

# WORLD CENTRE ESO AWARDS 2010

## Finalists named in Cannes ~ July 8 & 9, 2010

### *About the Awards*

For more than 20 years, the World Centre (formerly European Centre for Employee Share/Stock Ownership) has taken the lead in encouraging broad-based employee equity schemes. The Centre has worked closely with the European Commission, European Parliament, the UAE and other entities to ensure the best tax and legal treatment for these schemes. Some years ago, the Centre, with support from the European Commission and Linklaters, produced "Breaking the Barriers", a report about the various tax, regulatory and cultural barriers faced by trans-national companies attempting to introduce employee share plans across Europe. Since then the situation has improved. Many companies now offer multinational share or share option plans to their employees, but the Commission has to do more to dismantle the barriers, especially in the southern Med belt. Nowadays, it is not national governments that are causing the worst problems on this front, but rather the regulators — witness the impact of options expensing and of the Prospectus Directive. To mark the Commission's initiatives, the Centre created its annual Awards to recognise the achievements of those companies who have successfully introduced European and global employee equity plans. The awards are now in their ninth year.

For the 2010 awards there will be two categories; best employee share ownership plan for a company with over 1,500 employees and; best employee share ownership plan for companies with fewer than 1,500 employees. The criteria for entering are explained in full opposite. The winners will be decided by a panel of three impartial judges who are experts in the area of employee equity. These judges include Malcolm Hurlston, chairman of the World Centre. **The finalists will be announced during the Centre's 22nd annual conference in Cannes on July 8 & 9 (2010)** and the awards will be made at the annual Centre dinner in London in October.

#### **About the Centre**

The World Centre (formerly European Centre for Employee Ownership) is the sister organisation of the UK based Employee Share Ownership Centre. Its aim is to study and promote employee ownership in the EU and internationally, with a particular interest in multinational companies who wish to offer share ownership to employees in several countries. In particular it bridges the gap between the Anglo-Saxon world of enterprise and the European social order.

#### **Criteria**

The two award categories are:

- **Best Employee Share Ownership Plan**  
(over 1,500 employees)
- **Best Employee Share Ownership Plan**  
(fewer than 1,500 employees)

#### **Entries will be judged on the following:**

- **World focus**
  - a) For best plan over 1,500 employees, the plan must be in at least four countries
  - b) For best plan fewer than 1,500 employees, the plan must be in place in at least four countries
- **Broad-based**  
The plan must be open to most employees (after reasonable qualifying period)
- **Take-up rates**
- **Quality of communications**
- **Challenges faced/difficult countries**

#### **Rules**

1. A company can nominate itself for an award.
2. A practitioner can nominate a client company for an award provided permission has been received from the client company.
3. A practitioner can nominate a different client company for each award but cannot nominate more than one company for each category.
4. Judges and their companies or clients are not eligible to apply for any award.
5. Each entry must be accompanied by a completed application form (overleaf) together with three copies of all supporting documentation. Photocopies of the form are acceptable.
6. Entrants should be prepared to co-operate fully with the judges or their representatives, where necessary, in response to enquiries seeking additional information from short-listed entrants.
7. The decision of the judges is final.
8. Commercial sensitivity will be respected.
9. No charge is made for entries.
10. All entries are to be received by the World Centre no later than **early June, 2010**.

# WORLD CENTRE FOR EMPLOYEE SHARE OWNERSHIP

# AWARDS 2010

Please read the rules and criteria (printed overleaf) carefully before completing this application form.

Are you?

A plan user company nominating your own company?

(Complete Sections A & B below)

A plan practitioner nominating a client company?

(Complete Sections A & C below)

Which award are you applying for?

Best Employee Share Ownership Plan (over 1,500 employees)

Best Employee Share Ownership Plan (fewer than 1,500 employees)

## Section A Company/Client Details

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Number of employees: \_\_\_\_\_

Which stock exchange(s) is your company listed on: \_\_\_\_\_

\_\_\_\_\_

## Section B Outside Providers

Please give details of any outside practitioners you have used. These details will only be released if you are an Award winner.

Administrators: \_\_\_\_\_

Brokers: \_\_\_\_\_

Consultants: \_\_\_\_\_

Lawyers: \_\_\_\_\_

Tax/Accountants: \_\_\_\_\_

Others: \_\_\_\_\_

## Section C Practitioner Details

Organisation Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Supporting material

Please attach the following documentation to support your application.

### 1. About the Company

Please tell us in no more than 500 words about the company being nominated for this award. Tell us:

- What you do/make
- Size of company
- How long you have been trading
- How long you have offered all-employee share plans
- In which countries you have employees

### 2. About the Plan

Please tell us in no more than 1500 words about the Plan. Include:

- Name of plan
- How many employees are eligible to participate
- Take up rate
- Which countries the plan operates in
- The objectives of the plan
- How well the objectives were met
- The communication strategy
- Use of the intra/internet & technology
- What challenges had to be overcome
- What lessons were learned
- Are there any unique features that distinguish your plan from others
- Why your plan deserves to win an award

### 3. Supporting documentation

Please supply examples of the following:

- Communication literature
- Sample sign-up forms
- Sample statements to participants

## What to do with your application

Please supply **TWO** copies of all documentation. Send by post to:

World Awards  
World Centre for Employee Ownership  
65 Kings Cross Road  
London  
WC1X 9LW

The closing date for all applications to be received by the Centre is **early June, 2010**.

**I certify all statements made in this application are true to the best of my knowledge.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_