

# 2010 AARP INTERNATIONAL Innovative Employer Awards

## *Recognizing International Best Practices in Age Management*

Thank you for your interest in submitting an application for the AARP International Innovative Employer Award. This award is intended to recognize employers who have demonstrated innovative workforce or human resources practices that address issues relevant to the age 50 and older workforce. At a time when the percentage of workers age 25 to 44 is declining, older adults are a more important component of the global workforce than ever before--a fact that select employers are recognizing and implementing policies to address. By recognizing employers around the world that have demonstrated innovative efforts to address issues relevant to older workers, AARP encourages all employers to create a mutually beneficial work environment that values the potential of these workers and the workforce as a whole.

This application asks employers to inform us of their human resource practices in the following areas: Recruitment; Training and Lifelong Learning; Career Development; Flexible Work Arrangements; Health Protection and Promotion; and Diversity Promotion. Award winning employers will be able to demonstrate best practices in one or more of these areas that encourage or help older workers to remain meaningfully employed. These programs may be general in nature (i.e. available to all employees regardless of age) or they may be targeted specifically to older employees. The main requirement is a demonstrated commitment to advancing human resource policies that help retain, attract, and engage workers regardless of age.

Listed below is information about the program as well as instructions for completing the application. All applications must be received by April 24, 2010.

### **About AARP**

AARP is a 40-million member nonprofit, nonpartisan membership organization that helps people age 50 and older have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, published bimonthly; AARP Bulletin, our monthly newspaper; AARP Segunda Juventud, our bimonthly magazine in Spanish and English; NRTA Live & Learn, our quarterly newsletter for 50+ educators; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors.

Through our international program, we help people live longer, healthier, more financially secure and productive lives by identifying and sharing the best ideas and practices on key social and economic issues. We convene a wide range of experts from around the world, including policy makers, to share their

# 2010 AARP INTERNATIONAL Innovative Employer Awards

knowledge on health and long-term care, livable communities, employment and older workers, financial security, and retirement income. AARP fosters this global dialogue and, in the end, acts as social collaborator and catalyst to governments, businesses, and decision makers in all sectors to help address and favorably shape the social and economic implications of aging worldwide.

## ***Eligible Employers***

All employers headquartered in countries outside the U.S., as well as foreign subsidiaries/operations of U.S. based companies, are eligible to apply. AARP welcomes applications from private sector employers, including for-profits and nonprofits, charities, or foundations, as well as government employers.

Because policies that are beneficial for mature workers are often beneficial for all workers, employers are not required to have programs dedicated exclusively to mature workers. However, employers who can demonstrate that their programs are particularly valued by mature workers may receive additional credit through the evaluation process.

## ***Application Process***

The application process for the *2010 AARP International Innovative Employer Award* consists of four components: general information, questions about innovative human resource practices, proprietary information, and “how you learned about this award.”

## ***Evaluation Process***

All completed applications received by the April 24, 2010 deadline will be processed and reviewed by AARP. AARP will determine which companies' applications are sent to the International Innovative Employer Award judges for further evaluation. This independent panel of judges, comprised of an internationally diverse group of representatives from private sector, non-profit, and academic organizations with expertise on labor issues, will then advise AARP on their opinions of the most qualified applicants. Additional follow-up questions may be asked of you during the evaluation process. AARP and the judges will base opinions on which applicants demonstrated the most positive commitments to retaining, recruiting, or attracting mature workers. AARP will make all final selections taking into account the judges opinions.

Additionally, due to AARP's commitment to its overall mission of enhancing the quality of life for people as they age in ways that benefit societies as a whole, this selection process will also include a due diligence component intended to ensure that any organization that receives the AARP International Innovative Employer Award has practices that are generally consistent with AARP's public policies and values. The question below represents the type of issues that AARP has explored during the due diligence process in previous years for similar awards:

# 2010 AARP INTERNATIONAL Innovative Employer Awards

- *Has the employer been subject to an unreasonable number of employment discrimination settlements/convictions or discrimination-based legal actions?*

Although the names of the 2010 honorees will not be publicly released until the fall of 2010, the evaluation process will be completed by summer 2010. All applicants, including those organizations selected as the recipients of the award and those who are not selected, will be notified of the outcome of their application by approximately mid-July 2010, along with instructions that the applicants and/or winners may not announce or discuss the award until the winners are officially announced by AARP.

## **Collaborating Organizations**

AARP will be collaborating on this award with several international organizations and experts on age and employment issues. These organizations will provide local/regional expertise, help identify and contact potential applicants, and help promote the award and best practices collected through the award.

## **Recognition of Award Winners**

The names of the award winners will be published in AARP electronic and print publications and made available to our 40 million members, including coverage on our widely trafficked website ([www.aarp.org](http://www.aarp.org)) and the possibility of being published in AARP The Magazine – the most widely circulated magazine in the world. As a recognized AARP International Innovative Employer Award recipient, your organization will also be expected to respond to inquiries from the press and permit AARP to publish information about your company's workforce practices. AARP will also work to promote the achievements of the award winning companies to international media. In addition, you will have the opportunity to publish a case study of your companies' best practices for retaining and attracting older workers on our heavily trafficked websites: [www.aarp.org](http://www.aarp.org) and [www.aarpinternational.org](http://www.aarpinternational.org). Your organization may also be given opportunities to share or present its best practices at high-level international forums sponsored by AARP and by organizations collaborating with AARP on this award.

Your organization will be given the opportunity to shield proprietary information from public disclosure by noting such information in the text of the application. However, because the purpose of this award is to highlight and share innovative practices with other employers, we hope that any information that you share in Section 2-7 will be considered suitable for release to the public. Through this recognition, selected employers will gain a powerful asset in their employee recruitment and public relations campaigns. AARP will provide guidelines about how this recognition may be noted and/or mentioned by your organization.

# 2010 AARP INTERNATIONAL Innovative Employer Awards

## ***Instructions for Completing Your Application***

You may apply for the award through our electronic form or by printing out the questionnaire and sending hard copy responses to AARP; however, the preferred and most efficient method is the electronic form. If you wish to mail your completed application, please see instructions 13 and 14 for further information.

1. Download, print and review the paper copy of the application available on this site in PDF form, first, and gather your data offline. Please review the entire application and collect some of the information that you will need to respond before entering your information online.
2. To prevent overloading your system while completing this application, please close all non-essential programs.
3. When you are ready to begin the electronic application, click the "apply online" link at [www.aarpinternational.org/2010employerawards](http://www.aarpinternational.org/2010employerawards).
4. Before entering the application, you will be required to log-in to the aarpinternational.org website. If you are a returning user, please enter your username and password. If you are a new user, please create a new account by typing your e-mail address in the e-mail field and checking the "no I am a new user" option and then clicking submit. You will then be directed to an online form, which will require you to create a password and submit your name, title, and organization. When you click submit, you will be redirected to the beginning of the application.
5. Unless otherwise instructed, please base your responses to all questions on practices and policies that will be in effect in 2010. Additionally, do not include programs that are no longer accepting new participants, such as benefits that are only available to employees who were hired before a certain date.
6. When you begin to enter your organization's information online, you can enter partial information, save your application, and return at a later time to complete the application. You may return to the application from any computer, as long as you log-in to the survey using the same log-in username and password that you used when you began the survey.
7. When you want to suspend and save your work on the application, make sure to click the "save" option within the electronic application.
8. When you want to resume work on the application or edit your previously entered information, simply go back to [www.aarpinternational.org/2010employerawards](http://www.aarpinternational.org/2010employerawards) and log back into the application. You will be required to log back into the aarpinternational.org website before continuing the survey.
9. Supporting materials other than materials specifically requested are not permitted. Please do not submit supporting materials other than those specifically requested. If you submit extra supporting materials, they will be discarded and will have no impact on your organization's evaluation.
10. If you need technical support with the application or have other questions about filling out the application, please call Fran Albers at +1 202-434-2419 or e-mail her at [falbers@aarp.org](mailto:falbers@aarp.org).
11. Once you are satisfied that your application is complete and accurate, click on the "submit" button at the bottom portion of your screen and follow the screen instructions. Please make sure to submit your

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 **Awards**

application by April 24, 2010.

CAUTION! Once you click the submit button, you will no longer be able to access your application to make further changes.

12. Once you submit your response, you will be directed to the final/confirmation page of the application. There you may view your complete application and save it for your records. You will also receive a confirmation e-mail containing a link to a copy of your completed application.
13. If you do not wish to submit your application online, please return to [www.aarpinternational.org/2010employerawards](http://www.aarpinternational.org/2010employerawards), download the .pdf version of the application, complete the application, and mail it to:

Fran Albers  
AARP Office of International Affairs  
601 E Street, NW  
Washington, DC 20049  
United States

14. If you wish to complete the application in hard copy, please fill-out all information directly on the application except for sections 2-8. Because of space limitations, you may answer these questions in word document form and attach them to the application. If you choose to mail your application rather than submit it online, please note that the application must be received at the above address by April 24, 2010.

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 **Awards**

**Security and Confidentiality**

1. Your company's application results will not be viewed by anyone outside of AARP except for select organizations working with AARP to nominate employers in their countries for the award, the official panel of judges who will help make final selections, and select AARP contracted employees. Any parties outside AARP involved in the application process will be required to keep results and information strictly confidential.
2. The identity of all non-winning companies will remain strictly confidential. None of the information that AARP releases will identify the non-winning companies.
3. If you are recognized as one of the *AARP International Innovative Employer Award* winners, certain information from your application may be published in venues including but not limited to AARP The Magazine and AARP's web sites; shared with external parties; and/or shared with the media for education and publicity purposes. If any information you supply is especially sensitive or proprietary, and you want to make sure it is not published, please indicate this when answering the questions in the "Proprietary Information" section (Section 10) of this application.
4. Questions about security, filling out the application, or submitting your application should be directed to Fran Albers at [falbers@aarp.org](mailto:falbers@aarp.org) or +1-202-434-2419.

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
**Awards**

**SECTION 1. GENERAL INFORMATION**

**GENERAL INFORMATION: The Organization**

Your organization is submitting an application to be considered by AARP as one of the recipients of the *2010 AARP International Innovative Employer Award*.

This section is the first of several sections that, taken together, constitute a complete application form. Please carefully read over and research each section so that you can provide complete and accurate data.

1. First, we would like you to provide your organization's general information. Please write in the organization information **EXACTLY** as it should appear in AARP Publications if your organization is chosen as one of the AARP International Innovative Employer Award winners. **(Complete each field or write "not applicable")**

1a. Organization Name \_\_\_\_\_

1b. Organization (HQ) Address \_\_\_\_\_

1c. Organization City \_\_\_\_\_

1d. Organization State/Province (please enter 2-letter state abbreviation) \_\_\_\_\_

1e. Organization Zip Code \_\_\_\_\_

1f. Organization Telephone (include country code) \_\_\_\_\_

1g. Organization Fax (include country code) \_\_\_\_\_

1h. Organization Web Site (use the format: [www.domain.com](http://www.domain.com)) \_\_\_\_\_

2a. Which of the following best describes your organization? **(X ONE Box)**

- 1  Private Sector – For Profit
- 2  Private Sector – Non-Profit or Not for Profit or Charity
- 3  Public Sector / Government (National, Provincial, or Local/Municipal Government)
- Other (Specify): \_\_\_\_\_

2b. How many locations does your organization have (ex. Multiple country or city offices, stores, etc.)? **(Write In Number)**

# of locations: \_\_\_\_\_

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
  
**Awards**

**3.** Which of the following best describes the primary nature of your organization's business? **(X ONE Box)**

- 01  INDUSTRIAL SECTOR - Aerospace
- 02  INDUSTRIAL SECTOR - Apparel/Fabric Products
- 03  INDUSTRIAL SECTOR - Beverages
- 04  INDUSTRIAL SECTOR - Chemicals
- 05  INDUSTRIAL SECTOR - Computers or Information Technology
- 06  INDUSTRIAL SECTOR - Cosmetics
- 07  INDUSTRIAL SECTOR - Electronics
- 08  INDUSTRIAL SECTOR - Food
- 09  INDUSTRIAL SECTOR - Forest and Agriculture Products
- 10  INDUSTRIAL SECTOR - Furniture
- 11  INDUSTRIAL SECTOR - Industrial Equipment and Commercial Machinery
- 12  INDUSTRIAL SECTOR - Metal Products
- 13  INDUSTRIAL SECTOR - Metals
- 14  INDUSTRIAL SECTOR - Mining/Oil Production
- 15  INDUSTRIAL SECTOR - Motor Vehicles Production
- 16  INDUSTRIAL SECTOR - Petroleum Refining
- 17  INDUSTRIAL SECTOR - Pharmaceuticals
- 18  INDUSTRIAL SECTOR - Printing/Publishing
- 19  INDUSTRIAL SECTOR - Rubber/Glass/Stone and Plastics Products
- 20  INDUSTRIAL SECTOR - Scientific and Photographic Equipment
- 21  INDUSTRIAL SECTOR - Textiles
- 22  INDUSTRIAL SECTOR - Tobacco
- 23  INDUSTRIAL SECTOR - Toys and Sporting Goods
- 24  INDUSTRIAL SECTOR - Transportation Equipment
- 25  INDUSTRIAL SECTOR - Other
- 26  SERVICE SECTOR - Accounting
- 27  SERVICE SECTOR - Advertising
- 28  SERVICE SECTOR - Business Services (Not Elsewhere Classified)
- 29  SERVICE SECTOR - Commercial Banking
- 30  SERVICE SECTOR - Communications
- 31  SERVICE SECTOR - Construction/Building
- 32  SERVICE SECTOR - Consulting Services (All kinds)
- 33  SERVICE SECTOR - Engineering/Research
- 34  SERVICE SECTOR - Entertainment
- 35  SERVICE SECTOR - Financial Services (Commercial, Investment Advisory and Investment Banking/Savings Institutions)
- 36  SERVICE SECTOR - Hospitals/Healthcare
- 37  SERVICE SECTOR - Hotels/Lodging Places
- 38  SERVICE SECTOR - Insurance
- 39  SERVICE SECTOR - Management Advisory/Management Consulting
- 40  SERVICE SECTOR - Retailing/Direct Selling (Restaurants, Department-Drug-Consumer Stores, and Mail Order Houses)
- 41  SERVICE SECTOR - Savings Institutions
- 42  SERVICE SECTOR - Transportation Services
- 43  SERVICE SECTOR - Utilities
- 44  SERVICE SECTOR - Wholesale Trade
- 45  SERVICE SECTOR - Other
  
- 46  EDUCATION - Pre-secondary
- 47  EDUCATION - Secondary

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 **Awards**

- 48  EDUCATION - Post-secondary
- 49  EDUCATION - Other
- 50  NOT FOR PROFIT - Professional Membership Association
- 51  NOT FOR PROFIT - Philanthropic Organization
- 52  NOT FOR PROFIT - Constituency or Community Services and Programs
- 53  NOT FOR PROFIT – Labor/Trade Unions or Third-party Organizations
- 54  NOT FOR PROFIT - Other
- 55  GOVERNMENT – National
- 56  GOVERNMENT – Provincial/State
- 57  GOVERNMENT – City or Municipal
- 58  GOVERNMENT – Other
- 59  Other type not mentioned above

**3a.** Please describe in **200** words or less the nature of your organization's business (i.e. what does your business do?). Please be as specific as possible.

---

---

---

---

---

---

---

---

---

---

**4.** Please provide your CEO's (or top executive) name and title **EXACTLY** as it should appear in AARP The Magazine if your organization is chosen as a recipient of the award. **(Complete each field or write "not applicable")**

**4a.** CEO (or top executive) Name \_\_\_\_\_

**4b.** CEO (or top executive) Title \_\_\_\_\_

**4c.** CEO (or top executive) Work Address \_\_\_\_\_

**4d.** CEO (or top executive) City \_\_\_\_\_

**4e.** CEO (or top executive) State \_\_\_\_\_

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 **Awards**

- 4f. CEO (or top executive) Zip Code \_\_\_\_\_
- 4g. CEO (or top executive) Work Telephone (include country code) \_\_\_\_\_
- 4h. CEO (or top executive) Fax Number (include country code) \_\_\_\_\_
- 4i. CEO (or top executive) Work E-Mail Address (use the format: [name@domain.com](mailto:name@domain.com)) \_\_\_\_\_

**GENERAL INFORMATION: Human Resources or Diversity Executive**

5. Please provide the information listed below for your highest-level executive or manager with responsibility for human resources, diversity, or age management policies and programs in your organization. **(Complete each field or write "not applicable")**

- 5a. Highest-level Executive Name \_\_\_\_\_
- 5b. Executive Title \_\_\_\_\_
- 5c. Executive Work Address \_\_\_\_\_
- 5d. Executive City \_\_\_\_\_
- 5e. Executive State \_\_\_\_\_
- 5f. Executive Zip Code \_\_\_\_\_
- 5g. Executive Work Telephone (include country code) \_\_\_\_\_
- 5h. Executive Fax Number (include country code) \_\_\_\_\_
- 5i. Executive Work E-Mail Address (use the format: [name@domain.com](mailto:name@domain.com)) \_\_\_\_\_

**GENERAL INFORMATION: Primary Staff Contact**

6. Please provide the information listed below for the primary staff person you would like us to contact with any follow up questions. **(Complete each field or write "not applicable")**

- 6a. Primary Contact Name \_\_\_\_\_
- 6b. Primary Contact Title \_\_\_\_\_
- 6c. Primary Contact Work Address \_\_\_\_\_

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 Awards

- 6d. Primary Contact City \_\_\_\_\_
- 6e. Primary Contact State \_\_\_\_\_
- 6f. Primary Contact Zip Code \_\_\_\_\_
- 6g. Primary Contact Work Telephone (include country code) \_\_\_\_\_
- 6h. Primary Contact Fax Number (include country code) \_\_\_\_\_
- 6i. Primary Contact Work E-Mail Address (use the format: [name@domain.com](#)) \_\_\_\_\_

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 **Awards**

**SECTION 2: LIFELONG LEARNING AND TRAINING**

Does your organization offer opportunities or programs to help workers gain new experiences or develop new skills throughout their careers? Please describe and provide specific examples of the programs and how they benefit workers over age 50, including whether these programs are promoted and widely available to workers over age 50. Answer “not available” if no such programs are offered. [Please keep answers to 550 words or less].

***[Company Case Study Example:** A leading US company, provides learning and development programs to full- and part-time employees who work 20+ hours per week, including: tuition reimbursement, on-site classroom training, on-line training, and certification classes. The company’s learning institute offers numerous opportunities for employees to succeed on the job and enhance their careers by offering courses such as project leadership, new manager development, leadership performance, diversity training, change management, performance management, marketing excellence, sales excellence, and finance excellence. In addition, the program promotes lifelong learning for all employees and retirees by offering courses through local community colleges. Employees can complete a course, a certificate, or an Associate Degree program on site. A formal mentoring program gives employees networking opportunities, coaching, and guidance on career development.]*

---

---

---

---

---

---

---

---

---

---

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 Awards

**SECTION 3: FLEXIBLE WORK ARRANGEMENTS**

**Does your organization offer its employees flexible work arrangement opportunities that assist them in maintaining an adequate balance between work, family, and personal responsibilities and desires?** Examples of such policies include: flexible working time (options to choose appropriate start and stop time to work); working from home or telecommuting; job sharing (ability to split one full time job into two); compressed work schedules (ability to work more hours per day, but fewer days per week); formal phased retirement program (program in which an employee may work a reduced schedule for period of time prior to retiring); specific paid leave programs. **Please explain and provide specific examples of any of these or other flexible working arrangement opportunities available to your employees or answer “not available” if none are offered. Please be specific as to how these policies impact workers age 50 and older. [Please keep answers to 550 words or less].**

*[Company Case Study Example: An Italian retail company allows a group of 600 employees to independently decide their own schedules, which enables the employees to schedule work time in ways that enable them to maintain family responsibilities, such as caring for children or elders. A significant percentage of this group are older workers]*

---

---

---

---

---

---

---

---

---

---

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 **Awards**

**SECTION 4: HEALTH PROMOTION AND PROTECTION**

**Does your organization have any policies designed to promote or protect the health and well-being of your employees?** Examples of such policies include: ergonomically designed work facilities to allow people with disabilities or physical conditions to continue working; free or subsidized fitness center access; promotional campaigns to encourage healthy lifestyles, nutrition, or exercise; recreational activities for employees; financial assistance for health care expenditures; health check-ups; etc. **Please describe any such programs and how they improve working conditions and environments for workers over age 50. If you do not have such policies, please answer “not available.” [Please keep answers to 650 words or less]**

**[Company Case Study Examples:** ex. 1 - *An international truck manufacturing company turned the trucks upside-down on the assembly line, so that its workers did not have to strain their bodies installing parts by crawling under the trucks;* ex. 2 - *A multinational company installed a sound proof cubicle for an employee with hearing loss, so that she could continue working productively without being distracted by surrounding sounds;* ex. 3 – *A Finnish processing plant provides periodic health examinations of its employees and facilitation of physical exercise and healthy lifestyles]*

---

---

---

---

---

---

---

---

---

---



2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 **Awards**

**SECTION 6. RECRUITMENT**

Has your organization developed specific recruitment strategies that either target the hiring of older workers or promote age diverse or age-neutral hiring practices? Please explain with particular emphasis on the effects these programs have on workers over age 50. [Please keep answers to 550 words or less].

**[Company Case Study Examples:** ex. 1 – A German engineering firm targeted the recruitment of older workers through job advertisements calling explicitly for older workers who are skilled in specific techniques that are in short supply because of shifts in the labor market; ex. 2 - A large Japanese retail chain has a comprehensive recruitment strategy which attracts older workers for customer service positions to match its aging customer base; ex. 3 – A U.S. based car manufacturer uses a database of workers who have been laid-off or out-placed from other jobs as a tool for recruiting mature workers; Ex. 4 – A British home care firm uses comprehensive policies and training of hiring managers to ensure that their recruitment tools and hiring practices are free from age discrimination]

---

---

---

---

---

---

---

---

---

---

**\*Note: If you described an innovative practice related to RECRUITMENT or DIVERSITY, please send samples of any relevant recruiting or diversity promotion materials (brochures, video, flyers, advertisements, etc.) that directly support your answer. Store these materials on a CD-ROM. Send 3 copies of the CD-ROM to:**

**Ms. Fran Albers  
AARP  
Office of International Affairs  
601 E Street, NW  
Washington, DC 20049 - United States**

The documents on the CD-ROMs should be in Adobe .pdf format with point and click bookmarks. Alternatively, the documents can be in .html format with point and click navigation from an Index page. Multimedia files such as video files may also be included on the CD-ROM.



2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 Awards

**SECTION 8. EMPLOYEE TESTIMONY**

In this section, we encourage you to describe how your human resource policies and practices are affecting your mature workers. Please provide testimony or descriptions of the impact your policies have had on one or more of your mature workers. *For example: Mary White is an executive assistant at XYZ corporation and has a medical condition that requires her to take 2 hours out of her day to seek treatment. As a result of XYZ Corporation's flexible work arrangement, she is able to make her appointments without having to deduct hours from her vacation.* If you are unable to provide such testimony, please write "not available." [Please keep answers to 550 words or less]

---

---

---

---

---

---

---

---

---

---

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
Awards

**SECTION 9. ORGANIZATION STATISTICS**

**ORGANIZATION STATISTICS: Number of Employees**

1. Please enter the number of employees in each of the specified age ranges who are employed by your organization. (If none, enter zero.) **(Write In a Number for EACH)**

	<b>Total Employees</b>
Under 40 years of age.....	_____
40 to 49 years of age .....	_____
50 to 59 years of age .....	_____
60 to 64 years of age .....	_____
65 years and older .....	_____
<b>Total Employees</b> .....	_____

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 Awards

**SECTION 10. PROPRIETARY INFORMATION**

If you are selected as a recipient of the International Innovative Employer Award, you agree that AARP shall be allowed to publish any information from this application as well as your company's name in venues including but not limited to AARP Publications and AARP's web site, and to share any information from the application with external parties and with the media for education and publicity purposes. However, any information that you identify in Question #1 below will not be published, except under the conditions you describe in Question #2.

1. Please use this space to identify any especially sensitive or proprietary information on the application that you do not want AARP to publish or share. Include the section and question number that corresponds to the information provided (**Please Be As Specific As Possible**). If no information is confidential, respond "not applicable."
  
2. If you identified any especially sensitive or proprietary information in Question #1: Do you give AARP permission to publish the information identified in Question #1 if the information is published without any references to your company name?
  - 1  Yes
  - 2  No
  - Other (please specify):

---

---

---

---

---

---

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 **Awards**

**SECTION 11. HOW YOU LEARNED ABOUT THIS PROGRAM**

**1a.** Please tell AARP how you learned about the AARP International Innovative Employer Awards.  
**(X ALL That Apply)**

- 01  Received an announcement in the mail
- 02  Received an email invitation
- 03  Ad in Human Resource Executive magazine
- 04  Ad in HR Innovator magazine
- 05  Ad in HR Magazine
- 06  Ad in Workforce Management magazine
- 07  Ad in Employment Management Today magazine
- 08  Ad in Fortune magazine
- 09  Ad in Business Week
- 10  Coverage in AARP The Magazine
- 11  Coverage in other media
- 12  Referral from colleague
- 14  Referral from an organization collaborating with AARP
- 15  My organization participated last year
- 16  Internet
- 17  Other

**1b.** If you selected "Internet" in Question 1a above, please explain (which website, etc.).  
**(Please Be As Specific As Possible)**

---

---

---

---

---

---

**1c.** If you selected "Other" in Question 1a above, please explain. **(Please Be As Specific As Possible)**

---

---

---

---

---

---

2010 AARP  
**INTERNATIONAL**  
**Innovative Employer**  
 **Awards**

**Finish**

Thank you for your time.

After you have reviewed your answers, please follow the instructions below to submit your application.

Please be aware that all questions, including those that you answer and those that you leave blank, will be considered in our evaluation of your application. Please review all questions before submitting your application form, so that your application will be as complete as possible. If you do leave an item blank because you do not track a program or you do not have specific data, we encourage you to use the available comment space at the end to explain.

If you choose to mail your application rather than submit it online, please note that the application must **be received** at the address below by **April 24, 2010**.

If you choose to submit this application by mail, please mail it to:

**Ms. Fran Albers**  
**AARP**  
**Office of International Affairs**  
**601 E Street, NW**  
**Washington, DC 20049**  
**United States**