

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 2022 Annual  
AmCham Shanghai CSR Awards**

September 19, 2022

**[APPLICANT GUIDEBOOK]**

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### **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 the Awards**

The AmCham Shanghai CSR Awards were established in 2005. 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, environmental, social, and governance (ESG) commitment, social innovation, environmental initiatives, educational efforts, sustainable supply chain, community outreach, employee wellbeing, public health and safety, employee engagement, and public-private partnerships.

By bringing together businesses, government, think tanks, and non-profit organizations in a single platform to promote cross-border collaboration and value-based partnerships, AmCham Shanghai has maintained a legacy of more than 15 years of leadership in China's Corporate Social Responsibility (CSR) development.

Throughout this time, the annual AmCham Shanghai CSR awards have celebrated best practices initiated by organizations through their positive ESG actions. Over the last few years, we have observed a shift in focus from externalized programs to those that incorporate ESG into the business model.

With the world becoming more complex, and the impacts of environmental, social, and economic challenges growing greater, the need for organizations to become more resilient and in tune with shifting societal needs and expectations requires a balance between flexibility, risk-taking and control, and greater levels of governance.

As such, and in keeping with our original mission to recognize the leading practices of organizations, we are proud to announce the following five categories of the CSR awards this year — the Innovation Award, the Impact Award, the Collaboration Award, the NGOs/Social Enterprise of the Year Award, and the Changemaker Award.

## AmCham Shanghai CSR Awards Applicant Guidebook

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Award categories aim to showcase and recognize organizations that have made significant contributions to the CSR and sustainability communities in China.

Award categories are open to AmCham Shanghai corporate members and non-members, including Chinese companies.

- **The Innovation Award** is presented to a corporation, organization, or institution, that has introduced innovative ideas, programs, or projects for addressing complex social, economic, or environmental issues. The evaluation will be based on the applicant's 2021 and 2022 (September 2021 – September 2022) performance, including any ongoing projects or initiatives within China.
- **The Impact Award** recognizes corporations, organizations, or institutions whose programs and partnerships have resulted in a long-term impact, especially in solving complex social, economic, or environmental challenges.
- **The Collaboration Award** is intended to encourage external partnerships that demonstrate the value of collaboration with local non-profits and industry associations across value chains that are focused on solving complex social, economic, or environmental challenges.
- **The NGO/Social Enterprise of the Year Award** recognizes a non-profit organization or social enterprise that has shown excellence in the development and delivery of programs, or a for-profit social enterprise whose business mission and model focus on solving a social, economic, or environmental issue.
- **The Changemaker Award** will be awarded to a standout candidate from the other award categories by our Judging Panel. This award aims to encourage projects or teams that may not have the benefit of full capacity or resources and yet found a way to deliver outstanding results.

### **Evaluation Process**

- 1) The submission deadline is **October 21, 2022, at 5 PM**. All applications will be screened by the AmCham Shanghai team to validate the basic qualifications and ensure submissions meet all criteria. All applications and supplementary documents will be sent 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 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, 2022.

### **Judging Panel**

AmCham Shanghai has appointed the following CSR Awards Judging Panel:

- Richard Brubaker, Founder and Managing Director, Collective Responsibility (Chair)
- Becky Cho, VP, Corporate Affairs and Communication, VF Corporation
- Anders Lennartsson, Country Sustainability Director, IKEA China
- Dr. Wee Kean Fong, Deputy Country Director, World Resources Institute China
- Dr. Hong Wang, Associate Professor at the School of Economics, Shanghai University
- Molly Yang, VP, Communications and Corporate Social Responsibility, Ford China
- Roger Zhu, Greater China President, Aptar
- Sylvia Xu, Sustainability Manager, L'Oréal China
- Vincent Djen, Cofounder of Remakehub and Director, Cheng Kung Garments

### **Awards Ceremony**

All applicants will be invited to the 2022 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 in 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, organizations, or institutions 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 electronically by **5 pm on October 21, 2022**, to:

**Jenny.Wang@amcham-shanghai.org**

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

Thank you and good luck!

### **APPENDIX**

## **The Innovation Award Guidelines**

The Innovation Award is presented to a corporation, organization, or institution that has introduced innovative ideas, programs, or projects for addressing complex social, economic, or environmental issues. The evaluation will be based on the applicant's 2021 and 2022 (September 2021 – September 2022) performance, including any ongoing projects or initiatives within China.

*Open to any corporations, organizations, and institutions, including Chinese and international.*

### **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?
- Contributions and donations: were they 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, facilities, 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 changes?
- Please share any science-based data (if applicable) of the scale of impact.

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- Please share any content-sharing examples, such as showcases in the public, reports, whitepapers, or 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?
- Partnership longevity: how long are the partnerships for the program/project (if applicable)?



## **The Impact Award Guidelines**

The Impact Award recognizes corporations, organizations, or institutions whose programs and partnerships have resulted in a long-term impact, especially in solving complex social, economic, or environmental challenges. *Open to any corporations, organizations, and institutions, including Chinese and international.*

### **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?
- Contributions and donations: were they 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, facilities, 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 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 changes?
- 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 or educational content shared on social media (if applicable).

#### **PROJECT SUSTAINABILITY (15%)**

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

## **The Collaboration Award Guidelines**

The Collaboration Award is intended to encourage external partnerships that demonstrate the value of collaboration with local non-profits and industry associations across value chains that are focused on solving complex social, economic, or environmental challenges.

*Open to any corporations, organizations, and institutions, including Chinese and international.*

### **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?
- Contributions and donations: were they 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, facilities, 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 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 changes?
- 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 or 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?
- Partnership longevity: how long are the partnerships for the program/project (if applicable)?

## **The 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 excellence in the development and delivery of programs, or through a for-profit social enterprise, whose business mission and model focus on solving a social, economic, or environmental issue. *Open to all 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: were they 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, facilities, 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?
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**PROJECT SUSTAINABILITY (15%)**

- Was the project a one-off activity or a long-term commitment?
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