Steelie Award

Excellence in communications programmes

2023
Nomination form

worldsteel
ASSOCIATION

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Background

Making the steel industry a trailblazer in communication

Launched in 2010, the worldsteel Steelie Awards recognise member companies for their contribution to the steel industry over a one-year period in a series of categories impacting the steel industry. The Steelies are awarded each year at worldsteel's General Assembly in October.

The selection process for nominations varies between awards. In most cases nominations are requested via the appropriate membership committee and the worldsteel extranet. Entries are then judged by selected expert panels using agreed performance criteria. Some general rules apply:

- Only entries from worldsteel members are accepted and all dues must have been paid
- An entry from multiple members will be accepted, but in the event of a tie priority will be given to a single member entry
- National and regional associations may only enter on behalf of their own organisation and not as a combined entry with all or some of their members
- Multiple entries from a single member will be accepted. But it should be noted that the Steelie experience is that quality wins over quantity. We recommend that maximum effort behind a few entries pays a better dividend
- By making an entry the member gives permission to worldsteel for the contents to be used for communications and promotion activities
- All marking and comments are confidential and will not be made available. The judges' decisions are final

Nominations for excellence in communications programmes

Excellence in communications programmes recognises investment, creativity and innovation in major communications programmes (internal and external) that promote the steel industry or steel as a competitive material. Each entry should be a single programme carried out between July 2022 and June 2023.

The types of communications programmes programmes allowed to enter can be product promotion, corporate reputation (environment, sustainability, safety and local community/CSR) or employee communications programmes. It will cover all channels from advertising, print, marketing promotion and digital. We will not accept company reporting programmes or company or national issue lobbying programmes.

Judging criteria

There will be a judging panel of communication experts external to worldsteel. Judges will be looking at the following criteria when marking submissions:

- Clear identification of objectives and measurement of results
- Overall success and benefit of the communications programme
- Creativity in approach
- Innovation against previous practice

Nominations deadline

Nominations will be accepted until **Friday 4th August 2023**. Submissions made after this date will not be reviewed. Please only include data and examples from the 1 year period before the date of submission. Please complete the form as it stands and do not create custom forms. Please complete the form as it stands and do not create custom forms. However, you are encouraged to provide suppoprting material as evidence (communications toolkits, press clippings, publications, links to websites, social media reports etc.), preferably sharing links to cloud storage platforms to avoid having to send sending large numbers of large attachements.

Sustainability Champions

Please note that to be eligible for recognition in the Sustainability Champions programme, worldsteel member companies must have their programmes included in the Safety and Health Recognition Programme or shortlisted in at least one of the six categories of the worldsteel Steelie Awards:

- Excellence in low-carbon steel production
- Innovation of the year
- Excellence in sustainability
- Excellence in Life Cycle Assessment
- Excellence in education and training
- Excellence in communications programmes

Previous Steelie Awards

For more information about the previous Steelie Awards, please visit https://worldsteel.org/about-us/steelie-awards/.

Contact

Please return your submission form and direct any questions you may have to Bradley Forder, Head, Communications, to the following address: forder@worldsteel.org.

World Steel Association

Avenue de Tervueren 270
1150 Brussels
Belgium

T: +32 (0) 2 702 89 00
F: +32 (0) 2 702 88 99
E: steel@worldsteel.org

C413 Office Building
Beijing Lufthansa Center
50 Liangmaqiao Road
Chaoyang District
Beijing 100125
China

T : +86 10 6464 6733
F : +86 10 6468 0728
E : china@worldsteel.org

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