

BPW Europe Project Award – Concept

1. Purpose of the Award

The BPW Europe Project Award recognizes outstanding projects initiated and implemented by BPW Europe Federations, Affiliated clubs, and local clubs. The award aims to highlight innovative initiatives that contribute to the mission of BPW by empowering women, strengthening BPW's visibility, and promoting advocacy for gender equality.

Through this award, BPW Europe seeks to:

- Support and encourage innovative and impactful projects
- Recognize the commitment and engagement of BPW teams
- Increase the visibility of successful initiatives
- Facilitate the exchange of best practices among BPW Federations and Affiliates clubs

2. Eligibility

Applications may be submitted by:

- BPW Europe Federations and Affiliates clubs
- BPW Europe local clubs
- Joint initiatives led by multiple clubs or federations

Eligible projects must:

- Be initiated and implemented by a BPW Federation, Affiliated club or local club
- Be completed or actively running at the time of application
- Be registered in the BPWI Project Directory
- Contribute to BPW's mission to share knowledge, educate, and have a voice
- Demonstrate sustainability or long-term impact

Applications must be submitted on behalf of the Federation or Affiliated Club's leadership.

3. Award Categories

The BPW Europe Project Award is granted in three categories:

3.1 Women's (Economic) Empowerment

Projects that contribute to strengthening women's economic independence, leadership, career development, or entrepreneurship.

Examples include:

- Mentoring and leadership programs
- Entrepreneurship initiatives

- Financial literacy or professional development programs
- Programs supporting women entering new sectors or leadership roles

3.2 BPW Visibility

Projects that increase public awareness and recognition of BPW at local, national, or European level.

Examples include:

- Public campaigns or events
- Partnerships with institutions or organizations
- Media initiatives or social media campaigns
- Community outreach activities highlighting BPW values

3.3 Advocacy

Projects that promote policy dialogue, social change, or public awareness related to gender equality and women's rights.

Examples include:

- Advocacy campaigns (e.g., equal pay, women in leadership)
- Policy engagement with decision makers
- Research, awareness, or educational initiatives
- Collaborative projects with NGOs or institutions

4. Application Requirements

Applicants must submit the following information:

- Project title and responsible Club/Federation
- Description of the project (objectives, activities, target group)
- Implementation timeline (project should already be launched)
- Key results and impact
- Sustainability and future potential
- Communication activities (if applicable)

Projects must also provide a short report that can be used for communication purposes by BPW Europe.

5. Evaluation Criteria

Applications will be evaluated based on the following criteria:

Alignment with BPW Mission

The project contributes to BPW's goals to share knowledge, educate, and advocate for women.

Impact

The project demonstrates measurable or clearly identifiable results and benefits.

Sustainability

The project shows long-term impact or potential for continuation.

Innovation

The project introduces new ideas, creative approaches, or effective methods.

Transferability

The project has the potential to inspire or be replicated by other BPW Federations or Affiliated Clubs.

Visibility

The project contributes to raising awareness of BPW or gender equality issues.

6. Evaluation Process

The selection process consists of two stages.

Award Committee Composition and Election

The applications will be evaluated by an independent Award Committee composed of five members.

Each year, BPW Europe will send a call for applications by email inviting members to apply to serve on the Committee. From the candidates, the 5 members will be elected during the Presidents Meeting.

The Award Committee is elected for one year, and a new Committee will be elected annually.

The Award Committee should include:

- At least one representative from Young BPW
- Members or experts from the BPW Europe network (ideally representing different countries)

Evaluation

The Award Committee reviews the submitted applications according to the established criteria and recommends one winning project per category.

Final Decision

The final decision on the award recipients is made by the ECC based on the Award Committee's recommendation.

7. Award

One winner will be selected in each category.

Each winning project will receive:

- A financial award of €500 (bank transfer upon presentation of invoices)
- Official recognition by BPW Europe
- Presentation of the project during the BPW Europe Presidents Meeting
- Promotion through BPW Europe communication channels

Winning projects may also be presented as best practice examples within the BPW network.

8. Award Announcement and Communication

The award winners will be officially announced during the BPW Europe Presidents Meeting.

Winning projects will be promoted through:

- BPW Europe website
- Social media channels
- Newsletter
- BPWI Project Directory

The objective is to share successful initiatives widely and inspire other BPW Clubs and Federations.

9. Timeline (from 2027)

Call for applications	At the Presidents' Meeting
Application deadline:	Mid-January
Evaluation by the Award Committee	February-March
EC confirmation	April
Award announcement	Presidents' Meeting