

	Swiss Agency for Development and Cooperation	British Telecom	Islamic Development Bank
<b>Dimensions</b>	550 people, 750 development cooperation projects currently underway. Swiss HQ and coordination offices in 17 countries. Arm of Swiss Foreign Ministry's agency coordinating development activities, cooperation with Eastern Europe and humanitarian aid.	106,000 employees worldwide (92,000 in UK) operating in 170 countries with a UK HQ.  Privatised UK state telecommunications operator and dominant fixed line telecoms provider in the UK.	1000 people, offices in 4 countries, HQ in Saudi Arabia, 56 member countries, alleviation of poverty in member countries through provision of grants and project monies provided in accordance with Shar'ia law
<b>Sponsoring department</b>	Evaluation and Controlling department, in partnership with the Thematic Service, Knowledge & Research	Corporate Social Responsibility department, part of Corporate Governance	Knowledge office, actively championed by Director of Human Resources department
<b>Purpose of competition</b>	To create a guide to sustainable development based on the lived experiences of partner organisations working in the field. To improve knowledge flows between the centre and the field, and to share lessons.	To find stories that demystify CSR and communicate what responsible business practice might look like. To enhance BT's reputation as a leader in CSR.  To unearth and praise everyday or routine acts- that might otherwise stay hidden – and connect them to BT core values, in particular 'heart.'	To find ways of communicating the impact of IDB on its beneficiaries in every day life.  To use these to communicate the value of the Bank's work internally and externally
<b>Name of competition</b>	Stories about Sustainability	Magic Moments	Voices from the Field
<b>Theme of competition</b>	The meaning of 'sustainable development' in practice, as told by SDC's partners (those benefiting from SDC's funding across the world)	Examples of BT employees behaving with social and environmental responsibility.	Short stories which show how the IDB has made a positive difference and how its projects and activities have touched people's lives
<b>Prize money</b>	\$25,000 to disburse between 9 winners. All money to go to development projects not individuals.	£5,000 between 5 winners. Money to go to a charity of the winner's choice.	\$27,000 to disburse between 5 winners.
<b>Languages permitted for submission</b>	English, French, Spanish, German or Italian	Assumed to be English only	English, Arabic or French
<b>Formats permitted</b>	Open to different formats and supporting media	Open to different formats and supporting media	Restricted in length and only submitted in words
<b>Stories submitted by who and about whom?</b>	Stories submitted by those teams, SDC and partners, who had experienced them.	Stories largely submitted by some BT staff on behalf of others.	Stories submitted by IDB staff and former staff acting as story tellers for beneficiaries.
<b>Number of stories entered</b>	58	54	48
<b>Judging process</b>	Sparknow as an external assessor longlisted 15 stories from which a panel of judges selected the winning stories. These were published in a variety of media.	Sparknow worked with the BT administrator to longlist 15 stories. A judging panel comprising representatives from BT Retail, Wholesale and Global plus members of the CSR and Communications teams and two independent met to select the 5 winning stories.	A panel of judges draw from across the IDB group with different language and subject skills – 48 reduced to longlist of 15 whittled to 4 top stories in a 2 day, highly structured evaluation process facilitated by Sparknow.
<b>Themes of winning stories</b>	Sustainable road and bridge-building in Nepal, less contaminating mineral processing in Bolivia, microfinance loans to young women in Bangladesh, community empowerment in water resource management in Ecuador and Mali.	Helping a deaf customer find the right phone for her hearing dog, regenerating an area of wasteland, paperless billing scheme, emergency support for the disaster relief website handling Tsunami donations, volunteer engineers re-establish communications post-Pakistan earthquake.	Vocational education helps a girl in Indonesia set up her own tailoring shop, electricity projects in the Sudan make living possible, vocational education for a young doctor in Ghana helps his whole community, a ring road project in the Sudan helps a family become economically viable, a housing project in Gaza moves people from slums.
<b>What happened next?</b>	SDC repeated the competition twice, using this methodology, most recently just for Africa. Lessons were drawn from the winning stories and put on a CD on sustainable development given out to at the SDC's knowledge fair, 2004. The winning team who wrote – 'The Hare or the Tortoise: Who Had the Right Tactics to Sustain?' – spent their \$10,000 prize money on a literacy centre in their remote district of Nepal and also had booklets made and distributed. This story also appeared in the SDC newsletter and on its website.	An edited set of the winning stories was compiled and distributed at an award ceremony. These stories went on to be used for a brand internal communications campaign about BT Values and examples were used on buildings posters and in brand booklets for employees. Some stories went on to spark 'operational' action (- eg the treatment of bereaved customers in the North of Ireland was noted by senior managers and rolled out more widely). The client says 'it's possible we may run another competition, but will probably have a different theme (but still demo CSR in action). It also helped create more appetite for this kind of thing.'	The five winning stories were announced at an Iftar (Ramadan) gathering held in Jeddah in October 2006. IDB's President awarded the prizes – IDB staff and a number of visitors from IDB's member countries attended ceremony. A second competition is underway, still on the theme of IDB impact and a 3 <sup>rd</sup> and 4 <sup>th</sup> are planned on specialist subjects, e.g. scholarships (in which IDB has a 20 year history). The African stories in the top 15 were recently used at the AGM in the daily newspaper. A story knowledge base is being developed.

#### NOTES & QUERIES

How do you find and use ordinary stories that illustrate exemplary behaviour and connect to values?  
 What work can the resulting collection of materials and the process be put to in the organisation?  
 How can you make stories 'travel' outside their immediate context and do work in other times and places with other people?  
 How can you convert the 'intermediary products' which are the rough, raw baggy materials from interviews, workshops, slightly random anecdotal collecting processes, submissions to competitions. How then should you shape and manage these materials in such a way that they really do act both as a gateway to important and representative truths and engage the listener or reader, while honouring the intentions and sensitivities of the original teller (and characters)?  
 How can you convey 'big' stories, of whole projects and the difference they make to everyday life?  
 How do you avoid being reduced to writing a dull, shrivelled, case study or report?  
 How can the relationship between analytical reporting and the more felt qualities of story benefit each other?

#### ATTENTION TO DETAILS

Framing the invitation, constraints on format  
 Who does the prize money go to? Does this compromise the competition?  
 Whose story is it? Custodianship and ownership of the submitted materials. Continued engagement with the originators or not?  
 Judging the raw material or the competence of the teller?  
 A competition versus the creation of story collector networks?  
 The audit trail that is needed, depending on the need to prove objective criteria for selection and prize-giving  
 How can competitions improve knowledge flows and help share lessons learned?  
 Managing the legacy of the judging competition productively

Story competitions offer a dependable way to harvest personal accounts, often hidden, which illuminate the story of a whole organisation. They can help remind those in the centre, removed from frontline activity, of the day-to-day difference an organisation makes. They can bring policy and mission to life through illustration. In the words of one client, they can 'bring the fire of the field to the heart of the organisation'. Stories collected in this way can be used to reaffirm to individuals taking daily risks on behalf of the organisation how important their work is. They enable others inside and outside the organisation to recognise the contribution made. The process of designing, running, judging and translating the outcomes of a competition can help leaders reconnect with each other and with the work and its impact.

- The invitation**
- Name of competition
  - Topic/categories for submission
  - Purpose
  - Who may participate?
  - Format (media, length restrictions)
  - Languages
  - Judging criteria
  - Jury, judging process
  - Closing date
  - Awards
  - Restrictions
  - Copyright
  - Contact person for submissions and queries



**Magic Moments Competition**

**It's the little things that make a big difference**

**Background**

Corporate Social Responsibility – that's a bit of a mouthful. Maybe you've heard the phrase being bandied about by senior management. Maybe you've heard that this year, for the fifth year running, BT came top of the Dow Jones' Sustainability Index. Sounds great, but what does social responsibility really mean for every day working life? What does it look like? What difference does it make? Who benefits? And moreover, what's it got to do with you?

**We know you put your hearts into your work, day in, day out. We also know that many of you go the extra mile in your daily working life to ensure BT has a good reputation for its work on society and the environment. We don't want to take this for granted; it's something to be really proud of.**

On 7 November 2005 we're launching a competition called "Magic Moments." We're looking for stories about the little things you do that make a big difference. The theme of the competition is:

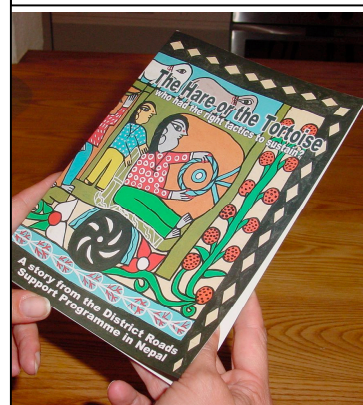
How do the caring acts of BT people make a difference and help make BT the no.1 socially responsible company?

Under the broad theme of social and environmental responsibility your story could be related to a contribution made by yourself or a colleague to:

- the community
- the environment
- a customers' experience
- digital inclusion (making sure everyone is able to get online)
- thoughtful business practice

**Story Competition: making field experiences available to the public (Extracted from the SDC storyguide: [http://162.23.39.120/dezaweb/ressources/resource\\_en\\_155620.pdf](http://162.23.39.120/dezaweb/ressources/resource_en_155620.pdf))**

- Select a theme around which your organisation should be sharing its knowledge more widely. State your objectives clearly from outset, for example a previous competition objectives were
  - To capitalize on experience concerning sustainability in development cooperation
  - To publish the stories which do this effectively in different ways – website, kk
  - To use the stories to illustrate a practical guide entitled 'Managing for Sustainability,' to be distributed to all partner organisations and SDC offices
- Think about eventual dissemination. Agree how and in what format will the stories be produced and shared.
- Encourage senior management to champion the initiative.
- Secure prize money (to be awarded to programmes not individuals) as an incentive.
- Get a team of people together to act as a selection committee/ jury. Find someone to cover the administration of the competition e.g. replying to emails, managing the story database, organising the prize-giving ceremonies etc. Think about how you will ensure the right mix of experience and expertise on your judging panel.
- Agree a framework for assessing contributions. Take a participative approach to designing the common templates to be used by all those on the selection committee/ jury during the judging process.
- Send out a comprehensive invitation to your participants – make sure they have everything they need to write their story. Make sure that the messages get through, and if necessary follow-up with a telephone call – you don't want a whole region to miss out! If possible, give guidance and an example. Ask them to stipulate what – concretely – they would spend the prize money on.
- Give people around 6-8 weeks to respond. The co-ordinator/ administrator must reply to each entry personally, thanking them for their time and effort and letting them know what to expect next.
- At the agreed deadline, disseminate the entries to your judging panel and allow a further 4 weeks for reading and assessing. Ask them to choose the 15 top stories. They should measure them against both the stated basic criteria for winning stories and the original objectives of the competition.
- A co-ordinator should then collate the jury's responses and compile the top 15.
- The jury can then meet face-to-face to whittle the top 15 down to the winning 9 stories. Meeting face-to-face is necessary because at this stage there is always lively debate. Asking: 'which stories really stick in my head?' 'Which ones have I already re-told?' will help you make your final decisions. Remember, the strength of the story itself – being well formed and effective at communicating a message - is being tested.
- Communicate the results to all those who participated, thanking them warmly for giving their time and energy. Try to thank the winners personally, and talk about next steps with them.
- Ask a senior figure, if possible, to award each prize publicly. Send all participants a certificate.
- Disseminate the stories as widely as possible. Exploit all available channels and think big. Previous competition organisers used the stories as the foundation for a practical guide to sustainable development and cooperation – what could you make?



There is a distinction between embodied and independent travel: the stories which have been judged will 'travel' with the judges, an inescapable enlarging of their experience, insight and perspective, and be connected by them with other stories and people on different occasions. The chosen stories will also have their own life and travel independently, and extracts from the stories will be gathered and put into different contexts - for example, the lyrical language which describes life without electricity at the beginning of a story about an electricity project in Sudan can be used in briefing in project staff and partners at the outset of a new electricity project somewhere else, to remind everyone of the importance of the consequences of the work for ordinary people. (FROM IDB FINAL JUDGING REPORT BY SPARKNOW)

**Judging criteria for a story competition used for SDC 1**

SDC-Contest: Stories about Sustainability Analysis and rating by:

Nr.	Title:	Country	Project link	Author (m/f)	Key actor (m/f)	Type (i/c)*	General A.	Total Pts

Sector/Type of project:	Key actors with ownership	Partners and allies	others

**Characteristics of the story**

Reference to sustainability?	
Structure: Introduction/background /story/lessons	
Sparks, triggers & turning points?	
Language effective?	
Thrilling? "wow-factor"?	
Believability? (Realism/ Credibility?)	
Re-usability (as story for didactic purposes)?	
Reference to cultural context?	
Gender sensitive?	

**Concerns, problems and solutions**

Description clear?	
"Springboard effect"? ("Nachvollziehbar")?	
Is solution practical?	
Replicability of solution?	

**Concerning sustainability**

Clear key messages? / Lessons?	
Processes, mechanisms, rules & tools for improved (chances of) sustainability	
Reference to Empowerment?	
Reference to Ownership?	
Multi-dimensional? (social, organizational/institutional, economic, financial, ecological, with reference to political context)	

Overall impression / General Assessment	
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**Other considerations:**  
 \* i/c: Type of story: i = individual life story, or similar / c = collective action experience  
 Rating/Points: 1=very poor; 2=poor; 3=insufficient; 4=sufficient; 5=good; 6=very good (no 0 please!)

	A	B	C	D	E
<b>Story number</b>	1	2	3	4	
<b>Scorecard Assessment</b>					
<b>Initial reaction</b>					
Gut Feel	5	5	6	8	
<b>Story Qualities</b>					
Well structured sequence of events?	3	3	4	5	
Turning point?	2	2	4	4	
Emotional dimensions?	3	3	3	4	
Surprising or unusual?	2	2	3	3	
Effective language?	3	3	4	4	
Effect on the listener?	3	2	3	4	
Enduring images?	3	2	3	4	
Inspiring to action?	3	3	3	4	
Characters to relate or warm to?	3	2	3	5	
Memorable and easy to re-tell?	2	4	3	4	
Empathy with the teller?	3	3	3	4	
How complete is it?	3	3	4	4	
<b>Potential Uses</b>					
Characters that exemplify IDB values? If so, which?	3	2	3	4	
Powerful messages or lessons relating specific areas of IDB's work?	3	2	3	4	
Relevance to other people in other contexts?	2	3	3	4	
Formative about role of [insert department focus] in everyday					