



2021 Business Excellence Awards Category Descriptions

Small Business of the Year Award (1-10 Employees)

Awarded to an outstanding business or organization with 1-10 full-time employees that, in the past year, has:

- Been in operation for a minimum of two consecutive years (as of October 30, 2020)
- Demonstrated innovative & proactive leadership within their business or industry
- Demonstrated measurable success as a business and/or as an employer
- Practiced good corporate citizenship
- Made exceptional contributions by promoting community betterment

Business of the Year Award (11-50 Employees)

Awarded to an outstanding business or organization with 11-50 full-time employees that, in the past year, has:

- Been in operation for a minimum of two consecutive years (as of October 30, 2020)
- Demonstrated innovative & proactive leadership within their business or industry
- Demonstrated measurable success as a business and/or as an employer
- Practiced good corporate citizenship
- Made exceptional contributions by promoting community betterment

Business of the Year Award (Over 50 Employees)

Awarded to an outstanding business or organization with over 50 full-time employees that, in the past year, has:

- Been in operation for a minimum of two consecutive years (as of October 30, 2020)
- Demonstrated innovative & proactive leadership within their business or industry
- Demonstrated measurable success as a business and/or as an employer
- Practiced good corporate citizenship
- Made exceptional contributions by promoting community betterment.

Community Builder Award

Awarded to an outstanding business or organization that, in the past year, has:

- Been in operation for a minimum of two consecutive years (as of October 30, 2020)
- Supported charitable or not-for-profit organizations on an on-going basis
- Demonstrated a willingness to make the community better
- Demonstrated a vision of a better community and has taken steps to make it happen
- Practiced good corporate citizenship
- Made exceptional contributions by promoting community betterment

New Business of the Year Award (<2 Years)

Awarded to a business or startup that has:

- Been in operation for less than 2 years but more than 3 months, based on the nomination closing date (started operations sometime between October 31, 2018 – July 31, 2020)
- Demonstrated proactive and innovative leadership within their business or industry
- Demonstrated measureable success, growth, or promise as a business and/or as an employer
- Practiced good corporate citizenship and made exceptional contributions by promoting community betterment as an employer.

Employee Engagement Award

Awarded to a business or organization that has:

- Been in operation for a minimum of two consecutive years (as of October 30, 2020)
- Provided training to improve the skills, knowledge, safety and/or performance of their workforce
- Reduced employment barriers and/or assists employees who are recent immigrants and/or employees with physical, communication or developmental challenges
- Increase productivity through innovative and creative programs or initiatives for their employees

Environment & Sustainability Award

Awarded to a business or organization that has:

- Been in operation for a minimum of two consecutive years (as of October 30, 2020)
- Made an outstanding commitment to sustainable development
- Self-initiated environmental actions and programs beyond legislative requirements
- Found energy or waste efficiencies
- Provided environmental stewardship, education, or innovation in the past year

Health & Wellness in the Workplace Award

Awarded to a business or organization that has achieved health and wellness in the workplace, mindful of the workplace as a determinant of health. The award recognizes employers that provide strategies, initiatives, policies and/or programs that promote, support, and enhance a healthy workplace and the efforts of workers to remain healthy at work and beyond:

- Been in operation for a minimum of two consecutive years (as of October 30, 2020)
- Demonstrate leadership and innovation in workplace health and wellbeing with measures supporting both physical and mental health
- Provide exercise opportunities for employees while at work
- Promote awareness of a healthy lifestyle
- Protect employees through a safe physical environment

Service Excellence in Hospitality & Tourism Award

Awarded to an outstanding business or organization that has demonstrated a commitment to providing top-quality customer service and guest experience in hospitality, tourism, and/or the entertainment industry. This business may have:

- Been in operation for a minimum of two consecutive years (as of October 30, 2020)
- Exceeded customer expectations in the hospitality and service industry, and offers a superior-quality product or service
- Been a key player in increasing awareness of the Greater KW area
- Demonstrated measurable success
- Made exceptional contributions by promoting community betterment

Innovation Award

Awarded to a business or organization that has been in operation for a minimum of one year, and has created, invented or developed an innovative product or process, that has resulted in significant and measurable increase in revenue or job creation; productivity or quality; reduction in costs; and/or improvements in service, in the following areas:

- New product(s)
- Technology
- Management
- Manufacturing processes
- Customer service

Non-Profit/Charitable Award

Awarded to an outstanding non-profit/charitable organization that has achieved excellence through:

- Demonstrated innovative and proactive leadership within the organization or non-profit sector
- Implemented initiatives that have resulted in significant and measureable outcomes benefiting the overall services of the organization
- Developed the skills, knowledge and performance of its organization and volunteers
- Has been in operation for a minimum of two consecutive years (as of October 30, 2020)

Young Professional of the Year Award

Awarded to an individual under the age of 40 who has tackled the challenges of entrepreneurship and/or has demonstrated professional growth and success in their respective field of work. This individual:

- Is under the age of 40 (as of October 30, 2020)
- Is an individual who is part of a Member Business in good standing
- Has demonstrated leadership within their workplace and/or within the community
- Has contributed to the community through active participation in community initiatives
- And/or r has demonstrated entrepreneurial ability and innovation in any of the following areas:
 - New product(s) and/or customer service initiatives
 - Technology
 - Management and/or processes

All nominees MUST be members, in good standing, of the Greater Kitchener Waterloo Chamber of Commerce and support the Chamber's mission, core values, beliefs, and goals.