



2026 ERG Impact awards

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| **Business Impact Award Application** |
| All nominations must be submitted via the [online form](https://seramount.qualtrics.com/jfe/form/SV_9nOfyDBR5XsvBwa). Word file applications will not be accepted. |

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# Section 1 – Business Impact Category Information

Groups nominated in this category have made a clear and significant contribution to their organization’s business goals. They drive innovation, market growth, and organizational competitiveness through inclusive and equitable practices that produce tangible commercial results.

Examples of work in this impact area include, but are not limited to, market insights, product development and innovation, supplier diversity, marketing strategies, targeted campaigns and partnerships, brand reputation, and other business operations.

Groups applying to the Business Impact category may *not* also apply to the following group categories: Community Impact, Workforce Impact, Workplace Culture Impact, or Trailblazer. Only one application is to be submitted on behalf of the enterprise ERG.  
   
Before completing this nomination form, visit the [ERG Impact Awards website](https://seramount.com/best-companies/erg-impact-awards/) and review our comprehensive [Application Guidelines and FAQs](https://seramount.com/wp-content/uploads/2025/06/2026-Application-Guidelines-and-Frequently-Asked-Questions.pdf).  
   
 What our judges look for:

* Clear and intentional alignment with the inclusion strategy and **business goals** of the organization
* **Measurable impact** on the “bottom line” and commercial objectives
* **Sustained and replicable** business efforts over time

STEP 1: Review the [ERG Impact Awards website](https://seramount.com/best-companies/erg-impact-awards/) and [Application Guidelines and FAQs](https://seramount.com/wp-content/uploads/2025/06/2026-Application-Guidelines-and-Frequently-Asked-Questions.pdf).   
 STEP 2: Fill out nomination form with nominee information.  
 STEP 3: Complete short answer responses and upload optional supporting materials.  
 STEP 4: Complete and sign the nominator page (there must be TWO nominators).   
   
**Please submit your final applications by Friday, August 15, 2025 at 8pm ET / 5pm PT.**  
   
 Continue to the next page to begin the nomination form!

# Section 2 – Nominee Information

All fields in this section are required unless labeled “OPTIONAL”.

Q1 Please complete with the nominee's information.

* Name of ERG / BRG / Affinity Group / Employee Network: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q2 How long has your ERG / BRG / Affinity Group / Employee Network been formally established? Please indicate your group’s age since its *original*, formal creation.

* 1 month – 2 years
* 3 – 5 years
* 6 – 10 years
* 11 – 20 years
* 21 – 35 years
* 36 – 55 years
* 56+ years

Q3 Please select the primary dimension(s) of the ERG / BRG / Affinity Group / Employee Network.

* Black / African American
* Hispanic / Latiné (Latino/a)
* Asian / Asian American Native Hawaiian Pacific Islander
* Indigenous
* Middle Eastern / North African
* Multicultural / Multiethnic
* Women
* LGBTQ+
* Veterans / Military Community
* People with Disabilities / Neurodiversity
* Age / Generational Groups
* Professional Development
* Faith-based Groups
* Working Parents / Caregivers
* Other: Please Specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q4 OPTIONAL: What is your ERG's annual budget?

* $0 budgeting
* $1 - $7,500
* $7,501 - $15,000
* $15,001 - $30,000
* $30,001 - $50,000
* $50,001+
* Do not want to disclose

Q5 What is the size of your ERG membership at an enterprise level?  
For example, how many of your employees engage with your ERG (receive ERG content via newsletter, attend events, participate in leadership, etc.)?

* 100 or less
* 101 - 499
* 500 - 999
* 1,000 - 4,999
* 5,000 - 9,999
* 10,000+

Q6 How many total (global, if applicable) employees\* does your organization have?

\*Permanent employees, including part-time employees, but *not* including contractors or interns.

* 100 or less
* 101 - 999
* 1,000 - 9,999
* 10,000 - 49,999
* 50,000 - 99,999
* 100,000+

Q7 Please select the industry that best describes the organization.

* Automotive
* Chemical (including Petro)
* Consumer Products (including Cosmetics, Food and Beverages)
* Education
* Entertainment, Live Events, and Sports
* Financial or Property & Casualty Insurance
* Financial Services
* Health Insurance
* Hospitals / Health Care
* Hospitality
* Legal
* Manufacturing
* Media, Internet, and Advertising
* Nonprofit / Not-for-Profit (including Government)
* Pharmaceutical
* Professional Services, Management Consulting, Accounting
* Retail and Apparel
* Science, Technology, Engineering, Aerospace, Medical Devices
* Telecommunications
* Transportation Services
* Utilities / Energy
* Other: Please Specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q8 Is your organization global/multinational?

* Yes
* No, we are only US-based
* No, we are solely based in a non-US country. Please Specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q9 Is your ERG global/multinational?

* Yes
* No

Display This Question:

If “Is your ERG global/multinational?” = Yes

Q9.1 If so, where does your ERG have a presence?

* North America (NA)
* Latin America (LATAM) and the Caribbean
* Europe, Middle East, Africa (EMEA)
* Asia-Pacific (APAC)

Q10 Where do the activities and initiatives of your nomination take place?

* North America (NA)
* Latin America (LATAM) and the Caribbean
* Europe, Middle East, Africa (EMEA)
* Asia-Pacific (APAC)

# Section 3 – Required Short Answer Questions

All short-answer question responses are required and must be entered in the respective sections below. With the exception of the high-level impact synopsis, answer each of the following questions within 100 to 1000 characters. You will not be able to submit your response below or above that character limit. We encourage you to be as descriptive, yet succinct, as possible regarding the group’s initiatives and accomplishments for this category.  
   
For the 2026 cycle, we are considering and recognizing **ERG efforts completed from July 2024 through June 2025**. Only work completed during the consideration period is eligible for the 2026 Awards. However, if your ERG carried out a program, activity, or event within this timeframe that expanded on or was rooted in work started before July 2024, you may include it in your nomination—provided it was actively sustained, completed, and measured during the consideration period.  
   
In addition, you may include ONE supporting document as an attachment in a later section. This document may be *supplemental* to your nomination; it should *not* contain the nomination or question responses itself.

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Only include ERG work from July 2024 through June 2025 that is specific to the business impact category.

Q11 **High-Level Impact Synopsis:** In two sentences (350 characters or less), summarize what your group did alongside what business impact was made.

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Q12 **Strategic Alignment:** What was the objective of the initiative(s), and how did it connect to the organization’s inclusion strategy? What business goal, problem, or gap was addressed to meet the organization’s unique needs?

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Q13 **Execution:** How were the objectives and outcomes achieved? How did the group and/or its leadership team as a whole contribute to this effort?

You may use this section to describe what processes took place in achieving the outcome, as well as how the ERG might have leveraged internal partners or various lines of business to execute its goals.

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Q14 **Impact & Outcomes:** What was the *measurable outcome* of the group’s efforts? Please include any data or success metrics that demonstrate the impact made on the organization’s business operations and/or commercial objectives.

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Q15 **Sustainable Impact:** Please share your next steps and future plans to ensure the work of this group represents a sustained, replicable business impact over time.

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# Section 4 – Optional Questions on ERG Operations

Any additional information provided in this section will not impact your score or judging. Answers here will serve as additional knowledge sharing to provide Seramount with aggregated data and potential case studies that can better inform their research and advisory.

Q16 OPTIONAL: Have you implemented practices within July 2024 – June 2025 to improve your ERG's internal operations?

* Yes
* No

Display This Question:

If ERG Operations Have you implemented practices within July 2024 – June 2025 to improve your ERG's... = Yes

Q16.1 OPTIONAL: Which of these operational objectives did your ERG implement or enhance?

* Leadership Development – fostering skills, growth, and influence amongst leaders and allies
* Strategy Development and Strategic Planning – tracking metrics and aligning goals, initiatives, and impact with organizational priorities and strategic pillars
* Structure & Funding – ensuring leadership structure and resource allocation are appropriate and sustainable
* Governance and Standard Operating Procedures – charters, toolkits, handbooks, communications and/or design, access, and utilization of resources for impactful operations
* Membership Development – fostering employee engagement, skill development, and professional growth among group members
* Expansion – domestic/global expansion, chapter implementation, and hourly/frontline worker engagement
* Stakeholder Engagement – Inclusion team, exec sponsor, business and functional leaders, and external partners

Display This Question:

If ERG Operations Have you implemented practices within July 2024 – June 2025 to improve your ERG's... = Yes

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Q17 **OPTIONAL ERG Operations:** How did these operational enhancements impact your ERG? How was impact and success measured as a result?

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# Section 5 – Optional Supplemental Materials

The next section is OPTIONAL to supplement your nomination.

Q18 OPTIONAL: You may upload one additional PDF document here to support your nomination.

Videos may not be uploaded here and should instead be shared as a link in the following section.

[UPLOAD PDF DOCUMENT]

Q19 OPTIONAL: You may share a video or website link here to support your nomination.

Please ensure that your link is public and/or accessible for our judges without needing special login credentials or permissions.

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# Section 6 – Preferences if Selected for an Award or Semifinalist Case Study

**Recognition Preference**

By applying for an ERG Impact Award, you are agreeing to be recognized if selected for an award. We understand that organizations may have varying comfort levels for public recognition. We will adjust recognition as needed upon preference and request, giving honorees the option to choose how they want to be recognized and opt out where appropriate.

Recognition includes, but is not limited to, being identified as the winner or honorable mention for the selected ERG Impact Award, having your honoree best practices featured on the Seramount website and in external presentations to Seramount partners, and participating in the Awards Celebration at Seramount’s [EmERGe Conference](https://events.seramount.com/event/emerge2025/home) in Spring 2026. Aside from receiving a complimentary EmERGe ticket and physical award, being selected provides the honor of being publicly recognized and the opportunity for exposure across hundreds of Inclusion practitioners, ERG leaders, organizations, and industries.

Q20 If selected for an award, your organization is comfortable with

* Public Recognition: Sharing the honoree’s and organization’s names alongside their achievement
* Anonymous Recognition: Anonymizing honoree’s and organization’s names and removing identifying information while still recognizing their achievement.
* Unsure: Please circle back with us upon selection.

**Group Representative**  
Group representatives are Chairs or members of the ERG / BRG / Affinity Group / Employee Network leadership team. They can, but do not have to, be a different individual from one of the nominators. Should the group be selected for an award, the representative may be notified alongside the nominators and will serve as our main point of contact to collect follow-up awardee materials and information.

Q21

* Representative Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Position within Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Semifinalist Case Study**

Seramount often features semifinalist submissions in case studies, even if they aren’t selected for an award. These submissions showcase strong ERG impact and serve as valuable examples for our network of Seramount members. As members frequently seek insights into what other organizations and ERGs are doing, we like to highlight the work of ERG Impact Award honorees and semifinalists in future research and events, positioning these ERGs and organizations as role models for others. These case studies can be anonymized if needed to protect the identity of the organization.

Q22 If your submission is selected as a semifinalist, would you be interested in participating in the case study?

* Yes, we’re interested in the case study! Please follow up with additional information and next steps.
* No, thank you. We are not interested at this time.
* Unsure, please check in with us again upon award status notification.

# Section 7 – Nominator Submission

All fields in this section are required. For each submission, there must be two nominators. **At least one of the nominators must be a member of the Inclusion or HR Team that oversees the ERG**. Individuals (i.e. ERG leaders or executive sponsors) can nominate their own ERG for an award. However, the application must also be reviewed and approved by an Inclusion or HR team member (i.e. ERG Program Manager, Chief Diversity Officer, HR Business Partner, etc.). Both nominators will be notified of their application status in February, regardless of award selection.

Q23 Nominator #1

* Name of Nominator: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q24 Nominator #1 Affiliation to ERG

* ERG Program Manager
* Inclusion or HR Team Member
* Chief Diversity Officer or Chief Human Resources Officer

Q25 Nominator #2

* Name of Nominator: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q26 Nominator #2 Affiliation to ERG

* Leader of Nominee ERG
* Executive Sponsor of Nominee ERG
* ERG Program Manager
* Inclusion or HR Team Member
* Chief Diversity Officer or Chief Human Resources Officer

Disclaimer:   
I, the undersigned, do hereby affirm that I have read the [Application Guidelines](https://seramount.com/wp-content/uploads/2025/06/2026-Application-Guidelines-and-Frequently-Asked-Questions.pdf) and that all information and statements made in this nomination form, including all supporting materials, are correct to the best of my knowledge. I understand that providing false or misleading information means the nominee’s automatic disqualification from consideration for the ERG Impact Award. I understand that by applying for an ERG Impact Award, I agree to have my nominee recognized (per recognition preference indicated above) if selected for an award.

Q27 By typing your name and date, you are agreeing to the statement above.

* Nominator #1 Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Nominator #2 Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q28 How did you find out about the ERG Impact Awards?

* Submitted to the Awards in the past
* Seramount Email or Newsletter
* Seramount Relationship Director
* Attendance at EmERGe
* Social Media Post
* Internal Communications
* Other: Please Specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you for your time and effort in supporting the nomination process! We greatly appreciate and commend the work you and your ERG are doing to drive inclusive workplaces. Notifications regarding award status will be sent out by February 2026. Due to the high volume of nominations, we are unable to respond to requests for specific feedback on submissions.  
   
For more information or questions regarding the application, please e-mail [ergimpactawards@seramount.com](mailto:ergimpactawards@seramount.com).