

**The getAbstract   
Learning at Work Week Impact Award  
'Inspiring a Lifelong Learning Culture'**

A lifelong learning culture at work can support an organisation and its people to address change, adapt and be innovative, creating new opportunities and approaches. The getAbstract Impact Award for Learning at Work Week recognises **one large\*** organisation and **one SME\*\*** organisation that best demonstrate how their **Learning at Work Week** activities contributed to the development or reinforcement of a lifelong learning culture at work.

Judges will look for evidence of how you designed your Learning at Work Week to promote, encourage and embed a lifelong learning culture to support your organisation’s objectives and wider needs. Judging criteria is included at the end of this form.

The winner will receive a special trophy to recognise their achievement. The award is free to enter and the deadline for submissions is **Friday 21st July 2023.** Please submit your application along with graphics, photographs or media if available. Non submission of graphics, photos or media is not a disadvantage.

\*Large organisations are defined here as having more than 250 employees  
\*\*SME organisations are defined here as having no more than 250 employees

**About you and your organisation (please note this section is for information only and will not be part of the judging criteria)**

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| **Name** |
| **Job title** |
| **Organisation** |
| **Address** |
| **Tel** |
| **Email** |
| **How many employees do you have?** |
| **How many employees participated in the event?** |

**Section 1: Objectives**

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| What were your objectives for your Learning at Work Week activities and how did they tie into your business objectives and organisational needs? (max 150 words) |

**Section 2: Partnership work**

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| Did you work in partnership for Learning at Work Week, including internal and external partners? (max 150 words) |
| How did your partnerships support the development or reinforcement of a lifelong learning culture at work? (max 150 words) |

**Section 3: Learning at Work Week activities and supporting a lifelong learning culture at work?**

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| What activities did you offer for Learning at Work Week and why? How were they relevant and how did you make them accessible for the full range of employees involved? (max 150 words) |
| How did the design of your activities support the development or reinforcement of a lifelong learning culture at work (max 150 words) |

**Section 4: Promotion and marketing of your Learning at Work Week activities**

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| How did you promote your Learning at Work Week? (max 150 words) |
| How did your promotion contribute to the development or reinforcement of a lifelong learning culture at work? (max 150 words) |

**Section 5: Evaluation, outcomes and ‘lessons learned’**

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| How were your event and activities monitored and evaluated? (max 150 words) |
| What were the main outcomes and benefits for employees? What might you do differently next time? (max 150 words) |
| What were the main outcomes and benefit for the business? What might you do differently next time? (max 150 words) |

**Declaration**

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| I confirm that all the information given in support of this entry is correct and I understand that information contained in this entry may be used for publicity purposes by the Campaign for Learning and getAbstract in accordance with the Data Protection Act and with, if required, your permission. Signature Date |

By entering, you give the award sponsor getAbstract permission to contact you about products and services which may be of interest. Please tick here if you do NOT wish to receive such messages.

Please submit your entry by email to the Learning at Work Week team at [info@cflearning.org.uk](mailto:info@cflearning.org.uk)   
If you do not receive a confirmation of receipt please call: **020 7798 6067**  
Deadline for submissions: **Friday 21st July 2023.** Incomplete or late submissions will not be considered.   
If you are successful you will be notified by **Friday** **29th September 2023**.  
The judges’ decision is final and no correspondence or discussion will be entered into about the results.

**JUDGING CRITERIA**

To score 25/25 in the scoring system you will need to address all the following criteria within each of the five sections in addition to telling us about your Learning at Work Week and organisation.

**Section 1: Objectives (5 marks)**

* Clear rationale behind Learning at Work Week objectives and how they linked to your business objectives and organisational needs (e.g. employee needs, practices, programmes and processes) (3 marks)
* How your Learning at Work Week objectives aimed to develop or reinforce a lifelong learning culture (2 marks)

**Section 2: Partnership work (3 marks)**

* How you involved external partners and employees and different areas of your organisation in the planning (2 marks)
* How partnerships contributed to the development or reinforcement of a lifelong learning culture (1 mark)

**Section 3: Learning at Work Week activities and supporting a lifelong learning culture (5 marks)**

* How you designed and delivered your activities to appeal to your different work audiences including content, process, style and resources used (3 marks)
* How the activities supported and reinforced a lifelong learning culture (2 marks)

**Section 4: Promotion and marketing of your Learning at Work Week activities** (**5 marks)**

* How you reached and persuaded your different work audiences to take part (2 marks)
* Innovative use of marketing (1 mark)
* How your promotion activities supported the development or reinforcement of a lifelong learning culture (2 marks)

**Section 5: Evaluation, outcomes and ‘lessons learned’ (7 marks)**

* How you monitored and gathered feedback and evidence for evaluation including qualitative and quantitative evidence (2 marks)
* Clear identification and evidence of outcomes for the organisation and employees and what you might do differently next time (‘lessons learned’) (5 marks)