An award for an individual, team, group or network initiating and leading action to remove barriers to attract and improve working experience and engagement level of employees/members from a lower socio-economic background; or demonstrating excellence in the delivery of service to people from a lower socio-economic background.

Criteria for Championing Social Mobility Award:

- Acts as a role model or ally in championing social mobility issues.
- Creates an inclusive culture by challenging inequalities/barriers/bias in the application of people management policies, for example inclusive recruitment, talent development, performance management, career development and promotion etc., or in customer service delivery for people from a lower socio-economic background.
- Takes steps to eliminate or reduce incidents of bullying, harassment or discrimination against employees or service users from a lower socio-economic background.
- Leads positive actions or interventions to enable talented employees from a lower socio-economic background to realize their full potential.
- Applies evidence and customer insight to tackle issues effectively.
- Can demonstrate positive outcomes arising from their interventions for individuals and the organization and can demonstrate the potential for scaling up or demonstrating initiatives for other parts of the company/association.