

Application Questions

Applicants should outline answers to the following questions. Please only answer questions that relate to your meeting. It is NOT necessary to complete all sections if they do not apply to you:

1. What was the overall business objective of the programme?

The programme, designed and managed by BI on behalf of its client Computacenter, was a relationship building exercise for their division Computacenter Distribution (CCD) with its channel partners. It is an annual programme whereby CCD invites top performing business partners to join them for an overseas trip to a different long-haul destination each year. Traditionally, events have been short (three nights on site), sharp and high-energy offering guests a high degree of fun and engagement. Previous destinations include Canada, Florida and Mauritius. For the 2004 event, BI proposed a dual destination programme, incorporating two nights in Zambia and one night in Botswana. Again, this trip was action-packed, including white water rafting, river kayaking, jet boating and game drives.

2. How did the element of social responsibility tie in?

It was jointly decided by CCD and BI that, as the group was visiting developing countries, something should be given back to those communities. Therefore, using its established relationship with a village Chief (instigated and managed by BI Chairman, David Hackett), BI arranged a group visit to the Chief's village - Mukuni village - local to the group's hotel in Zambia. Between BI and CCD, the group took with them £500 of supplies (£250 per company) to present to the village chief, Chief Mukuni, for the village's school. They included items such as art materials, textbooks, exercise books, writing materials and sports equipment.

A presentation meeting at the Chief's 'palace' (both his home and the equivalent of the village parliament) was arranged between the group, Chief Mukuni and representatives of the School. To ensure a feeling of involvement and participation from all, each member of the CCD group personally hand presented items to the Chief.

It was explained to the group during this meeting that the biggest problem for the village was attracting qualified teachers to the school. This was due to the lack of a decent teacher's house. Because most accommodation in the village is still traditional mud huts, graduate teachers were choosing schools in other towns and villages due to the better quality living conditions and facilities available to them there.

As a direct result of this visit, the members of CCD united in the decision to raise funds to allow a teacher's house to be built. The hotel at which CCD was staying – the Zambezi Sun Hotel (a Sun International property) – has close ties with Mukuni village, and was in favour of CCD's suggestion. Their General Manager, Craig Storkey, generously agreed that Sun International would match any donation to the village that CCD made.

Under their own initiative, members of the CCD group undertook various fundraising activities, one of which was to bungee jump from the Victoria Falls 108-metre bridge. From monies donated on site and during the course of the next 12 months, a total of more than \$10,000 was raised to buy materials for the construction of a teachers house. Members of the village undertook the work.

Communication between the hotel and David Hackett at BI was maintained so that BI and CCD could be kept informed of progress. The hotel sent updates and photographs to David, who in turn shared them with CCD's participants.

The house is now complete; Mukuni has another teacher; and the funds raised are sufficient to start building another house.

3. How and why was the charity chosen for the programme?

The 'charity' referred to in this submission is Mukuni Village and the development of its school house. BI has previously run several events to this destination, and has gained an understanding of the village's situation and needs. We consistently encourage clients to donate school materials, and match their donation. The project to support the development of the school house was chosen by the CCD group members as a direct result of their visit – having seen with their own eyes, they wanted to make a difference to the community. The project is fundamentally about education, something that CCD and BI recognised as the basis for long-term success and sustainability. It is not a standalone, quick-fix solution, but a project that will have ongoing and long-term positive effects on the children, the village and local community as a whole. It was also a project that allowed the benefactors to view the actual step-by-step progress resulting from their contribution, and to visibly witness the positive effect their donations had; it was not a case of just giving money, and not seeing where it goes.

4. How was this a good match for the corporate sponsor?

CCD are very committed to their charity programme, with employees nominating the main charities they want to benefit; last year staff raised over £40,000, which the company matched to make a total donation of £80,000. Additionally many people also make a huge non-financial contribution through helping raise awareness of issues that really matter to them. To name just a few of the charitable initiatives planned for this year, Computacenter people are travelling to the Himalayas, taking part in organised runs and embarking on the Three Peaks challenge.

5. How was this a good match for the destination/venue?

The Mukuni people were delighted that the support resulted from their open attitude to welcome visitor groups to the village.

6. How did the programme involve the attendees, hosts and or guests?

At the initial presentation of CCD's donation to the school at Chief Mukuni's home, each member of the CCD group personally presented a gift to the Chief. This way, each attendee had a role to play, and it ensured a feeling of involvement and participation from the full group.

Building on the original corporate initiative, it was the CCD participants' decision to support the village through 2004 and 2005 in order to complete the building of a teacher's house.

CCD participants undertook various sponsored activities in order to raise funds, for example, one member did a sponsored bungy jump from the Victoria Falls 108-metre bridge. Additionally, individuals, CCD and BI made cash donations.

7. How was the idea communicated?

Email communications with photographic attachments and a letter from the village Chief have kept the group updated on their progress.

8. What was the positive effect on the beneficiaries?

The positive effects are long-term and ongoing. The project is enhancing local education, which will ultimately raise the standards of living within the community.

The CCD group has provided the village with a solid, quality school house which they did not have the funds to build themselves. This has enabled them to recruit an additional teacher, who will provide the village children with a sound education, giving them the knowledge and skills to better support themselves, their families and their community. The education will allow the students to secure a place at the local technical college, and consequently a better paid, more progressive career. These skilled and well-educated young adults will in turn support the community and its businesses, raising the standards of living in doing so. [Note: As a major local employer, the Zambezi Sun has helped design vocational courses at the local college to help its recruitment of well qualified staff from the local community.]

Additionally, the village has fully embraced the development as a community project. The local community has come together to build the school house itself, so that the funds raised are used where they are most needed - for the resources - rather than paying for an external builder.

The project will have a long term, positive effect on the whole community. CCD has provided the building blocks to positively enhance the lives of the village members not just for this generation, but for many others to come.

9. How did it make a difference in the lives of the beneficiaries?

Please refer to above response.

10. How did it make a difference in the lives of the participants?

The CCD participants feel that they have given something back to the community that they visited. They feel they have a closer bond with the 'charity' as the decision to support it was very personal to them. The participants saw the need for the teacher's house themselves. The first visit to the village gave them a level of understanding, resulting in their enthusiasm to embrace the project, and for it to have a level of continuity. The project allowed the members to integrate into and connect with the village community, and have a positive effect on those people they had actually met. They could witness the results of their contributions (through the ongoing reports from BI), and maintain a link and relationship with the village. It is anticipated that CCD will, at some future stage, return again to this location.

Award Criteria

In addition to answering the questions above your narrative should provide examples of how your project specifically meets the four award criteria. Please answer only the questions that relate to your meeting.

How did your Programme integrate into the local community? – i.e. selection of initiative in relation to the sponsoring corporation, organization, host and sponsor, or specifically in relation to the programme destination or venue, or both.

Please refer to the above answers, which incorporate details of how the programme/CCD group integrated with the local community.

Did your programme include creative ideas? – i.e. design of the programme to incorporate appropriate venues, activities, gifts, etc. to benefit the chosen cause.

Please refer to the above answers, which provide details of how the programme incorporated the village, the project activities and the gifts.

Did your programme have any long-term sustainability objectives? – i.e. assurance of a lasting and/or ongoing effect on the beneficiaries or community.

Please refer to the above answers, which provide details of the long-term sustainability of the project and its ongoing effects on the community.

Was there one person or a specific idea that made all the difference to the programme? “**The Power of One**” – i.e. give an example of how one idea or person has made a difference within this programme. Explain how this idea/person has impacted on a community, county or world – e.g. An idea for room gift, table gift, menu choices or involvement of local people in the project.

It was the CCD group members that took the decision to support the development project of the school house themselves, with the backing of CCD and BI. However, this came about as a result of the proposition of David Hackett at BI to incorporate a visit to Mukuni village as part of the event programme and to donate a number of gifts to the village, and the enthusiasm of his client, Mike Jones, to support this proposition.

David Hackett has been visiting Zambia and Mukuni village since 2000 on both a personal and business level, taking a number of groups to the destination as part of incentive travel events run by BI. Due to his existing relationship with the village, David was able to secure a unique invitation for the CCD group to meet Chief Mukuni in his home and to present their gifts in person.

Further to this initial presentation, David has ensured that the school has received a number of donations to its library throughout the last three years. Each time that BI takes a group to this destination, it also takes a number of gifts – books, art materials, sports equipment etc - to contribute to the school. The last donation included 30 English dictionaries and some 50 ‘classic’ children’s novels for their library. This ensures that the school’s resources are increased, and that all children can benefit from these gifts long-term.

COMMITMENT TO THE COMMUNITY AWARD NOMINATION FORM:

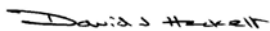
Nominee	Mike Jones, Director of Direct Services
Business Name	CCD
Address	Park House 3 Kidwells Park Drive Berkshire
City Maidenhead	Postal/Zip Code SL6 8AQ
Country	UK
Phone 01707 631000	Fax
Email Mike.Jones@computacenter.com	Website www.ccd.co.uk or www.metrologie.co.uk
Project Nominated	Mukuni Village School House
Date Event ran from 9 th to 14 th June 2004 Project supported from June 2004 to December 2005	Number of Attendees 36
Frequency of Meeting (e.g. quarterly, annually, one-time)	Annually
Meeting Purpose	Relationship building exercise for CCD and its business partners
Nominator BI (David Hackett - BI UK Chairman, non-exec)	Phone Number 01908 214742 (Claire Tunnicliffe, corporate communications manager)
Email	claire.tunnicliffe@eu.biworldwide.com
How the name on the award should read	CCD Channel Partners

In support of my nomination I have attached the following required information:

- 4 Signed Nomination Submission Information Form
- 4 Nomination Submission Narrative
- 4 Attachments (optional)

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If selected as a recipient of the Programmes of Purpose Award my company or organization agrees to be highlighted in promotional materials including web sites and be willing to share the programme with others in the industry with due acknowledgement provided in copyright.



Signature:

Title: UK Chairman (non-exec)

Date: 27 February 2006