

The American
Chamber of Commerce
in Shanghai
Corporate Social
Responsibility Awards



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

**Applicant Guidebook for 2021 Annual
AmCham Shanghai CSR Awards**

October 19, 2021

[APPLICANT GUIDEBOOK]

Contents

About the American Chamber of Commerce in Shanghai3

About AmCham Shanghai CSR Awards3

Evaluation Process4

Judging Panel4

Awards Ceremony4

Application Instructions5

APPENDIX.....6

- CSR Innovation Award Guidelines6
- CSR Impact Award Guidelines8
- NGO/Social Enterprise of the Year Award Guidelines 10
- The Changemaker Award Guidelines 12

About the American Chamber of Commerce in Shanghai

The American Chamber of Commerce in Shanghai, known as the "Voice of American Business" in China, was founded in 1915. AmCham Shanghai was the third American Chamber established outside the United States, and now has 3,000 members from 1,300+ companies. As a non-profit, non-partisan business organization, AmCham Shanghai is committed to the principles of free trade, open markets, private enterprise, and the unrestricted flow of information.

AmCham Shanghai's mission is to support the success of our members by promoting a healthy business environment in China, strengthening U.S.-China commercial ties, and providing high-quality business information and resources.

About AmCham Shanghai CSR Awards

The AmCham Shanghai CSR Awards were established in 2005. These awards honor and showcase organizations that have made notable contributions to enhance corporate citizenship and raise sustainability awareness in China. AmCham Shanghai aims to inspire and encourage corporations on developing their CSR goals by showcasing industry best practices and achievements.

This annual program serves as a platform for corporations, social enterprises, and CSR professionals to share their best practices, including but not limited to creating shared value, corporate purpose, ESG commitment, social innovation, environmental initiatives, educational efforts, sustainable supply chain, community outreach, employee wellbeing, and public health and safety, employee engagement, and public-private partnerships.

- The **CSR Innovation Award** recognizes companies who introduce an innovative idea, program, or project to address complex social and/or environmental issues. Open to AmCham Shanghai corporate members and non-members, including Chinese companies.
- The **CSR Impact Award** recognizes companies with overall CSR achievements and impact, especially in advancing the creation of shared value. Open to AmCham Shanghai corporate members and non-members, including Chinese companies.
- The **NGO/Social Enterprise of the Year Award** recognizes a non-profit organization or social enterprise that has shown continued excellence in the delivery and development of social programs by integrating societal needs (social or environmental) into its goals and objectives. Open to foreign and domestic NGOs/Social Enterprises.
- The **Changemaker Award** recognizes those that are in the early stages of a special journey but are already delivering at the highest level. This award aims to encourage projects or teams who may not have the benefit of full capacity or resources, and yet, found a way to deliver outstanding results. Open to any organization (corporate or NGO) or any form of collaboration among entities.

Evaluation Process

- 1) The submission deadline is on **November 12, 2021, at 5 PM**. All applications will be screened by the AmCham Shanghai CSR team to validate the basic qualification and ensure submissions meet all criteria. All applications and supplementary documents will be transmitted to the judges upon submission.
- 2) Judges will score candidates based on the evaluation framework after receiving applications. Judges are encouraged to provide specific comments on each applicant.
- 3) The AmCham Shanghai CSR team will calculate all scores and publish the finalists shortly after.
- 4) Winners will be announced to the public at the CSR Awards Ceremony on December 1, 2021.

Judging Panel

The following CSR Awards Judging Panel is appointed by AmCham Shanghai:

- Richard Brubaker, Founder and Managing Director, Collective Responsibility
- Becky Cho, VP, Corporate Affairs and Communication, VF Corporation
- Anders Lennartsson, Country Sustainability Director, IKEA China
- Rebecca Ivey, Head of Impact, World Economic Forum Beijing
- Prof. Dajian Zhu, Director of Institute of Governance for Sustainability, Tongji University
- Ed Zhao, Senior Vice President and Managing Director, Milliken & Company
- Abby Bi, Director of Sustainability, Corporate Affairs, Walmart China

Awards Ceremony

All applicants will be invited to the 2021 AmCham Shanghai CSR Awards Ceremony. Award winners will be announced at the event.

Application Instructions

1. Download the Applicant Guidebook and the Nomination Form.
2. Complete the nomination form for the appropriate award category.
3. Please send your completed nomination form in English and Microsoft Word format. PDF applications will not be accepted.
4. Supplementary materials such as photos, annual reports, testimonials, video clips, and presentations are optional and should be enclosed as attachments. Judges may request supplementary material during the judging process; even if the material is not sent in advance, applicants should be prepared for the possibility of such a request. Supplementary materials may be submitted in PDF form.
5. Companies or organizations may self-nominate or be nominated by a third party.

Applicants submitting materials authorize AmCham Shanghai to use these at both the CSR Awards Ceremony and in related publications and activities. Applicants are responsible for the validity of the information.

Application Checklist:

- Nomination form
- Supplementary materials (optional)

Please send all application materials by **5 pm, November 12, 2021**, electronically to:

Jenny.Wang@amcham-shanghai.org

For more information, please call Ms. Jenny Wang at
6169 3000 ext. 3029 or email at Jenny.Wang@amcham-shanghai.org

Thank you and good luck!

APPENDIX

CSR Innovation Award Guidelines

The CSR Innovation Award is presented to a corporation that has introduced innovative ideas, programs, or projects for addressing complex social or environmental issues. The evaluation will be based on the applicant's 2020 and 2021 (September 2020 - September 2021) performance, including any ongoing projects or initiatives within China.

Evaluation Framework

FIRST IMPRESSION (5%)

- What was the first impression of the project or program?

PROGRAM OVERVIEW (15%)

- Is the program of high quality?
- Does the program address a real (environmental and/or social) need?
- Contribution and donations: was it monetary donations, in-kind donations, or contributions? Please list the type of donations or participation (e.g. financial donations, or quantity of in-kind donations such as the number of products, professional hours, facility, or employee outreach hours donated).

INNOVATION (25%)

- Was the program innovative in approach?
- Did the program elevate stakeholders' programs or systems?
- Has the innovation created added value?

STRUCTURE (15%)

- Is the program aligned with brand values/commitments to social and/or environmental challenges?
- How was the program organized or managed (i.e. PR firm, in-house, NGO, etc.)?
- Did the program/project engage multiple stakeholders for collaborations and partnerships?
- Were systems created or invested in that will elevate partners, beneficiaries, etc.?

SCALE OF IMPACT (25%)

- What was the geographic coverage of the project/program?
- What was the number of beneficiaries?
- What was the number of employees involved?
- Did the program/project create any systemic change?
- Please share any science-based data (if applicable) of the scale of impact.
- Please share any relevant examples, such as showcases in the public, reports, whitepapers, educational content shared on social media (if applicable)

PROJECT SUSTAINABILITY (15%)

- Was the project a one-off activity or a long-term commitment?
- What was the long-term legacy of the project/program?
- Partnerships longevity: how long are the partnerships for the program/project (if applicable)

CSR Impact Award Guidelines

The CSR Impact Award recognizes companies with overall CSR achievements and impact, especially in advancing the creation of shared value. Open to AmCham Shanghai corporate members only.

Evaluation Framework

FIRST IMPRESSION (5%)

- What was the first impression of the project or program?

PROGRAM OVERVIEW (15%)

- Is the program of high quality?
- Does the program address a real (environmental and/or social) need?
- Contribution and donations: was it monetary donations, in-kind donations, or contributions? Please list out the type of donations or participation (e.g. financial donations, or quantity of in-kind donations such as the number of products, professional hours, facility, or employee outreach hours donated).

INNOVATION (25%)

- Was the project program innovative in approach?
- Did the program elevate stakeholders' programs or systems?
- Has the innovation created added value to its success?

STRUCTURE (15%)

- Is the program aligned with brand values/commitments to social and/or environmental challenges?
- How was the program organized or managed (i.e. PR firm, in-house, NGO, etc.)?
- Did the program/project engage multiple stakeholders for collaborations and partnerships?
- Were systems created or invested into that will elevate partners, beneficiaries, etc.?

SCALE OF IMPACT (25%)

- What was the geographic coverage of the project/program?
- What was the number of beneficiaries?
- What was the number of employees involved?
- Did the program/project create any systemic change?
- Please share any science-based data (if applicable) of the scale of impact.
- Please share any content sharing examples, such as showcased in the public, reports, whitepapers, educational content shared on social media (if applicable)

PROJECT SUSTAINABILITY (15%)

- Was the project a one-off activity or a long-term commitment?
- What was the long-term legacy of the project/program?

- Partnerships longevity: how long are the partnerships for the program/project (if applicable)

NGO/Social Enterprise of the Year Award Guidelines

The NGO/Social Enterprise of the Year Award recognizes a non-profit organization or social enterprise that has shown continued excellence in the delivery and development of social programs by integrating societal needs (social or environmental) into its goals and objectives. Open to foreign and domestic NGOs/Social Enterprises.

Evaluation Framework

FIRST IMPRESSION (5%)

- What was the first impression of the project or program?

PROGRAM OVERVIEW (15%)

- Is the program of high quality?
- Does the program address a real (environmental and/or social) need?
- Contribution and donations: was it monetary donations, in-kind donations, or contributions? Please list out the type of donations or participation (e.g. financial donations, or quantity of in-kind donations such as the number of products, professional hours, facility, or employee outreach hours donated).

INNOVATION (25%)

- Was the project program innovative in approach?
- Did the program elevate stakeholders' programs or systems?
- Has the innovation created added value to its success?

STRUCTURE (15%)

- Is the program aligned with brand values/commitments to social and/or environmental challenges?
- How was the program organized or managed (i.e. PR firm, in-house, NGO, etc.)?
- Did the program/project engage multiple stakeholders for collaborations and partnerships?
- Were systems created or invested into that will elevate partners, beneficiaries, etc.?

SCALE OF IMPACT (25%)

- What was the geographic coverage of the project/program?
- What was the number of beneficiaries?
- What was the number of employees involved?
- Did the program/project create any systemic change?
- Please share any science-based data (if applicable) of the scale of impact.
- Please share any content sharing examples, such as showcased in the public, reports, whitepapers, educational content shared on social media (if applicable)

PROJECT SUSTAINABILITY (15%)

- Was the project a one-off activity or a long-term commitment?
- What was the long-term legacy of the project/program?
- Partnerships longevity: how long are the partnerships for the program/project (if applicable)

The Changemaker Award

The Changemaker Award recognizes those that are in the early stages of a special journey but are delivering at the highest level already. This award aims to encourage projects or teams who may not have the benefit of full capacity or resources, and yet, found a way to deliver outstanding results. Open to any organization (corporate or NGO) or any form of collaboration among entities.

Evaluation Framework

FIRST IMPRESSION (5%)

- What was the first impression of the project or program?

PROGRAM OVERVIEW (15%)

- Is the program of high quality?
- Does the program address a real (environmental and/or social) need?
- Contribution and donations: was it monetary donations, in-kind donations, or contributions? Please list out the type of donations or participation (e.g. financial donations, or quantity of in-kind donations such as the number of products, professional hours, facility, or employee outreach hours donated).

INNOVATION (25%)

- Was the project program innovative in approach?
- Did the program elevate stakeholders' programs or systems?
- Has the innovation created added value to its success?

STRUCTURE (15%)

- Is the program aligned with brand values/commitments to social and/or environmental challenges?
- How was the program organized or managed (i.e. PR firm, in-house, NGO, etc.)?
- Did the program/project engage multiple stakeholders for collaborations and partnerships?
- Were systems created or invested into that will elevate partners, beneficiaries, etc.?

SCALE OF IMPACT (25%)

- What was the geographic coverage of the project/program?
- What was the number of beneficiaries?
- What was the number of employees involved?
- Did the program/project create any systemic change?
- Please share any science-based data (if applicable) of the scale of impact.
- Please share any content sharing examples, such as showcased in the public, reports, whitepapers, educational content shared on social media (if applicable)

PROJECT SUSTAINABILITY (15%)

- Was the project a one-off activity or a long-term commitment?
- What was the long-term legacy of the project/program?
- Partnerships longevity: how long are the partnerships for the program/project (if applicable)