

The  
**2018**

# CORPORATE SOCIAL RESPONSIBILITY

*Awards are open*



 **7th Corporate Social  
Responsibility Awards**

January 25th, 2018 Marriott Hotel, Karachi



# The 2018 Corporate Social Responsibility Awards are open

You promote recycling, campaign for child safety, or get an enormous employee response for your charitable volunteer drive! We know how much you give back to your community. You deserve some recognition for your efforts.

The Professionals Network with the collaboration of various NGO's is very excited to launch the 2015 Corporate Social Responsibility Awards!

Last year's CSR Awards showcased some incredible initiatives and really sparked the interest of our participants. People have been asking for this year's program, and we are proud to say it's even better than before.

We revamped this year's program to include twenty-two categories in which you can be recognized in the areas of "engagement and communications" to "social impact" to "business practices." See the full list of categories below.

Be proud of the work that you do and let us share it with our participants!

## DEADLINES/ENTRY FEES

Deadline: Thursday, 10th January 2018

The entry fee for this program is Rs: 50,000/- per entry.

## ELIGIBILITY REQUIREMENTS

These awards are open to companies in the corporate, private, nonprofit and public sectors. Enter your work, the work of your team or submit entries on behalf of your client. Profile your team's achievements and inspire others to drive real change in the way that businesses approach sustainability.

We want to see work from any industry, anywhere in the world. Companies from around the world are welcome to enter as long as the entry is submitted in English.

This year's program is open to any CSR initiatives executed between January 1, 2014, and 30th December 2017. Gain the recognition you deserve and inspire others to act.

## AWARDS

Each category winner will receive:

### An elegant trophy

A half page corporate profile write-up in a Special Edition of Ethical Business Up Dates e-Magazine, read by thousands of corporate professionals within the country and around the world

Two complimentary registrations in Annual CSR Conference 2018.

A prestigious ceremony will be held in Karachi on January 25th, 2018. All winners will be invited for a morning of inspiration, discussion and collaboration at the 7th Annual Conference on Corporate Social Responsibility following the grand award ceremony.





# Why enter this Year's Awards?

GET RECOGNITION *at the forefront of your industry and the corporate sustainability community.*  
BUILD TRUST AND AWARENESS *amongst your key stakeholders worldwide.*  
REWARD YOUR TEAM *for all their efforts in making your company more sustainable.*  
BENCHMARK *your CR performance with 300+ corporate leaders.*  
MOTIVATE YOUR COLLEAGUES *to do even a better job.*

## CATEGORIES

### ENGAGEMENT & COMMUNICATIONS

#### Media Relations / PR Campaign

We applauded you for your CSR efforts, but let's face it: it got a major boost from your publicity. Whether your spread awareness before, during, or after your initiative or event, we want to hear about your PR and Media Relations chops! How did your communication efforts make your project a success?

#### Publication (Print or Electronic)

Do you publish materials that inform your employees, stakeholders, community, or broader public about a CSR initiative? Maybe it was part of a campaign or just part of your regular updates. What did you put together? Newsletter, magazine, bulletins, pamphlets, mailers, and information packets are welcome.

#### Report (Annual or One-Time)

Reports are full of information, but that certainly doesn't mean they have to be boring. Share with us your annual report, white paper, or project summary that you used to educate your audience on your company's CSR efforts in a way that was creative, captivating and pleasurable to read.

#### Social Media Campaign

Social media is an ideal means of connecting with a group of people, spreading news and information about, or organizing a CSR effort. Tell us how you leveraged the ease and popularity of social media for your CSR campaign or initiative.

#### Stakeholder/Employee Engagement

There are a lot of people that put their time and energy into your company. Some of the most rewarding CSR campaigns are born out of working with and giving back to them. You engaged your stakeholders—be they employees, local citizens, or shareholders—in creative ways. Tell us about it.

## SOCIAL IMPACT

### Cause Advocacy/Awareness Campaign

Sometimes, the public just doesn't have information about or knowledge of a particular issue or cause affecting your community (locally or globally). That's where your company came to the rescue. Tell us how you helped to spread the word for a worthy cause or raise awareness about an issue. Shareholders—in creative ways. Tell us about it.

### Community Affairs

How did your efforts contribute to establishing your company as a true member of your local community, the nation, or worldwide? Describe your initiative and how your organization stepped up made a difference in your community where other intuitions may have failed.

### Biodiversity

In the long-term there is a clear link between and protecting biodiversity and business success. This award is for business initiatives that take the long view on ecosystem services.

### Supply Chain

This award is for initiatives that seek to embed a respect for human, economic and environmental rights across a business or product's supply chain.

### Carbon

Reducing carbon intensity is vital and this award is for corporate initiatives that take a holistic approach to measuring, managing and reducing scope 1, 2 and 3 emissions.

### Innovation

This is a special award for a new business model, technology or product that could enable a step change in how things are done within an industry or sector. It will be an exciting development, something that has not have been done before and demonstrate potential to drive significant change.



# Collaboration & Partnership

## Corporate-Community Partnership

It's easy to get sponsors for a program or event and put a few logos on the t-shirt or banner. But that wasn't enough for you. You went beyond mere donations and formed a partnership that benefited both sides. Show us the fruit of your efforts.

## Corporate-Nonprofit Partnership

Hand-in-hand. Side-by-side. Step-by-step. A collaboration from the start. We want to hear how your partnership yielded big results.

## Crisis/Disaster Assistance

When disaster strikes, people must come together, show their support, and lend a much needed helping hand (or shoulder). In such times the true nature of companies and their employees can be seen. Tell us how your organization showed solidarity and helped out following a catastrophe.

## CSR Event

Did you hold a live event that was the aim of your company's CSR concept? Tell us all about the event that raked in publicity for your cause.

## Culture/Art/Music Program

Funding for the arts is often the first to get cut when finances get tight, though their role in enhancing community life is undeniable. Tell us about your CSR geared toward cultural programs and festivals, the arts, or music.

## Education/Scholarship Program

Does your company invest in its employees' continued education? Do you take part in a scholarship program that allows children to receive an education? Is there a local initiative to educate the public? Whatever your program is, we want to hear how you share knowledge with others.



## Fundraising/Philanthropic Initiative

Some causes and programs are already established with governance, and protocols, and a history for results. But they need financial backing to continue the work that they do. How has your company or organization assisted in the raising of funds or financial backing of a group or cause? Tell us how you helped to raise money for those in need?

## Public Health/Safety Initiative

Did your CSR include raising awareness for some health or safety aspect? Maybe it was a fitness or exercise campaign? Or maybe discouraging people from texting while driving? (We could all try harder at that.) Tell us your CSR effort that positively affected the public's health or safety.







# Business Practices

## CSR Initiative on a Shoestring

Who ever said you needed a big budget to do the right thing? We're leaving the definition of "shoestring" without a set limit, but we are certainly not looking for big budget efforts. We want to see what you accomplished on as little money as possible.

## Employee Health/Safety Program

Do you create incentives for your employees for making safe choices in the workplace? Start your own office contest of "The Biggest Loser"? Tell us about your internal campaign to improve the health and safety of your workforce.

## Employee Volunteer Program

Your employees spend 8+ hours a day with each other, so getting them to volunteer their time and energy can be tough. We want to hear about how you motivated your employees to give their time for others and the effect that their volunteering had.

## Green/Environmental Stewardship

From recycling programs to changes to process, or to smart decisions in packaging or printing, being aware of the effect we have on the environment is the first step toward reducing it. Tell us your great stories about how reclaimed or saved a part of the environment—and how you are now viewed as stewards of the earth.

## Pro Bono Campaign/Project

Sometimes your skills are just what someone needs. A pro bono project is an overlooked type of CSR that really deserves recognition. Did you take on a client in desperate need of your services without ever thinking of sending them a bill? Show us how you helped them.

## Sustainability Initiative

Sustainability is much more than being "green." It's a long-term, usually unseen commitment to make the environment better. How high have you set the bar in terms of environmental integrity? How has your corporate or organizational imagination made Mother Nature a happier, cleaner place?



Prepare a thorough synopsis for the judges explaining the purpose and scope of your project. Don't forget to show examples of your work! We ask that the synopsis be about 1,000 words.

We strongly recommend that your synopsis include the following sub-headings (when applicable):

- Goals
- Strategy and tactics
- Execution
- Evaluation: success, results or ROI



## JUDGING CRITERIA

Judges will be looking for projects that demonstrate holistic application of sustainability principles. They will be briefed to seek out leading-edge practice; practice that is genuinely pushing the boundaries and driving real change in the way that business approaches sustainability.

Judges will be asking:

Does the project or initiative sit within a comprehensive sustainability strategy that encompasses all of your business' operations?

## KEY DATES

18th August 2017

10th January 2018

15th January 2018

25th January 2018

Awards Launch  
Closing Date for entries  
Shortlist announced  
Awards ceremony, winners  
announced

## AWARD ENTRY FEE

(PKR 50, 000)

As processing fee for each Category including 2 free Registrations in CSR Conference

## FOR SPONSORSHIP PACKAGES & AWARD NOMINATIONS, PLEASE CONTACT

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