



Rutgers Institute for Corporate Social Innovation

The Rutgers Institute for Corporate Social Innovation (RICSI) is proud to announce the 2025 Corporate Social Innovation Excellence Awards for corporations and individuals who are using the power of business to positively impact society.

Please note that this PDF is solely to review the nomination form. All nominations should be submitted online at https://rutgers.ca1.qualtrics.com/jfe/form/SV_8GKGt2J4nHi74xw

Please see below in regards to the type of questions included in the applications:

COMPANY

Successful submissions will answer questions about the nature of the problem being addressed, the outcomes of the effort, the degree of innovative/new-to-the-world thinking, the alignment with overall strategy, the partnerships that made it possible, and the leadership displayed by the nominee.

INDIVIDUAL

Successful submissions will answer questions about the demonstrated leadership of the nominee, the collaborations they enabled, the challenges they overcame, the degree of innovative/new-to-the-world thinking, the sustainability of their initiative, and the outcomes of their effort.

Submission deadline: March 3, 2025

Award celebration: May 1, 2025

* Please enter your name.

* Please enter your email.

* Please enter your phone number.

Please enter the name of your company/organization (if applicable).

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* Please enter your company's name.

* Please specify your industry.

* Please enter your company's headquarters location.

* How many employees does your company have?

Please provide your company's annual revenues (optional).

Effective **Corporate Social Innovation** occurs when firms strategically integrate four disciplines:

- **Giving Back to Society**: when a firm shares their human and financial resources to strategically address social needs.
- **Aligning Profit and Purpose**: when a firm's clarity and conviction about their organizational purpose drives choices that result in both financial and societal success.
- **Engaging in Responsible Business Practices**: when a firm manages its activities with accountability for positive impact for all stakeholders.
- **Advocating for Social Issues**: when a firm engages appropriately on policy, government, and social issues.

Please answer the following questions with these principles in mind.

* Describe the problem you are solving, the magnitude of it, the root cause(s) and significance of the problem. Detail what your organization did to address it, including the time frame for implementation.

* Please describe any financial and social impacts attributable to this effort. Include any details about outcomes such as key performance indicators, incremental revenue, qualitative and quantitative social progress, and short-term and long-term business results.

* Describe anything novel or innovative about this effort, including any innovations in product, process, systems, or organizational thinking that enabled your effectiveness.


* How does this initiative align with your overall business strategy?

* Describe examples where cross-functional collaboration and/or external partnerships contributed to the success of this initiative. (500 word limit)

* In what ways was individual or organizational leadership integral to the success and impact of this initiative? Describe how leadership played a role in the initiative's success. (250 word limit)

* What did you do to ensure the sustainability and scalability of this initiative?

Please upload any supporting documents, media, or links that demonstrate your impact.


[Select a file](#) or drag here

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