

**2024  
CORPORATE  
CITIZENSHIP**

49 <b>In</b> Indium	102 <b>No</b> Nobelium	23 <b>V</b> Vanadium	85 <b>At</b> Astatine	53 <b>I</b> Iodine	8 <b>O</b> Oxygen	11 <b>Na</b> Sodium
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11 <b>Na</b> Sodium	74 <b>W</b> Tungsten	18 <b>Ar</b> Argon	110 <b>Ds</b> Darmstadtium
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**Submission period open  
through **March 22, 2024****

## Entry Pitch Deck Instructions and Guidance

Thank you for your interest in the BCCCC Innovation Awards. You can participate by submitting an entry pitch deck and short video that shares your story of breakthrough corporate citizenship innovation in a creative and compelling way.

The pitch deck **template** provides the outline of your pitch deck. This document provides additional guidance for crafting your pitch deck. Find the template and learn more at <https://ccc.bc.edu/content/ccc/international-corporate-citizenship-conference/innovation-awards-24.html>.

Here are several tips and general guidelines to consider and apply throughout the pitch deck.

- Stick to the facts, but share why this innovation is important to your company and community. No one knows your innovation story better than you do.
- Include simple, clear, and quotable statements. Avoid jargon or abbreviations.
- Use short but complete sentences.
- Make sure that your entry covers all four perspectives of your effort: Why? When? What? How?
- Explain the context of the program—for example, what social or environmental issue(s) negatively impacted or challenged your company or your community that caused you to initiate this innovation?
- Follow the recommended character count for each of the content areas. Don't reduce the font or change the format to pack more details on the slide. Instead, find a way to shorten the narrative and stick to what is most important. If necessary, duplicate the slide or create additional slides as needed (preferably in 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—don't be shy!

To get started, you can access and download the BCCCC Innovation Awards Pitch Deck Template, available at <https://ccc.bc.edu/content/ccc/international-corporate-citizenship-conference/innovation-awards-24.html>

## GENERAL GUIDELINES AND TIPS

- Do not include personal data unless you have obtained consent from the person.
- Do not include confidential information and ensure that all links are current and public. Your pitch deck will be reviewed by multiple audiences within and outside of Boston College Center for Corporate Citizenship.
- Provide links to large graphics and videos instead of embedding them in the deck, as there is a 10 MB limit to the size of the pitch deck.
- Proofread and spell-check to find and correct typos.
- Ask someone unfamiliar with your project to review your entry and give feedback (is anything unclear, is there too much jargon, etc).
- Use fonts and colors that are clear and easy to read.

When you have completed your pitch deck and your video, upload both items together, using the form found on this page: <https://ccc.bc.edu/content/ccc/international-corporate-citizenship-conference/innovation-awards-24.html>

Questions? Contact us at [ccc@bc.edu](mailto:ccc@bc.edu).

## SLIDE 1 – TITLE

The image shows a screenshot of a web form for the BCCCC Innovation Awards 2024. At the top, there is a navigation bar with the text '2024 CORPORATE CITIZENSHIP' and a menu of categories: 'Innovation', 'No', 'V', 'At', 'I', 'O', 'Na', 'W', 'Ar', 'Ds'. Below the navigation bar, the text 'Submit your entry today!' is displayed. The main content area features the title 'BCCCC Innovation Awards 2024 Entry Pitch Deck' and a 'Sponsored by' logo for 'PULSE'. There are two input fields: 'Insert Entry Title' and 'Insert Participant's Company Name'. Below the input fields, there is a small text box with instructions: 'Before starting your pitch deck, please do the following: Review "Entry Pitch Deck Instructions and Guidance" to get guidance and tips for crafting your pitch. Note: This deck will be reviewed by multiple parties internal and external to the Boston College Center for Corporate Citizenship—be sure not to include any confidential and/or personal data without obtaining the necessary consent. Delete this text box prior to submitting your pitch deck.' The BCCCC logo is visible in the bottom right corner of the form.

The pitch deck title is critical, and a great way to introduce and differentiate your entry.

The most effective titles are short but specific and emphasize the outcome. As with any good news headline, the objective of the title is to entice the reader to want to know more.

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 with what is impacted and be as specific as possible. (e.g., 20 percent increase in number of families served in the greater Boston area eliminates food insecurity).
3. Optionally, finish with a phrase that conveys the most important element of the program (i.e., collaboration, use of business capabilities, executive leadership, employee grass-roots, etc).

**For those nominating corporate partners:**

**You may submit on behalf of one of your customers or corporate partners.** In this case, use **your partner/customer’s company name** as the participant company name. Make sure you have approval from your partner/customer to submit on their behalf. Be sure to share with them a copy of the official rules, which they need to agree to. Do not include your firm name as the partner on the title slide—you have an opportunity to include information about your company and your role as partner in the project in the deck.

- **Your customer/partner will win the award.**
- **Your company will be named as the partner in winner announcements.**

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## SLIDE 2 – COMPANY INFORMATION

**Company Information**

**Headquarters**  Enter city, state or province, country

**Industry**  Enter industry

**Web Site**  Enter Web site URL

Character with spaces (CWS) 900-1100. • Keep it concise – no more than a few sentences. You may use paragraphs or bullets, whichever works best for you. • Describe the purpose of your company. Who are your customers, and what do they desire from your business? • How does your corporate citizenship support your culture and purpose and foster success for your company, employees, partners, and community? • How is your company a leader or innovator within your industry? • Include any other information that is relevant to the innovation story. For those submitting on behalf of corporate partners: If you are submitting on behalf of one of your partners/clients, provide a brief introduction about the partnering company per the guidelines above.

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On slide 2, provide a brief introduction about the participating company.

The simplest option is to include the company’s standard boilerplate overview and provide details about how the company is a good corporate citizen.

- Keep it concise—no more than a few sentences. You may use paragraphs or bullets, whichever works best for you.

- Describe the purpose of your company. Who are your customers, and what do they desire from your business?
- How does your corporate citizenship support your culture and purpose and foster success for your company, employees, partners, and community?
- How is your company a leader or innovator within your industry?
- Include any other information that is relevant to the innovation story.

**For those submitting on behalf of corporate partners:**

- If you are submitting on behalf of one of your partners/clients, provide a brief introduction about **the partnering company** per the guidelines above.

## SLIDES 3 AND 4 – SUMMARY AND QUOTE

<b>Entry Title (Shorter Version of Full Title from Slide 1)</b>		Click to insert participant company logo
Participant's Company Name		
<b>Challenge</b> CWS 300: Why did the project happen? What was the primary struggle that you (and/or your partner organization) were hoping to address?	<b>Solution</b> CWS 300: Provide the solution concept. What was your "aha" moment? What did you do differently? What was the approach and how has the innovation addressed the challenge?	<b>Outcome</b> CWS 300: What happened? Did the innovation work? How do you know? What has changed for the company, for individuals, or for the community since the project went live? Do you have any future plans as a direct result of the outcome?
<b>XX%</b> CWS 70: Insert business/ESG outcome achievement, such as 40% increase in graduation rates.	<b>0x</b> CWS 70: Insert business/ESG outcome achievement, such as 4x increase in employee retention.	<b>XX%</b> CWS 70: Insert business/ESG outcome achievement, such as 20% increase in access to clean water.
BC CCC INNOVATION COLLEGE CENTER FOR CORPORATE CITIZENSHIP CARROLL SCHOOL OF MANAGEMENT © 2023 Center for Corporate Citizenship 3		

Slide 3 is your submission elevator pitch and **the most important slide** in the pitch deck.

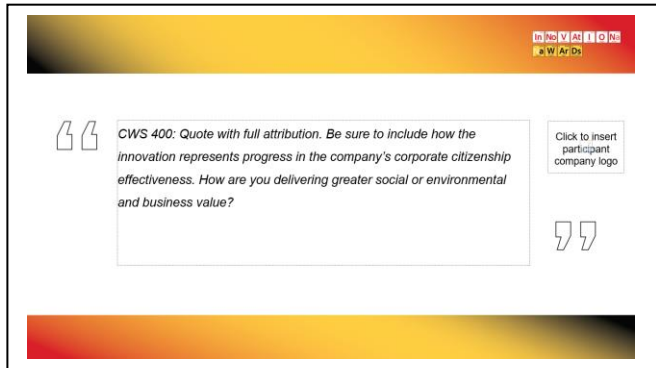
The slide should tell a story—effectively conveying the challenge, the solution, and the result or outcome.

Provide at least three proof points and metrics that reflect the outcomes and achievement of the 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:** Why did the project happen? What was the primary struggle that you (and/or your partner organization) were hoping to address?

**Solution:** Provide the solution concept. What was your “aha” moment? What did you do differently? What was the approach and how has the innovation addressed the challenge?

**Outcome:** What happened? Did the innovation work? How do you know? What has changed for the company, for individuals, or for the community since the project went live? Do you have future plans as a direct result of the outcome?



On **slide 4**, provide a quote that describes the social, environmental, or community achievement of your program innovation.

Be sure to include how the innovation represents progress in the company's corporate citizenship effectiveness. How are you delivering greater social or environmental and business

value?

Finally, make sure you consider the judging criteria for the awards as you create this slide. For the 2024 awards, the criteria are:

**Program Design & Creativity:** How compelling and disruptive is the program described in the entry? Does the program involve a big idea, innovative approaches, or both? Can it drive significant change in other companies or communities?

**Tangible Outcomes:** What was the result of the project? What is the magnitude of the outcome? What is the environmental or social outcome(s) achieved? What is the impact on communities? On individuals? How compelling are the quantified results? Does the program 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?

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## SLIDE 5 – PARTNER INFORMATION

**OPTIONAL: Participating Partner Information**

Participating partner's company name Click to insert partner logo

Partner's role in project

CWS 470: Quote with full attribution. The quote should describe how the innovation impacted their organization positively.

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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 corporate partners:

If you are a nonprofit or consulting partner submitting on behalf of a client, then this is the slide where you can highlight your company's contribution to the success of the project.

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## SLIDE 6 – ESG CHALLENGES AND OBJECTIVES

**Business Challenges and Objectives**

**ESG Challenges**

- CWS 700 (total): Provide a brief overview of the obstacle(s)/opportunity(ies) faced by your company, community, and/or industry. These might be competitive or business challenges (such as recruiting), or about improving sustainability or equity and inclusion opportunities, or relate to the company's ability to address a global crisis or challenge.

**Project Objectives**

- CWS 700 (total): Include an overview of what the team set out to accomplish. Were there specific guidelines or requirements that had to be addressed? What were the key assumptions that underpinned the solution? On this slide, you can also introduce any innovative approaches that were used. For example, did you complete a design thinking workshop to help develop the innovation? Alternatively, this section may be used to describe the opportunity that the company hopes to create with this innovation. For example, the project may have as one of its objectives being able to attract diverse talent or creating more sustainable ways of managing suppliers.

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

In the “ESG Challenges” section, include the obstacles faced by your company, community, and or industry.

These might be competitive or

business challenges (such as recruiting), about improving sustainability or equity and inclusion opportunities, or relate to the company's ability to address a global crisis or

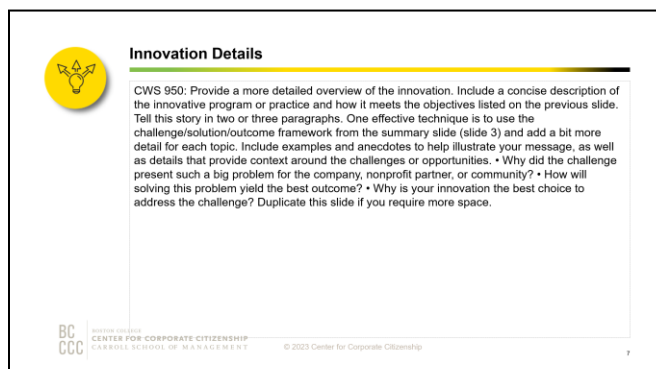
challenge.

In the “Project Objectives” section, include an overview of what the team set out to accomplish. Were there specific guidelines or requirements that had to be addressed? What were the key assumptions that underpinned the solution? On this slide, you can also introduce any innovative approaches that were used. For example, did you complete a design thinking workshop to help develop the innovation?

Alternatively, this section may be used to describe the opportunity that the company hopes to create with this innovation. For example, the project may have as one of its objectives being able to attract diverse talent or creating more sustainable ways of managing suppliers.

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## SLIDE 7 – INNOVATION DETAILS



Slide 7 provides a more detailed overview of the innovation. Include a concise description of the innovative program or practice and how it meets the objectives listed on the previous slide.

Tell this story in two or three paragraphs. One effective technique is to use the challenge/solution/outcome

framework from the summary slide (slide 3) and add a bit more detail for each topic.

Include examples and anecdotes to help illustrate your message, as well as details that provide context around the challenges or opportunities.

- Why did the challenge present such a big problem for the company, nonprofit partner, or community?
  - How will solving this problem yield the best outcome?
  - Why is your innovation the best choice to address the challenge?
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## SLIDE 8 BENEFITS AND OUTCOMES

**Benefits and Outcomes**

Business	Social/Environmental	Industry Practice
CWS 440: List business benefits. Bullets are acceptable.	CWS 440: List social/environmental benefits. Bullets are acceptable.	CWS 440: Describe how the solution may influence others. Bullets are acceptable.

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Slide 8 is for specific benefits and outcomes that resulted from the project.

Use this slide to tell the rest of the story:

- What was the impact or outcome since the project was completed?
- What were the primary innovations in process or design within the project, and

the main value that each contributed?

- Why is the project innovative? How is the company leading or breaking barriers as a result of this project?

We are looking for three different types outcomes: business benefits, environmental or social benefits, and industry practice benefits (i.e., how might your innovation influence others?)

*Insider tip: BCCCC Innovation Award judges like facts and figures that support a good story. Add details that provide context to the challenges or opportunities. Highlight outcome achievements with three or more proof points that address both business and social benefits (including environmental if applicable).*

## SLIDE 9 – Simple Explanation Video

**Create Simple Explainer Video**

**DO NOT WRITE/UPLOAD on this page—Submit your video at the same time as your completed deck USING THIS FORM.**

We want to get a sense of the people and passion behind the program, which is why we're asking that you create and upload a SHORT (<2 min) and SIMPLE (PHONE or TABLET) video that features a member of the company's program team describing the initiative in their own words. **Videos over two minutes in length will not be considered.**

**What the video MUST include:**

- A quick description of what the innovation is and why it matters
- A simple, unproduced video taken on a phone or tablet
- An explainer of the initiative from a representative of the company—not its partners or its beneficiaries.

**What the video MAY include:**

- testimonials from partners from the company or community

**What this video is NOT:**

- A highly produced marketing piece—there is an opportunity to link those in the next slides, they will NOT BE considered for this mandatory element of the submission.
- An exhaustive description of the program

*Please keep in mind that this video, much like the rest of the submission materials, should be appropriate for public consumption and will be used by the Boston College Center for Corporate Citizenship and its partner judges to evaluate and communicate the award submission.*

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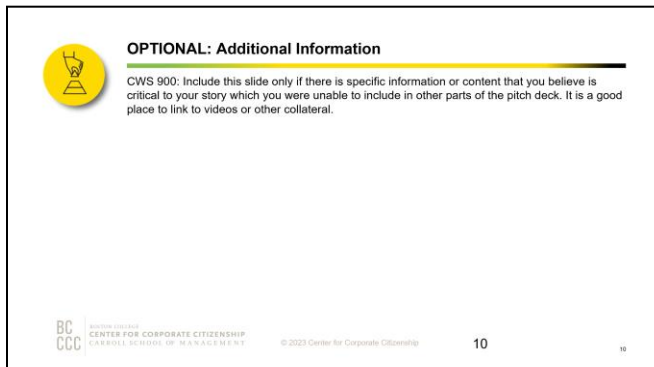
Slide 9 is an instructional slide—you should note add any information to this slide itself. Instead, read the slide for guidance on what to include in a simple, short phone/tablet video that you will upload at the same time as the completed deck using this form. **Please note: videos over 2 minutes in length will not be considered.**

As the slide stresses, the purpose of the video is not to impress us with a highly produced commercial piece, but to give us an unfiltered, honest account from a CSR professional at your company engaged in the innovation work. Questions about how to make this video or how it will be used? Reach out to [ccc@bc.edu](mailto:ccc@bc.edu).



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## SLIDE 10 – ADDITIONAL INFORMATION



collateral.

Slide 10 is completely optional—there is no expectation that additional information should be provided.

Include this slide only if there is specific information or content that you believe is critical to your story which you were unable to include in other parts of the pitch deck. It is a good place to link videos or other

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When you have completed your pitch deck and your video, upload both items together, using the form found on this page: <https://ccc.bc.edu/content/ccc/international-corporate-citizenship-conference/innovation-awards-24.html>

Questions? Contact us at [ccc@bc.edu](mailto:ccc@bc.edu).