

## **The Hague Awards**

The annual The Hague Awards are presented to ambitious companies or individuals in The Hague. The aim of the awards is to acknowledge special initiatives, projects and/or growth performances in The Hague, and to give a podium to entrepreneurs based in The Hague. We want to reward them for their contribution to the economic spin-off for the city.

The awards are organised by The Hague & Partners, the umbrella organisation of The Hague Marketing Bureau, The Hague Convention Bureau and The Hague Business Agency. Together, these partner organisations are responsible for marketing The Hague nationally and internationally to their respective target groups: (inter)national visitors, conferences and companies / organizations.

### **Why participate?**

- Online promotion and increasing brand awareness, especially for the nominated and winning individuals, services and products;
- Promotion during the award show;
- PR to leading media during the nomination round and the announcement of the winners;
- Continuous PR and media exposure during the following year;
- Increase your network during the show;
- A place in the jury for The Hague Awards 2019.

### **General criteria, including profiling**

To qualify for one of the following awards, you must at least meet the following general conditions:

- Your organisation or company has a business address and a Chamber of Commerce number in The Hague;
- You can explain why your nomination is distinctive;
- You can provide the nomination with relevant support in image and text;
- The nominated person, organization or the nominated company contributes to the profiling of The Hague;
- You add a pitch video of max. 30 sec to support your nomination.

### **Criteria The Personality Award:**

- This person is committed to promoting The Hague;
- This person is very involved with the city and the activities that take place here;
- This person has achieved a lot for The Hague in the past year.

### **Criteria The Newcomer Award:**

- The company or organisation has started over the past 3 years;
- The company or organisation has launched an original / innovative product / service / idea;
- The company or organisation has achieved demonstrable success;
- The company or organisation carries the spirit of Hague entrepreneurship through cooperation with other entrepreneurs in the city.

### **Criteria The Success Award**

- The company or organisation is already established and operational for more than 3 years;
- The company or organisation makes a demonstrable contribution to the economy of The Hague, for example through job growth;

- The company or organisation can show the already achieved results;
- The company or organisation carries the spirit of Hague entrepreneurship through cooperation with other entrepreneurs in the city.

### **Selection process**

The procedure for nomination for The Hague Awards consists of the following steps:

- Registration via [awards@thehague.com](mailto:awards@thehague.com) before 21 June 2018;
- The Hague & Partners will check the registrations with regards to the criteria;
- The jury selects the 3 finalists from each category;
- The public can bring out their vote on [www.theawardsthehague.com](http://www.theawardsthehague.com)
- On the basis of the registration, the jury report and the public votes (50%), the jury will determine the eventual winners of the awards.

### **Exclusion**

Excluded from participation are the winners of The Hague Awards 2017, companies in which jury members, employees of The Hague & Partners participate or have direct control in some other way. In addition, The Hague & Partners and/or the professional jury reserves the right at all times to exclude companies from participation without giving any reason or further explanation. There will be no correspondence about exclusions.

### **Admission**

Likewise, The Hague & Partners and/or the professional jury reserves the right at all times to admit companies at any time, without stating reasons or further explanation, if this serves the purpose of the Awards. No correspondence can be given about authorisations.