

## APPLICATION & EVALUATION GUIDE

# AM CHAM PION AWARDS

## I AmChamPion Awards 2022

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#### Why Apply?

Through AmCham Türkiye's "I AmChamPion Awards", we acknowledge those companies and success stories in various fields such as investment & trade, innovation, diversity & inclusion, regional hub, sustainability that contribute most to our unwavering goal to develop bilateral trade and investment and to further relations between Türkiye and U.S.

The awards program is designed to celebrate and encourage companies who have inspired others with their contribution to bilateral economic development.

Organizations that win this award become role models for the business world both in Türkiye and internationally, by promoting their creative, impact-oriented, sustainable business models or projects. It is a great chance for organizations to demonstrate why the way they do business is better than the other industry leaders and to tell their story in an unconventional way.

When your organization wins an "I AmChamPion Award" it will be a solid proof of the organization's success and you will have a very beneficial tool that can be used in different areas such as communication, motivating and influencing the team, creating positive publicity, and elevated credibility among your industry peers.

#### Applying to I AmChamPion Awards 2022

##### Mandatory:

Fill out the application form related to the category.

##### Optional:

Applicants who would like to support their application with a PowerPoint presentation can send their documents via **WeTransfer** to **[elif.aksoy@amchamturkey.com](mailto:elif.aksoy@amchamturkey.com)** until the application deadline.

##### *PowerPoint Presentation (optional)*

- *Make sure that your presentation covers all the questions in the application form.*
- *Your presentation can have maximum 10 slides.*
- *Try to include photographs, graphics, diagrams related with your application.*
- *Please send your presentation only in .pptx format.*

#### Deadline for Applications

**October 19, 2022**

## FREQUENTLY ASKED QUESTIONS

### FAQs

**1. Can my organization apply for more than 1 award category?**

Yes!

Your organization can apply for more than 1 award.

**2. Can my organization apply for the category we sponsored?**

No!

In order to avoid conflict of interest, your organization can not apply for the category it has sponsored.

**3. Can my organization apply to the same category with 2 different projects?**

Yes!

Your organization can apply to the same category with 2 or more different projects.

**4. Can my organization apply with the same project that was awarded in the previous years?**

No!

Your organization can not apply again with the same project that received an AmChamPion award in the previous years.

**5. Can my company apply with a project that is implemented in Global but not in Türkiye?**

No!

Your organization cannot apply with a project that is not implemented in Türkiye.

## **AWARD CATEGORIES**

### **CATEGORIES OPEN FOR US COMPANIES**

#### **1- Investment Award**

- 1.A - U.S Investment in Turkey
- 1.B - Impact Investment (ESG)

#### **2- Regional Hub Award**

#### **3- Sustainability Award**

- 3.A - Climate Action
- 3.B - Sustainable Development

#### **4- Diversity & Inclusion Award**

#### **5- Innovation Award**

#### **6- Contribution to Education Award**

### **CATEGORIES OPEN FOR TURKISH COMPANIES**

#### **7- Turkish Champ of the Year**

(Turkish investors in the U.S. / Turkish company partnering with a U.S. Company / Turkish company having U.S. Private Equity)

#### **8- Turkish Entrepreneur of the Year**

(Start-ups and Entrepreneurs)

#### **9- Turkish E-Export Company**

## **CATEGORY DESCRIPTION & EVALUATION CRITERIA**

### **CATEGORIES OPEN FOR U.S. COMPANIES**

#### **1- INVESTMENT AWARD**

##### **Investment Award-1. U.S. Investment in Turkey**

**Description:**

- Open to U.S. companies with an impactful investment in Türkiye in 2021.

**Evaluation Criteria:**

- Total investment amount.
- Positive effect of the investment. For example, higher employment, innovative technology transfer, any other contribution to the Turkish economy.
- Goal of the investment.

##### **Investment Award-2. Impact Investment (ESG)**

**Description:**

- Open to U.S. companies which generated measurable positive, social and environmental influence alongside a financial return with their investment in 2021.

**Evaluation Criteria:**

- The intention to tackle social or environmental challenges.
- Achieving desired social or environmental outcomes.
- Providing measurable results related investment.

#### **2- REGIONAL HUB AWARD**

**Description:**

- U.S. companies that cover a region and/or regions from Türkiye through regional hubs. For example, Finance, manufacturing, services, management, logistics, R&D and innovation.

**Evaluation Criteria:**

- Number of Countries/Regions Managed from Türkiye.
- Positive impact of the Regional Hub to Turkish economy.  
For example, higher employment, innovative technology transfer, any other contribution to the Turkish economy.

### **3- SUSTAINABILITY AWARD**

#### **Sustainability Award-1. Climate Action**

##### **Description**

- As AmCham Türkiye has a specific priority to “Provide Active Support to Türkiye’s Integration to Global Climate Change & Sustainability Programs”, there is a separate award dedicated to Climate Action.
- This category is open to U.S. companies which have successfully implemented a project or introduced an initiative, product, service that addresses climate change mitigation or adaptation within 2021.

##### **Evaluation Criteria**

- Addressing the climate change action with verifiable social and environmental benefits.
- Sustainability of the project / product / initiative.
- Innovativity level.
- Ensuring long-term transformational change.

#### **Sustainability Award-2. Sustainable Development Award**

##### **Description**

- United Nations’ Sustainable Development Goals (SDGs) are a set of 17 global goals aimed at transforming the world by 2030.
- This category is open to U.S. companies which have successfully implemented a project or introduced initiative, product, or service that have the greatest impact potential in line with the SDGs in 2021.

##### **Evaluation Criteria**

- The degree of correlation with SDGs and the implemented project or introduced initiative, product, or service of the company.
- The impact potential on SDGs with measurable results.

### **4- DIVERSITY & INCLUSION AWARD**

##### **Description:**

- Open to U.S. companies that have effective, sustainable Diversity and Inclusion initiatives, projects, services, or solutions in Türkiye within 2021.

##### **Evaluation Criteria:**

- Quantitative, measurable results that have been achieved through a D&I initiative, project, or solution.
- Having a sustainable and long-term D&I strategy.

## **5- INNOVATION AWARD**

### **Description:**

- Open to U.S. companies which implemented new, effective Innovation services, products, or solutions within their daily business operations in Türkiye.

### **Evaluation Criteria:**

- Company's growth and/or measurable results that have been achieved through the delivery of an innovative initiative, service, or solution within 2021.
- The positive impact of the proposed innovation.
- The uniqueness of the innovation.

## **6- CONTRIBUTION TO EDUCATION AWARD**

### **Description**

- Open to U.S. companies which made significant contributions to the talent improvement and education system within the context of its corporate objectives and social responsibility in 2021.

### **Evaluation Criteria**

- The goal and the scope of the project. For example, improving the quality of education, teacher education, capacity development of students, scholarship opportunities.
- The positive impact of the contribution with verifiable figures like; number of students and/or teachers reached within the project.

## **CATEGORIES OPEN FOR TURKISH COMPANIES**

## **7- TURKISH CHAMP OF THE YEAR AWARD**

### **Description**

- This category is open to Turkish companies that have made demonstrable contributions to the enhancement of the U.S. - Türkiye economic relations in 2021.
- In the context of this category 3 kinds of partnership applications will be evaluated: Turkish investors in the U.S., Turkish companies partnering with U.S. Companies and Turkish companies having U.S. Private Equity.

### **Evaluation Criteria**

- Benefits of the partnership to the U.S. and Türkiye economic & commercial bilateral relationship within 2021.
- Providing measurable results on the effectiveness of the partnership within 2021.

## **8- TURKISH ENTREPRENEUR OF THE YEAR AWARD**

### **Description**

- Open to Turkish entrepreneurs who have created innovative commercial success with an entrepreneurial approach in partnership\* with U.S. companies.
- By partnership, we do not mean an official agreement between the two companies. Cases such as using the products of an American company in existing business models will also be considered within the scope of partnership.

### **Evaluation Criteria**

- Is the business model / product / service different, unique, creative?
- Is this business model / product / service has achieved tangible and material entrepreneurial success (e.g. revenue and number of employees]
- Does this business model/product/service have scaled to global markets?
- Is the business model / product / service having positive social or environmental impact?

## **9- TURKISH E-EXPORT COMPANY AWARD**

### **Description**

- Open to Turkish e-export and marketplace companies that shown excellence in the Turkish e-commerce sector and have reached different markets, especially to the U.S. market with outstanding achievements in 2021.

### **Evaluation Criteria**

- The amount of the U.S. shipment.
- Product Uniqueness.