



The American Chamber of Commerce in Shanghai  
上海美国商会

**2009 AmCham Shanghai  
Corporate Social Responsibility Awards  
Nomination Kit**

Nomination Deadline: September 14, 2009

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## Overview:

The American Chamber of Commerce in Shanghai is pleased to announce that the 2009 AmCham Shanghai Corporate Social Responsibility (CSR) Awards will be presented on November 19, 2009 at the 5<sup>th</sup> Annual AmCham Shanghai CSR Conference in Shanghai.

These awards will honor and showcase organizations that have made notable contributions to further corporate citizenship in Shanghai and in China. By drawing attention to these organizations, the American Chamber of Commerce in Shanghai and its Corporate Social Responsibility Committee aim to acknowledge their efforts, as well as to encourage and provide models for other organizations to look to for their own CSR efforts. This annual event serves as a platform for corporations to share their CSR best practices including philanthropy, community outreach, volunteer programs, employee safety initiatives, environmental educational efforts and corporate governance.

This year we are pleased to announce the introduction of a new award category, the **CSR Practitioner Award**. The CSR Practitioner Award recognizes the individual who most effectively advances social responsibility in the workplace and builds ties between an enterprise, either large or small, and the community that it serves. The award recipient will be an outstanding leader who is responsible for a company's social responsibility success and demonstrates creativity and dedication in running or developing sustainable CSR programs.

Awards will be presented in five categories (if you are an AmCham Shanghai member company you can apply for more than one category):

- 1) Award will be presented to an AmCham Shanghai member company in China to recognize its overall CSR achievements.
- 2) Award will be presented to an AmCham Shanghai member company that has less than 100 employees directly or indirectly employed in China to recognize the CSR efforts of small businesses.
- 3) Award will be presented to a Non Foreign Invested Enterprise (Non-FIE), namely a Chinese company, to recognize its leadership and pioneering role in CSR practices.
- 4) Award will be presented to a company and an NGO which have exemplified success in working together to address an important social issue. The award will recognize a nominated business organization and its nonprofit partner.
- 5) Award will be presented to an individual who most effectively advances social responsibility in the workplace and builds ties between an enterprise, either large or small, and the community that it serves.

## **Awards Evaluation Framework:**

### **Evaluation Framework for CSR Award, CSR Award for Small Business, and CSR Award for non-FIE**

The evaluation will be based on the company's 2008/2009 (Jan. 2008 ~ Dec. 2009) performance including any ongoing projects within mainland China.

To guide AmCham Shanghai in evaluating nominees and selecting awardees, the Chamber will reference the internationally recognized CSR Benchmark for China developed by Reputex. The AmCham Shanghai CSR Awards Judging Panel will use the below indicators/factors of the Reputex Benchmark as a guide only. Applicants are **not** required to address all indicators or factors. Applicants are encouraged to prepare submissions based on their particular areas of expertise OR overall performance capabilities.

All evaluations and final decisions in terms of award recipients will be determined solely by AmCham Shanghai. The AmCham Shanghai CSR Awards Judging Panel may opt to give out additional awards in special categories not listed within this document.

#### **STRATEGY / MANAGEMENT STRUCTURE**

##### **Strategy**

- Methodology of CSR programs and why they are successful
- Established systems to carry out CSR strategies through concrete actions

##### **Leadership Management**

- Leadership arrangements to support CSR programs

#### **CORPORATE GOVERNANCE**

##### **Ethical Business Conduct**

- Code of ethics setting out company standards which are regularly promoted to all employees
- Ethical presence in the community

##### **Organizational Structure & Management**

- Public charters and policies setting out respective roles and powers of company officers
- Management, compliance and reporting systems

### **Audit & Compliance**

- Disclosure of compliance with corporate laws and regulations

## **ENVIRONMENTAL IMPACT**

### **Policy**

- Presence of a company policy on the environment
- Commitment to assist environmental improvement at industry level
- Systems to control extended operations and supply chain operators

### **Environmental Management System**

- Certified EMS and procedures to protect biological diversity
- Monitoring and reduction of hazardous waste, use of energy and pollution
- Established community engagement and performance reporting mechanisms

### **Commitment to Ecologically Sustainable Development**

- Compliance with environmental legislation and regulations
- Evidence of training programs on environmental legislative requirements
- Community activities to protect biological diversity

## **SOCIAL IMPACT**

### **Community Investment & Philanthropic Support**

- Community service programs that promote improved corporate-community relations
- Contribution to the social and economic development of the community
- Project sustainability
- Percentage of pre-tax profits donated to charity
- Employee involvement and management participation in community service programs

### **Human Rights**

- Responsibility for ensuring social and economic rights and standards are met
- Collaboration with supply chain and other business partners

### **Consumer Rights, Access & Empowerment**

- Compliance with product safety standards
- Consumer complaints resolution and compensation

## **WORKPLACE PRACTICES**

### **Employee Development & Training**

- Effective training and development processes to enhance the skills of all workers
- Training for managers and supervisors to improve worker communication capacities

### **Organizational Culture & Diversity**

- Non-discrimination policies and practices including recruitment
- Promotion of personal liberties of workers

### **Occupational Health & Safety**

- Leadership and achievement in protecting the health and safety of employees
- Management systems including lost workdays, total recordable incidence rates or other safety measures
- Voluntary or self-applied standards which go beyond regulations
- Employee involvement in the health and safety management of the organization

## **Evaluation Framework for CSR Partnership Award**

- Results and long-term outcomes of programs established by a business organization and its nonprofit partner
- Executive and employee support
- Sources of program funding
- Program administration: roles of each party, communication structures linking parties, lessons learned and any resulting changes in programs

1) Success of Project — Key factors to examine include the immediate results and long-term outcomes of the program for the project's beneficiaries, the corporation, and the NGO.

2) Success of Partnership — The evaluation will include the roles of each party, the communication structures connecting the two groups, any lessons that the parties have learned over the course of their partnership, and any resulting changes in programming.

3) The People Factor — Human connections between the corporation and the NGO will be evaluated. E.g. the engagement of employees at all levels with the NGO and its beneficiaries; the level of direct engagement vs. amount of financial support; how well the company leverages its human resources to create an optimal social impact; how this contributes to the development of both parties.

### **Evaluation framework for CSR Practitioner Award**

The applicant should demonstrate how their CSR practices are linked to their company's business focus, how they carry out these initiatives, and must exhibit the qualities below.

#### **1. Leadership**

- Provides guidance that successfully and continuously engages the company with its stakeholders
- Successfully advocates socially responsible policies and strategies that guide the company
- Supports individual employee career development and encourages employee welfare

#### **2. Management**

- Executes programs with measurable results and develops internal evaluation methods
- Manages programs that can be sustained over time
- Educates employees on CSR and communicates its significance for the company

#### **3. Initiative**

- Initiates sustainable programs that reduce the company's negative environmental and social impacts
- Encourages the company to examine the social, economic and environmental effects of its business activities
- Demonstrates cooperative relationships with a range of stakeholders

#### **4. Innovative**

- Designs creative programs which are aligned with the company's business focus
- Demonstrated success in establishing imaginative cooperation with non-profit organizations
- Has identified and encourages new ways to support employee volunteerism

## **Awards Process:**

### **Submission**

Nominations can be submitted by e-mailing the completed nomination form to [csrawards@amcham-shanghai.org](mailto:csrawards@amcham-shanghai.org). Electronic submissions are strongly preferred and should be in MS Word format sent via e-mail or on CD by carrier to the address located on page 10.

The application materials must be provided in English.

### **Eligibility**

- ◆ For the first category of awards, the AmCham Shanghai Corporate Social Responsibility Award, nominees must be AmCham Shanghai member companies that have operations in mainland China.
- ◆ For the second award category, the AmCham Shanghai Corporate Social Responsibility Award for Small Business, the award candidates must be AmCham Shanghai member companies and have less than 100 employees directly or indirectly employed in China.
- ◆ For the third award category, the AmCham Shanghai Corporate Social Responsibility Award for Non-FIE, award candidates must be a non Foreign Invested Enterprise (non-FIE) which is headquartered in mainland China.
- ◆ For the fourth award category, the Partnership Award, award candidates of the business side must be AmCham Shanghai member companies and the partner must be a registered nonprofit charitable organization. The partnership and program must be carried out in mainland China.
- ◆ For the fifth award category, the CSR Practitioner Award, the candidate must be an employee of an AmCham Shanghai member company.

A company/NGO or an individual can nominate itself/himself/herself or be nominated by a third party. In the case of NGOs nominating their corporate partners, the corporation to be nominated must be informed and an endorsement from that corporation will be required to ensure the accuracy of the information provided in the application. The nomination form enclosed should be completed and returned to AmCham Shanghai by September 14, 2009.

## **Selection Process**

The AmCham Shanghai CSR Award Judging Panel will review all applications and select the recipient of each award. If a nominee for an award has an employee on the panel, that panel member will be excluded from voting on an award for that nominee.

## **Presentation Materials**

Finalists will be notified no later than October 30, 2009 and may be asked to provide supplemental materials. Award winners will be announced at the 2009 Fifth Annual AmCham Shanghai CSR Conference on November 19 2009.

Selected application materials will be included in 2009/2010 AmCham Shanghai CSR Publications.

## **About the AmCham Shanghai CSR Awards Judging Panel**

The CSR Awards Judging Panel is chaired by the AmCham Shanghai CSR committee chair and will also include:

- ◆ AmCham CSR Committee vice chair
- ◆ AmCham Shanghai's Board of Governors ex-chairman
- ◆ External and independent third party reviewers from the academic, media, NGO and business community.

## **2009 AmCham Shanghai CSR Conference and Awards Ceremony on Nov 19, 2009**

All nominees are cordially invited to our 2009 AmCham Shanghai CSR Conference and Awards Ceremony on November 19, 2009. Each nominated company will receive one free ticket to the event.

## Nomination Instructions:

1. Download Nomination Kit and Nomination Form from [www.amcham-shanghai.org/CSRAwards2009](http://www.amcham-shanghai.org/CSRAwards2009)
2. Complete and submit the Nomination Form for each category you are applying for.
3. Companies can either nominate themselves or be nominated by a third party organization.

Applicants are encouraged to provide concrete statistics, valid success stories, clear policy statements, related organization charts, self-evaluations and authentic feedback from stakeholders. Annual reports, testimonials and other supporting materials are optional and should be enclosed as attachments.

**Companies submitting materials authorize AmCham Shanghai to use the materials at both the event and in related publications and activities. Companies and applicants are responsible for the validity of the information.**

Check List:

- Nomination Form
- Company Logo (600x600dpi and EPS format)
- Supporting documentation, pictures (need to meet printing standards), video clips and presentations (optional)
- 6- page MS PowerPoint slides to be loop-displayed on the conference day (optional)
- Passport-size photo of the applicant for the CSR Practitioner Award (600x600dpi and JPG format)  
*This item is only required for those who apply for the CSR Practitioner Award.*

Please send your completed nomination form and supporting materials by **September 14, 2009** electronically (preferred) or on CD by carrier to:

The American Chamber of Commerce in Shanghai  
Shanghai Centre, Suite 568, 1376 Nanjing Road West  
Shanghai China, 200040

Fax: +8621 6279-7643

E-mail: [csrawards@amcham-shanghai.org](mailto:csrawards@amcham-shanghai.org)

For more information, please call Mr. Oliver Yang at 62797119\*5272 or visit <http://www.amcham-shanghai.org/CSRAwards2009>

Thank you for your nomination and good luck!