

Under the patronage of

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الجائزة
العربية
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للمؤسسات



ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

4th Cycle

2011

Arabia CSR Awards 2011

Arabia Corporate Social Responsibility Awards 2011

GUIDELINES



Arabia CSR Awards 2011

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Introduction

The Arabia CSR Awards Program was established by the Arabia CSR Network in 2008 to honour organizations in the Arab world that demonstrate clear vision, concise strategy and effective implementation of Corporate Social Responsibility (CSR).

Mainstreaming environmental, social and governance issues in business strategies and operations has increasingly become a priority for enterprises across all sectors and from all regions of the world. Businesses stand much to gain from higher levels of sustainability and accountability; more efficient use of resources; better workplace standards and practices; increase in productivity; higher levels of trust; improved social dialogue.

Thus, CSR performance has emerged as a key benchmark of business excellence. This is what the Arabia CSR Awards Program seeks to recognize.

Many organisations in the Arab region have already embraced the tenets of environmental and social sustainability. The 2011 Arabia CSR Awards will once again give these efforts well-deserved visibility and help.

However, the 2011 Arabia CSR Awards strives to be more than simply a recognition of past performance. Building on the experience of its first three years, this year's Awards will introduce a new methodology that aims to help organizations of all types and sizes learn and improve through a combination of extensive self-assessments and solution-oriented performance. This process will be evaluated by an international jury of experts.

Through this unique approach, the Arabia CSR Awards ultimately hopes to help identify regional models for CSR excellence that are world class and replicable, and to stimulate broad exchange of ideas, knowledge and good practice in CSR in the Arab world.



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Award Details

Award Categories

The Arabia CSR Awards (ACSRA) are divided into seven categories:

- 1) **Small enterprises** (1-99 employees)
- 2) **Medium-sized enterprises** (100 to 499 employees)
- 3) **Large enterprises** (500 and above employees)

Non-business organisations

- 4) Public sector, or
- 5) Civil society

In all of the above categories, one winner and two runner-ups will be honoured.

- 6) **Special Project Award** - the ACSRA jury will grant this special award to one entrant across all categories above who has developed and implemented an outstanding practice or project to address a social and/or environmental challenge and advance corporate responsibility.
- 7) **Best Newcomer Award** - the Best Newcomer Award will be granted to a (business/non-business) first-time participant in the ACSRA.

Eligibility

The Awards - in their respective categories - are open to all organisations that meet the specific requirements as outlined above. Past ACSRA winners are encouraged to participate again.

Multinational enterprises not headquartered in the Arab region will only be eligible for participation if a sustainability management structure exists in the region and if the entry can identify policies and practices specific to the Arab region. The ACSRA jury reserves the right to reject entries that do not sufficiently meet its criteria for Arab sustainability practice.

Entry Fee

The entry fee is AED 3500.00 for large-size enterprises

The entry fee is AED 2500.00 for medium-size enterprises

The entry fee is AED 1500.00 for small-size enterprises

The entry fee is waived for civil society organizations.



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The entry fee is payable by cheque or bank transfer to the Arabia CSR Network. Payment in full must accompany the entry form. Entry fees are non-refundable.

Application Process

Application

The application for the 2011 Arabia CSR Awards includes two steps:

- Application:
 - Filling out of the entry form
 - Payment of the entry fee
- Completion of an online questionnaire on CSR performance.
 - **The only acceptable supporting documents are corporate sustainability reports or other periodical reports that provide information about the organization's CSR practises. The ACSRA Jury will not consider any other documents, including (but not limited to):** photos, audio-visual materials, media coverage, correspondence.
 - A vector file (.eps) of your organisation's logo (to be used for ACSRA materials and in case of shortlisted organisations).

Please note that all applications must be submitted in English.

For participants who cannot access the online submission methods, application packages must contain one printed (hardcopy) and two digital (CD and flash drive) copies of the application. Acceptable file formats are MS Word, MS PowerPoint and PDF.

The Awards Time Frame

Milestone	Date
Press Conference (Official Launch)	Sunday, 24 th April
Deadline for participants	5:00 pm, Thursday, 30 June
Awards Clinic	Sunday, 26 th June
Submitting final scores by participants	Tuesday, 30 th August
Judging	September
Announcement of shortlisted companies	Monday, 3 rd October
Arabia CSR Awards Forum	Monday, 31 st October



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Upon receipt, entries will be acknowledged by email. Please ensure that you have received confirmation of your entry before the closing date as no late entries will be accepted (proof of sending will not be accepted as proof of receipt by the ACSRA Secretariat). Entries, once submitted, will become the property of Arabia CSR Network and will not be returned.

Evaluation Methodology

All entries for the 2011 Arabia CSR Awards will be reviewed by an independent international jury of CSR experts. At the core of the jury evaluation is the completed online questionnaire and a comprehensive self-assessment covering nine distinct aspects of corporate sustainability performance.

Main aspects of the questionnaire

- 1) Company Profile
- 2) The organisation's vision, mission, values and principles and their impact on sustainability
- 3) Organizational structure (governance) and responsibilities with impact on sustainability
- 4) Strategic approach and policies
- 5) Stakeholder engagement
- 6) Measurement of results & internal reporting
- 7) External reporting
- 8) Environmental performance
- 9) Social performance
- 10) Community investment and outreach
- 11) The Pitch

Answering the statements

The questionnaire for this second generation ACSRA Scheme has been completely revised based on feedback received during the first three years of the Award. Each statement in the different areas of the questionnaire (see previous section) has to be answered in no more than 150 words and through a self-assessed score from 0 to 4 points. The following rules apply:



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- The Statement is answered with 'no' = 0 points
- The Statement is answered with 'we have started to have the topic mentioned in the statement in place' = 1 point
- The Statement is answered with 'we are continuously working on the topic mentioned in the statement' = 2 points
- The Statement is answered with 'we have fully implemented the topic mentioned in the statement' = 3 points
- The Statement is answered with 'we have fully implemented the topic mentioned in the statement and are continuously assessing ways to improve' = 4 points
Maximum total score = 350 points

The different areas of the questionnaire add up to a maximum of 280 points, an additional 20 points can be granted for submission of a (published) sustainability report. Sustainability reports are the only admissible forms of documentation to be submitted. If a report is submitted, reference can be made to specific pages when completing the online questionnaire.

An additional 50 points will be awarded for the pitch, a statement of no more than 250 words explaining why your organization deserves to be recognized by the 2011 Arabia CSR Awards.

The online questionnaires will be reviewed by at least two judges. The judges will present a preliminary assessment. Judges may also ask for further clarification and/or additional proof or documentation. After final responses by the submitter have been received, the two judges will make a recommendation that will be assessed by all four judges in their final deliberations. Following a first round of evaluations, the jury will share preliminary results with each participating organization, providing an opportunity for further adjustments and submission of supporting documents prior to the final evaluation round.

The winners will be determined from those on the shortlist. All jury decisions are final.

Advantages of the new process for submitters

- A higher level of interaction between the submitter and the judges.
- The possibility of using the interim period for a workshop to discuss visible patterns and tips how to increase clarity in answering.



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- A more straight-forward assessment that offers insights into the quality of the approach, the level of implementation and the results achieved.
- Less is more in answering - concentrating on the real message that should be delivered, but also an honest assessment of areas that need to be improved.
- Scoring can be used inside the organizations for further target-setting. The questionnaire should stay valid for at least three consecutive years.
- The opportunity to develop a research database that can show the state of the art in sustainability management in the Arab countries.

Confidentiality

All application materials, including supporting documents, will be treated confidentially by the ACSRA Jury and the ACSRA staff.

However, **applicants are responsible for appropriate arrangements to protect any intellectual property associated with their applications** as winning applications will be subject to publicity. Participants are requested to participate in event publicity efforts, before, during and after the Awards Gala.



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2011 Arabia CSR Awards Forum

Winners will be announced at the Annual Arabia CSR Awards Forum on October 31, 2011 in Dubai, UAE.

Prizes

The Arabia CSR Awards is a non-monetary award. Award winners (winner plus runners-up) will receive

- a crystal award statue;
- two complimentary seats at the nominee tables during the Awards Gala;
- coverage in ACSRN publications;
- a one-page feature in the official ACSRA 2011 programme booklet;
- coverage on www.arabiacsrawards.com (with a link to the winner's website);
- extensive regional media exposure through active ACSRA media outreach.