community and organisations that are paving the way forward across the industry. It is important that we measure our progress and share best practices to keep improving.

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**2022 COMMUNITY BUSINESS AWARDS**

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## A quote from a previous winner:

“ I am honoured to receive D&I Champion of Change [in] India Award by Community Business. I never thought in my wildest dream about this moment...I am more thankful to Community Business and the entire jury for recognising my work in so unbiased and truly inclusive way. It is indeed a proud moment that I will cherish [for my] lifetime while I continue my journey of making the world an inclusive place for everyone.

**ADITYA BATAVYA**

Formerly of Thoughtworks  
2022 D&I Champion of Change  
in India Award Winner

# SPONSORSHIP OPPORTUNITIES

## Why Sponsor?



### **Demonstrate Your Commitment**

Make a public and visible statement – both internally and externally, of your organisation’s leadership and commitment to DE&I in Asia.



### **Profile Your Brand**

Take advantage of extended marketing exposure to raise the profile of your brand and position your company as an employer of choice for DE&I talent across the Asia region.



### **Champion Change**

Align your brand to an award relevant to your business and play an active role in championing change and celebrating progress in Asia.



### **Engage with our Audience Directly**

Nominate a Senior Executive to be on the Judging Panel and present the award – with unique opportunities for learning and insights.

## Summary of Sponsorship Types

### **Awards Programme and Events**

- » Exclusive Platinum Sponsor

### **Awards**

- » Lead Programme Sponsor
- » Asia Award Sponsors
- » India Award Sponsors

### **Asia Awards Panel Series**

- » Panel Series Sponsor

### **Asia Awards Ceremony and India Best Practice Conference**

- » Event Sponsor
- » Gold Table Sponsors
- » Panel Sponsor (India only)
- » Corporate Table Sponsors
- » Accessibility Sponsor/Partner



# FAQS AND GLOSSARY



## NOMINATIONS AND ASSESSMENT

### Who is eligible for nomination?

- » The Community Business Awards is open to any individuals and organisations (including local/multinational businesses, not-for-profits and social enterprises) in Asia (except Australia and New Zealand).
- » Specific eligibility depends on each of the award categories and is clearly stated on our website and the nomination forms.
- » Reigning Winner (in 2022) and 2024 Award Sponsor of their corresponding category will not be eligible for submission. However, they can consider nominating other categories if applicable.

### Can an organisation from India nominate for the Asia Awards?

- » Yes, companies in India may submit submission for any submissions for any award categories – both Asia and India.
- » However for India Awards, only organisations operating in India are eligible.

### What is the “Creating Social Impact in Asia” category?

- » The three awards under “Creating Social Impact in Asia” category are specifically tailored to the individuals and organisations from the public and social services sector, to recognise the great work they have done by the community.
- » If a business organisation has done some great work in collaboration with one or more non-for-profits or social enterprises, they can co-nominate the “Creating Social Impact in Asia: Partnership Award”.

### How many nominations can an organisation/individual submit?

- » Nominees can do as many submissions as they like and even for the same award category.

# FAQS AND GLOSSARY



## How can a SME/not-for-profit/social enterprise compete with multinationals?

- » There are award categories only open for the community (Creating Social Impact in Asia).
- » Also, the judges will assess the nominee's work based on their size and capacity to ensure fairness in the assessment.
- » Community Business believes there is lots of great work done by different types of organisations. For example, the 2022 LGBT+ Ally in Asia Award was won by an individual from a local not-for-profit.

## What is the assessment period for the 2024 Awards?

- » The assessment period for most of the award categories (except Individual and Creating Social Impact categories) will be from 1 January 2022 to 31 December 2023.
- » For individual awards and the Creating Social Impact awards, the assessment period will be from 1 January 2018 to 31 December 2023.

## What is the nomination and assessment process

- » The rigorous nomination and assessment process is one of the key aspects that distinguishes Community Business' Awards.
- » Organisations are invited to submit their nomination(s) via an online platform, providing requested information in line with Community Business key assessment criteria: strategic, proactive, impactful and sustainable.
- » All nominations are reviewed by senior members of the Community Business Team in line with the assessment criteria to draw up a shortlist of 3-4 Finalists in each category.
- » Finalists in each Award category are invited to present to a virtual Judging Panel, comprising 2 Community Business Judges, at least 1 External Judge, including a Sponsor Judge (where applicable) and a Subject Matter Expert.
- » Award Winners will be announced at Community Business' DE&I in India Best Practice Conference & Awards Ceremony and Asia Awards Ceremony

# FAQS AND GLOSSARY



## What is the nomination fee?

- » To open the door for everyone including the local community and small businesses, Community Business do not charge for any fees for the nomination or promotion of the finalists and winners.
- » The operation of this Awards Campaign relies on the sponsorship from corporate. If you are interested in any sponsorship opportunities, please reach out to our Events and Partnership Manager, [Eliana Lam](#) for further details.

## When will the nominees know if they are a finalist?

- » To open the door for everyone including the local community and small businesses, Community Business do not charge for any fees for the nomination or promotion of the finalists and winners.
- » Finalists will be notified in Jun 2024 through email and invited to the virtual judging panel in Jul 2024.

## HOW BEST PRACTICES WILL BE FEATURED

### Where will finalists and winners be featured?

- » Finalists and winners will be promoted on Community Business channels such as website, eDMs, social media and press releases etc.
- » Finalists will have an opportunity to submit a promotional video about their work which will be shared on Community Business' social media channels.
- » Finalists' and winners' best practices will be featured in the Awards ePublication
- » The India Award Finalists will be invited to share their approach in their corresponding panel at Community Business' 2024 DE&I in India Best Practice Conference & Awards Ceremony (Bangalore & Virtual) in Sep 2024. Date and venue to be confirmed at a later stage, please stay tuned to our website.
- » The Asia Award Finalists will be invited to share their approach in their corresponding Asia Panel which will take place between Sep 2024 and Sep 2025. Date and venue to be confirmed at a later stage.
- » Winners might have interview opportunities from Community Business' media partners (if applicable).

# FAQS AND GLOSSARY



## How and when will the ePublication be published?

- » The Community Business team will compile the ePublication based on the content from the nomination form & judging panel of the finalists.
- » All finalists will have an opportunity to review and approve their written case study before it is published.
- » The ePublication is planned to be released on Community Business' website in 2025 H1.
- » Finalists and Awards Sponsors will enjoy complimentary downloads for the ePublication.

## SPONSORSHIP AND ENQUIRIES

### Who is the contact person for enquiries?

- » For sponsorship proposal or any enquiries, please reach out to our Events and Partnership Manager, [Eliana Lam](#) for further details.

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# FAQS AND GLOSSARY



## **Ally**

An ally is a person who supports and stands up for the rights of marginalised communities; An LGBT+ ally is a person who supports and stands up for the rights of the LGBT+ community.

## **DE&I (Diversity, Equity and Inclusion)**

Diversity refers to the fact that everyone has differences in perspective, identity and background such as age, gender, sexual orientation/identity, education and upbringing. Equity recognises that each person has different circumstances and allocates resources they need to achieve desired goals. Inclusion refers to a conscious action where we actively make room for everyone to bring their unique strengths and full selves to the table.

## **Financial Inclusion**

Financial inclusion refers to how financial support and services can help everyone, as the result of improving financial wellbeing in a more accessible and equitable way.

## **Financial Wellbeing**

Financial wellbeing refers to an individual's feeling of security and in control of both short-term and long-term finances. To enhance financial wellbeing in the workplace, organisations can support their employees with initiatives and psychological safety to discuss their challenges of feeling secured and in control of their finances.

## **Gender Equality**

A situation in which access to rights or opportunities is unaffected by gender. This includes non-binary, trans and intersex inclusion.

## **Intersectionality**

The term refers to our intersecting identities. People cannot be defined by a single identity category such as gender, race, age and social economic status. Each of our identities are an overlap of various social identities. An intersectional DE&I approach can be catered for: e.g. LGBT+ mental wellbeing, neurodiversity wellbeing, young women.

## **Intersex**

An umbrella term used to describe a wide range of natural biological variations of individuals who are born with a chromosomal pattern, a reproductive system, and/or sexual anatomy that does not fit typical binary notions of male or female bodies.



# FAQS AND GLOSSARY



## **Mental Wellbeing**

Mental wellbeing can sometimes be seen as the centre of wellbeing and typically refers to mental health. However, mental wellbeing also combines how we feel (emotional wellbeing) and how we function (thoughts and behaviours).

## **Neurodiversity**

Neurodiversity is an umbrella term used to describe differences in the human brain relating to a range of mental functions, such as sociability, learning and mood. Neurodiversity aims to highlight the positive attributes of different neurocognitive functioning, rather than focus on deficits or deviations from a set standard.

## **Non-binary**

Non-binary is umbrella terms for gender identities that are not solely male or female.

## **Physical Wellbeing**

Physical wellbeing goes beyond exercising regularly. It is a multifaceted area of wellbeing that has a positive impact on other areas of wellbeing and includes looking holistically at physical health and healthy behaviours. We aim to ensure that we provide resources, solutions and training that can be applied to everyone and tailored to suit their needs regardless of ability.

## **Race Equity**

Racial equity is achieved when race or ethnicity no longer factors into or determines one's socioeconomic outcomes.

## **Social Impact**

Social impact means any significant or positive changes that solve or at least address social injustice and challenges. This may include reducing inequalities related to under-represented or disadvantaged groups in the community.

## **Social Wellbeing**

Social wellbeing is how an organisation creates a safe, happy and engaged environment and fosters a sense of belonging to improve wellbeing. Social interaction has changed in recent times and we aim to regain that sense of connection that society has been lacking over the last few years.

## **Transgender**

A person whose gender identity and assigned sex at birth are not the same.



For information about  
the 2024 Community Business Awards,  
please get in touch with the team

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