
TRANSATLANTIC BUSINESS AWARDS PROGRAM

Organizer: AmCham Estonia

Partners: Baltic American Freedom Foundation (BAFF), U.S. Embassy Tallinn

PROGRAM OVERVIEW:

AmCham Estonia in cooperation with the Baltic American Freedom Foundation and the U.S. Embassy Tallinn is pleased to launch the Transatlantic Business Awards program, which builds upon the success of the previous awards series - Estonian American Innovation Award (2010-2015). The Business Awards will continue to recognize outstanding and innovative achievements by Estonian-based companies and individuals in the U.S. market, with an emphasis on their contributions to strengthening transatlantic economic ties, job growth, and shared prosperity. The Business Awards program will include three separate honors:

1. **The Transatlantic Company of the Year** award is aimed at highlighting the importance of transatlantic trade and investment between the United States and Estonia, and recognizing the contributions and positive impact made by Estonian companies investing in the United States. The award will be presented annually in order to highlight the importance of the economic ties between the United States and Estonia and to celebrate business excellence by an Estonian company in arguably the most competitive market in the world. The award will honor significant achievement within the United States market, which might include strategic collaborations with U.S.-based organizations, implementation of innovative solutions, or significant company growth or investment activities.
2. **The Transatlantic Promoter of the Year** award will recognize an individual residing in Estonia or in the United States, who has made significant contributions to promoting entrepreneurship or transatlantic collaboration. The award will honor the individual's accomplishments in fostering increased entrepreneurial activity, in-

cluding among diverse groups, and in promoting connections with the U.S. – based entrepreneurship ecosystem.

3. **The Melissa Wells Corporate Responsibility Award** recognizes companies operating in Estonia, who demonstrate ethical leadership and corporate responsibility and who make a positive difference in their communities.

TIMELINE

1 SEPTEMBER: Announcement of the program. Application Period Opened.

1 OCTOBER: Application Deadline

2 -13 OCTOBER: All applications evaluated electronically by selected juries

16-21 OCTOBER: Final Round of Evaluations (if needed) and confirmation of results

3 NOVEMBER: Transatlantic Conference (half day with a workshop and a speaker luncheon) featuring 2 speakers from the United States and followed by the award ceremony.

SUPPORT:

This public private partnership will include support from the three participating organizations: AmCham, BAFF and the U.S. Embassy Tallinn to cover components such as :

- Project administration
- Transatlantic Conference
- Speakers from the USA

Specific contributions will be determined at the discretion of the partners on an annual basis.

Additionally, AmCham will seek support from its member-companies to support specific awards or prizes for each of the categories.

2017 Transatlantic Company of the Year

About the Award

The Transatlantic Company of the Year award is aimed at highlighting the importance of transatlantic trade and investment between the United States and Estonia, and recognizing the contributions and positive impact made by Estonian companies investing in the United States. The award will be presented annually in order to highlight the importance of the economic ties between the United States and Estonia and to celebrate business excellence by an Estonian company in arguably the most competitive market in the world. The award will honor significant achievement within the United States market, which might include strategic collaborations with U.S.-based organizations, implementation of innovative solutions, or significant company growth or investment activities.

The Award is being promoted in partnership with the U.S. Embassy Tallinn, and Baltic American Freedom Foundation.

Criteria

Transatlantic Company of the Year is awarded to a registered Estonian company invested in the U.S. that has demonstrated significant achievements within the United States, in one or more of the following areas:

- Growth: Relative growth in turnover, employees or profitability in USA
- Investment: Significant investments in R&D, new facilities or acquisitions in USA
- Partnerships: Strategic partnerships in USA, with organizations, companies or government agencies
- Innovation: Development/implementation of an innovative solution in USA

When weighing the results, the jury will focus on tangible, documented results, within the calendar year. They will also weigh your track record over the last 3 years.

Application Timeline:

Applications will be accepted during the period of 1 September - 1 October (5PM EET)

The Jury:

In order to ensure complete impartiality in the selection process, there will be an independent jury of distinguished business leaders to evaluate the applications and select the winner.

Proposed Jury Members 2017:

1. U.S. Embassy Deputy Chief of Mission Elizabeth Horst (Confirmed)
2. BAFF Board Member Andres Trink (confirmed)
3. AmCham Estonia Board Member Andrus Alber (confirmed)
4. EAS Representative Andrus Viirg (Confirmed)
5. John Sechrest, US Angel Investor (confirmed)
6. Estonian Embassy in the USA Economic Officer Helen Popp (Confirmed)
7. Estonian American National Council Representative (TBC)

Award:

The winner of this award will be announced at the Transatlantic Business Conference organized by AmCham Estonia on November 3, 2017. The winner will receive an engraved trophy from the organizers as well as a special prize from the company who will be chosen to power the award this year.

2017 Transatlantic “Promoter” of the Year

About the Award

The Transatlantic Promoter of the Year award will recognize an individual residing in Estonia or in the United States, who has made significant contributions to promoting entrepreneurship or transatlantic collaboration. The award will honor the individual's accomplishments in fostering increased entrepreneurial activity, including among diverse groups, and in promoting connections with the U.S. – based entrepreneurship ecosystem.

The 2017 Award is being promoted in partnership with the U.S. Embassy and BAFF.

Award Criteria

The Promoter of the Year will be awarded to an Estonian or U.S. resident, who has demonstrated significant achievement in strengthening entrepreneurship and U.S. – Estonian collaborations. Achievements will be assessed in one or more of the following areas: creativity, innovation, impact, leadership.

Nominations:

AmCham Estonia Board, BAFF, U.S. Embassy Tallinn and AmCham member companies, and partners will be encouraged to nominate an individual for this award.

Applications:

No application form will be required. Nominations can be submitted to the AmCham office in an open form with a few notes and comments of why that person should be considered for the award.

The Jury:

AmCham's Board of Directors will evaluate all nominations carefully and will select the winner.

Award:

The winner of this award will be announced at the Transatlantic Business Conference organized by AmCham Estonia on November 3, 2017. The winner will receive an engraved trophy from the organizers as well as a special prize from the company who will be chosen to power the award this year.

2017 Melissa Wells Corporate Citizenship Award

About the Award

Melissa Wells Corporate Citizenship Award showcases businesses for demonstrating ethical leadership and corporate stewardship and for making a positive difference in society. The award takes in account company involvement in educational programs, corporate philanthropy, including service and product donations to the local community or volunteers.

Selection Criteria

- **Community involvement.** The extent to which stakeholders in the community are involved in the design and execution of initiative.
- **Impact.** The extent to which initiative has met its declared objectives
- **Sustainability.** Whether the initiative has a long-term applicability
- **Best Practice.** Whether the project serves as a model of practise for other companies implementing social responsibility practise
- **Innovation.** The extent to which the initiative innovative in design and application
- **Environmental impact.** Has the project reduced the environmental impact of the business?

Applications:

Applications will be accepted during the period of 1 September - 1 October (5PM EET)
All companies operating in Estonia will be able to apply with their projects.

Jury:

AmCham's Board of Directors will evaluate all nominations carefully and will select the winner.

Award:

The winner will receive a special recognition plaque at the Annual Transatlantic Conference.