

British Business Awards 2024 Applications Categories and Questions

Please complete online forms to submit your application form:

<https://bccjapan.com/news/bba-2024-award-applications/>

[Company of the Year](#)

[UK-Japan Partnership](#)

[Entrepreneur of the Year](#)

[Digital Technology and Innovation](#)

[Responsible Business](#)

[Outstanding Contribution](#)

A full list of this year's questions can be found below. If you are unable to submit via the online application form, please email your completed application on Microsoft Word to the BCCJ team at info@bccjapan.com, alongside the following information:

- **Company name (English and Japanese)**
- **Company size (roughly how many individuals currently work at your company, full-time and part-time)**
- **Company website**
- **Contact information (first name, last name, phone number, email address)**
- **Nominator details if applicable (if the same as the above, please leave this blank)**
- **A high-resolution version of your company logo**

Company of the Year Criteria for Application

Nominees for the BBA2024 Company of the Year award must demonstrate excellence and innovation throughout their organisation in Japan, with a focus on outstanding achievements in the past 12 months.

1) What is the main reason for this application?

*Character limit: 360 (~50 words). This text will appear on the BCCJ website and in the BBA 2024 event programme.

2) Criteria for Applications

Please ensure you address all the criteria (a-e).

a) Excellence and Impact

How can your company be considered a standard bearer for excellence in Japan over the past year? Provide details of your company's growth, impact, and/or measurable results in the Japanese market over the past 12 months.

*Character limit: 1150 (~175 words).

b) Diversity, Equity, and Inclusion

How has your company driven diversity, equity, and inclusion in Japan over the past year?

*Character limit: 850 (~150 words).

c) Digital and Technological Innovation

In what ways has your company demonstrated a commitment to digital and technological innovation over the past year?

*Character limit: 850 (~150 words).

d) Social and Environmental Sustainability

How has your company maintained high standards of social and/or environmental sustainability in Japan over the past year?

*Character limit: 850 (~150 words).

Additional Achievements

Provide links to up to 5 other significant achievements, awards, media coverage, or relevant merits from the past year. Please share up to 5 examples using title bullet points and links.

UK-Japan Partnership of the Year Criteria for Application

Nominees for the BBA2024 UK-Japan Partnership of the Year award must be joint-ventures, alliances, or other partnerships that have made demonstrable contributions to the enhancement of the UK-Japan economic or commercial relationship over the past 12 months. Two companies should be named: 1 British, 1 Japanese.

1) What is the main reason for this application?

Character limit: 360 (~50 words). This text will appear on the BCCJ website and in the BBA 2024 event programme.

2) Criteria for Applications

Please ensure you address all the criteria (a-d).

a) Contribution to the UK-Japan Relationship

How has your partnership specifically benefited the UK-Japan bilateral relationship over the past year?

Character limit: 1150 (~175 words)

b) Demonstrated Effectiveness and Results

What measurable results have been achieved through the partnership's effectiveness over the past year?

Character limit: 850 (~150 words)

c) Overcoming Challenges

What challenges did you face in forming the partnership, and how were these successfully overcome?

Character limit: 850 (~150 words)

d) Broader Impact and Inspiration

Does this partnership hold wider significance, and how might it serve as a model or inspiration for other British and/or Japanese companies? Character limit: 850 (~150 words)

Additional Achievements

Provide links to up to 5 other significant achievements, awards, media coverage, or relevant merits from the past year. Please share up to 5 examples using title bullet points and links.

Entrepreneur of the Year Criteria for Application

Nominees for the BBA2024 Entrepreneur of the Year award must be individuals who exemplify entrepreneurialism and have created commercial success through an enterprising spirit over the past 12 months. Nominees will typically be leading non-listed organisations in Japan with 25 employees or fewer worldwide.

1) What is the main reason for this application?

Character limit: 360 (~50 words). This text will appear on the BCCJ website and in the BBA 2024 event programme.

2) Criteria for Applications

Please ensure you address all the criteria (a-d).

a) Entrepreneurial Skills and Business Success

Describe how your entrepreneurial skills have driven the success of your business in Japan over the past year, highlighting your innovation, passion, and determination to succeed.

*Character limit: 1150 (~175 words)

b) Commercial Success and Impact

Highlight the actual and projected commercial success and impact of your business in Japan over the past year and for the year ahead

*Character limit: 850 (~150 words)

c) Exceeding Customer Expectations

Explain how your business has not only met but exceeded customer needs and expectations over the past year.

*Character limit: 850 (~150 words)

d) Lessons Learned and Future Growth

Reflect on what you have learned from your experiences as an entrepreneur and how you plan to continue improving and growing as a leader.

Character limit: 850 (~150 words)

Additional Achievements

Provide links to up to 5 other significant achievements, awards, media coverage, or relevant merits from the past year. Please share up to 5 examples using title bullet points and links.

Digital Technology and Innovation Criteria for Application

Nominees for the Digital Technology and Innovation Award must have driven exceptionally effective digital or technological innovation, services, or solutions in Japan over the past 12 months.

1) What is the main reason for this application?

*Character limit: 360 (~50 words). This text will appear on the BCCJ website and in the BBA 2024 event programme.

2) Criteria for Applications

Please ensure you address all the criteria (a-e).

a) Championing Innovation

In what ways has your company been a leader in digital or technological innovation in Japan over the past year?

*Character limit: 1150 (~175 words)

b) Growth and Measurable Results

Describe your company's growth and the measurable outcomes achieved through the implementation or delivery of a digital or technological initiative, service, or solution in the last 12 months.

*Character limit: 850 (~150 words)

c) Commitment to Innovation

How has your company demonstrated a commitment to advancing the digital or technological innovation agenda in Japan? How has your innovation influenced or transformed your industry in Japan?

*Character limit: 850 (~150 words)

d) Sustainability and Future Plans

What steps are being taken to ensure the sustainability and long-term impact of your innovative digital or technological service or solution in the Japanese market?

*Character limit: 850 (~150 words)

Additional Achievements

Provide links to up to 5 other significant achievements, awards, media coverage, or relevant merits from the past year. Please share up to 5 examples using title bullet points and links.

Outstanding Contribution Award Criteria for Application

This special BBA2024 Outstanding Contribution award honours an individual who has significantly impacted their field, exemplifying excellence and effectiveness in supporting UK-Japan commercial and/or cultural relations over the past 12 months. This award celebrates a nominee's exceptional achievements in fostering collaboration, innovation, and mutual understanding between the UK and Japan.

1) What is the main reason for this application?

*Character limit: 360 (~50 words). This text will appear on the BCCJ website and in the BBA 2024 event programme.

2) Criteria for Applications

Please ensure you address all the criteria (a-e).

a) Significant Achievements

Detail the nominee's most significant achievements in their field over the past 12 months. How have these accomplishments demonstrated excellence and effectiveness?

*Character limit: 1150 (~175 words)

b) Impact on UK-Japan Relations

Explain how the nominee's work has specifically supported and enhanced UK-Japan commercial and/or cultural relations. Provide examples of initiatives, projects, or collaborations that have had a positive impact.

*Character limit: 850 (~150 words)

c) Demonstration of Leadership

How has the nominee demonstrated leadership and/or gone above and beyond the call of duty in their field or community? Provide specific examples of their exceptional dedication and influence.

*Character limit: 850 (~150 words)

d) Active Community Membership

Show how the nominee is an active member of the UK-Japan community. Discuss their involvement in community initiatives, organizations, or events, and their contributions to fostering a vibrant UK-Japan relationship

e) Future Plans and Vision

Detail the nominee's future plans for further performance or achievement. What are their goals and vision for continuing to enhance UK-Japan relations?

*Character limit: 850 (~150 words)

Additional Achievements

Provide links to up to 5 other significant achievements, awards, media coverage, or relevant merits from the past year. Please share up to 5 examples using title bullet points and links.

Responsible Business Criteria for Application

Nominees for the BBA2024 Responsible Business award must have demonstrated exceptionally effective responsible business initiatives in Japan over the past 12 months. This category encompasses overall sustainability efforts, ESG (Environmental, Social, and Governance) integration, Social impact, Environmental impact, and/or Diversity, Equity, and Inclusion (DEI) initiatives. Nominees should not be NPOs.

1) What is the main reason for this application?

*Character limit: 360 (~50 words). This text will appear on the BCCJ website and in the BBA 2024 event programme.

2) Criteria for Applications

Please ensure you address **only one** of the criteria (a-c).

a) Implementation of Sustainability and ESG Initiatives

Detail how your company has implemented sustainability programmes which mitigate risk or open up opportunities for growth, in Japan over the past 12 months. Discuss the specific ESG factors addressed, their integration into your business strategy, and the impact.

*Character limit: 1400 (~350 words)

b) Social and/or Environmental Impact

Describe the positive social and/or environmental impact your company's initiatives have had in Japan over the past year. Include specific examples of how these efforts have benefited society, the environment, and contributed to ESG goals. Impact can be described qualitatively and quantitatively.

*Character limit: 1400 (~350 words)

c) Commitment to DEI and Governance

Explain how your company has demonstrated a commitment to advancing Diversity, Equity, and Inclusion as well as strong governance practices in Japan. Highlight any initiatives, policies, or practices that position your company as a leader in DEI and governance within the ESG framework.

*Character limit: 1400 (~350 words)

Address **both** (criteria d and e) in relation to the previous programme(s).

d) Stakeholder Engagement and Participation

How has your company engaged employees, suppliers, and other stakeholders in your responsible business and ESG programmes? Discuss the strategies used to foster participation, awareness, and commitment among all relevant parties.

*Character limit: 850 (~150 words)

e) Sustainability and Future ESG Goals

Discuss how your company plans to monitor and ensure the sustainability of its responsible business initiatives, including ESG and DEI efforts. What are the future plans for development and growth in these areas, and how will they align with broader ESG goals?

*Character limit: 850 (~150 words)

Additional Achievements

Provide links to up to 5 other significant achievements, awards, media coverage, or relevant merits from the past year. This could include hitting your own company's targets. Please share up to 5 examples using title bullet points and links.