



Nuu-chah-nulth Economic Development Corporation

NEDC Business Awards 2011

Category Descriptions and Judging Criteria

BUSINESS AWARD CATEGORIES

CATEGORIES: This year NEDC is offering FIVE business awards in the following categories:

- ❖ Best Youth-Owned Business
- ❖ Best Environmental & Sustainable Business
- ❖ Best Cultural Business
- ❖ Artist of the Year
- ❖ Business of the Year

*please note, a separate nomination form is required for each category!

BEST YOUTH-OWNED BUSINESS

This award is to acknowledge successful businesses that are majority-owned and operated by a youth under the age of 36 years.

Judging Criteria:

- Financial Viability (profitability, ratios, etc.)
- Customer Service (customer satisfaction, staff commentary, community support)
- Innovative Practices (innovative business practices, technology, etc.)
- Exposure (recognition within the Nuu-chah-nulth and other communities)
- Years of Operation

BEST ENVIRONMENTAL & SUSTAINABLE BUSINESS

This award is to acknowledge businesses that are environmentally sustainable.

Judging Criteria:

- Financial Viability (profitability, ratios, etc.)
- Environmental Footprint (environmental preservation, ecological practices, etc.)
- Nature of Product/Service
- Exposure (recognition within the Nuu-chah-nulth and other communities)
- Innovative Practices (innovative business practices, technology, etc.)
- Energy Efficiency
- Years of Operation

BEST CULTURAL BUSINESS

This award is to acknowledge businesses that have integrated the Nuu-chah-nulth culture into their business, products, processes, and/or services.

Judging Criteria:

- Financial Viability (profitability, ratios, etc.)
- Cultural Preservation
- Promotion of Culture
- Integration of culture into product/service/process
- Years of Operation

ARTIST OF THE YEAR

This award is to acknowledge a distinguished visual artist in any medium who has achieved a high degree of excellence and has received recognition for his/her work.

Judging Criteria:

- Financial Viability (profitability, ratios, etc.)
- Exposure (known in the Nuu-chah-nulth communities, local communities, national, international)
- Quality of Work
- Contributions (donated services or skills to the community, teacher/lecturer/demonstrator experience)
- Years of Operation

BUSINESS OF THE YEAR

This award acknowledges outstanding businesses.

Judging Criteria:

The Best Environmentally Sustainable Business Award will be judged by the following criteria:

- Financial Viability (profitability, ratios, etc.)
- Customer Service (customer reviews, repeat clientele, customer satisfaction, etc.)
- Innovative Practices (innovative business practices, technology, etc.)
- Exposure (known in the Nuu-chah-nulth communities and/or other communities)
- Years of Operation