



## Criteria DPBA 2011

The purpose of the Dutch Polish Business Award (DPBA) is to further recognize and stimulate the economic relations between the Netherlands and Poland. Entrepreneurs who have distinguished themselves in the area of Netherlands - Polish business can compete for this award.

Both companies of Dutch and Polish origin operating in the Netherlands and doing business with Poland are invited to enrol. The competition is open to small, medium sized as well as large companies.

In order to be eligible for the award must have demonstrated a tangible contribution to the improvement of the commercial and/or investment relations between The Netherlands and Poland and meet the criteria which are mentioned below.

A highly qualified independent jury will judge the candidates based on the following criteria:

**1. Sustainability of the business**

Candidates have a clear track record and are at least three years active in the Netherlands and Poland. The financial position of the company is such that the business is sustainable for the foreseeable future.

**2. Approach and social responsibility**

Social responsibility and added value for the society at large.

**3. Strategic importance of the activities**

The investments, attitude and communications should indicate that the activities are strategically important for the Dutch - Polish relationship.

**4. Growth**

Growth of investments and growth in number of employees.

**5. Corporate Social Responsibility and Sustainable Entrepreneurship**

Degree to which social and environmental sustainability is a strategic objective and purpose of the candidate. Business would embrace responsibility for the impact of its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

**6. Innovation**

Degree to which innovation contributes to the growth of the activities in the host country.

**7. Entrepreneurship and level of risk-taking**

Degree to which you are personally and provably active in your role as entrepreneur. Corresponding with aspects 2,6 and 7.