



13<sup>TH</sup> ANNUAL  
CORPORATE SOCIAL  
RESPONSIBILITY  
Summit & Awards 2024

## THE PROFESSIONALS NETWORK CSR AWARDS

# 2024

THE PAKISTAN'S LEADING CELEBRATION OF  
RESPONSIBLE BUSINESS EXCELLENCE

**350+**

AWARDS  
ATTENDEES

**100K+**

GLOBAL REACH  
THROUGH DIGITAL  
MEDIA

**05+**

TOP INDUSTRY  
JUDGES

**35+**

AWARD  
CATEGORIES

29<sup>TH</sup> FEBRUARY 2024, KARACHI MOVENPICK HOTEL

AWARDS NOMINATIONS CLOSE 31<sup>ST</sup> JANUARY 2024

[WWW.THEPROFESSIONALSNETWORK.PK](http://WWW.THEPROFESSIONALSNETWORK.PK) / [WWW.CSRSUMMITANDAWARDS.COM](http://WWW.CSRSUMMITANDAWARDS.COM)



## JOIN 350+ LEADERS IN RESPONSIBLE AND SUSTAINABLE BUSINESS

### PAST WINNERS INCLUDE



FOR COMPLETE LIST OF PAST AWARD WINNERS AND SPONSORS, PLEASE VISIT OUR WEBSITE

<https://www.csrsummitandawards.com/winners>

**NOMINATE YOUR COMPANY TODAY – DON'T MISS OUT**

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## JOIN THE NATIONAL CELEBRATION OF RESPONSIBLE BUSINESS EXCELLENCE

2024 is a pivotal year for business. Our planet is on the brink of irreversible collapse and increasingly society expects companies to lead and address these social and environmental challenges. It's time for business to embrace the opportunities that lie ahead and lead to a new clean and sustainable future.

Change, innovation and tech are driving the industry forward. And so the unique and pioneering work of the companies within sustainable business deserves to be recognized, celebrated and shared.

That's why The Professionals Network's CSR Awards 2024 will be taking place on 29th February to bring together the best of the best in the industry. A unique opportunity to bring teams and clients together for an exceptional networking opportunity teamed with fantastic entertainment and an incredible celebration of the brightest and best in responsible business.

BY NOMINATING, BEING SHORTLISTED AND PERHAPS EVEN WINNING THE PROFESSIONALS NETWORK CSR AWARD, YOU WILL GAIN RECOGNITION FROM YOUR PEERS AND EXPERTS AS A NATIONAL AND GLOBAL LEADER IN THE INDUSTRY

GET THE ACKNOWLEDGEMENT YOU DESERVE for your company's commitment to excellence in the responsible business space.

BOOST YOUR REPUTATION for spearheading innovation and best practice with the largest sustainability community in the world.

The Awards offer the prestige of being recognized by the global sustainability community, as well as a platform to network and find out about the very latest tech, mindset and innovation adopted by likeminded companies.

The Awards recognize genuine, truly innovative and meaningful approaches to excellence in the Responsible Business arena. We look forward to hearing about your projects!



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## ON THE DAY

Why are The Professionals Network CSR Awards DAY of the year you cannot miss?

### PRESTIGE

The Professionals Network CSR Awards are the only ceremony focused only on business sustainability – winning (or even just being shortlisted) means that your company has been applauded for excellence, in front of your industry peers and customers.

### NETWORKING

This event will be an experience for you and your team to relish. Unique networking opportunity, exceptional food and an opportunity to celebrate all the hard work you have put into your projects in the last 12 months, along with an all-star line-up of judges and industry peers.

### REWARD

Whether you decide to bring your entire team to thank them for their contribution, or invite your clients along to witness your presence on the shortlist, you will be guaranteed an event to remember. Not only that, but as a shortlisted company you will be given a certificate of commendation and a photograph of your team/table to mark this very special occasion.



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## 2024 AWARD CATEGORIES

### BUSINESS TRANSFORMATION AWARD

Business must change... Our planet is on the brink of irreversible collapse and increasingly society expect companies to lead and address these social and environmental challenges. This award will reward companies that have embraced innovative opportunities to develop a sustainable business model for the future.

Entries will highlight:

- ▶ A framework in a company's business model or strategy which embodies consistent decision making for purpose to be integrated into business operations, spanning across multiple functions for example Innovation, Investor relations, R&D
- ▶ Stakeholder engagement and feedback that supports the transformational strategy
- ▶ Metrics showcasing positive social or environmental impacts and evidence which shows the opportunity to scale and deliver transformational change

### BUSINESS LEADER AWARD

This award celebrates an outstanding business leader that has demonstrated pioneering, inspiring, motivational and passionate leadership, clear commitment to long-term impacts and/or a commitment to a sustainable future. Entries will be considered over a 2 to 5 year timescale, but activity during 2022-2023 must be demonstrated.

Entries will highlight:

- ▶ Clear leadership skills, and personal initiative or commitment in tackling social and/or environmental challenges
- ▶ Innovation and ambitions to address a commitment to long term sustainable impacts in the leader's current role
- ▶ Metrics that showcase the business benefits of this sustainable approach

### SUSTAINABILITY INNOVATION AWARD

The award will go out to companies that have developed innovation in a sustainability initiative or project that has been enabled by technology. This award will celebrate innovation which puts sustainability at the heart of a project. Innovation means any environmental, social or financial consideration has been generated from research into commercialization.

Entries will highlight:

- ▶ Incorporation of a social or environmental challenge into commercial objectives
- ▶ Clear qualitative and quantitative results
- ▶ Evidence highlighting how this has positively impacted the business and wider environment/ society goals

### PARTNERSHIP OF THE YEAR

This award will recognize innovative partnerships that are transforming the operations and outputs of either a business and/or industry towards higher levels of environmental or social responsibility.

Entries will highlight:

- ▶ Clear commitment to a long-term, mutually beneficial collaboration
- ▶ Innovation around overcoming key challenges in the partnership
- ▶ Metrics highlighting ROI, social and environmental impacts and stakeholder feedback on the partnership

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## 2024 AWARD CATEGORIES

### CLEAN ENERGY TRANSITION AWARD

To meet the 1.5-Degree target requires ambitious investments and innovations in new clean technologies. The award will go out to companies that have developed innovation in a clean energy initiative or project that has been enabled by technology. This award will celebrate an ambitious strategy which embraces the net-zero mindset and is taking a lead in addressing carbon-impacts across its value chain. Entries will be considered over a 2 to 5 year timescale, but activity during 2022-2023 must be demonstrated

#### Entries will highlight:

- ▶ Innovation and level of investment to create a clean energy transition across the whole value chain
- ▶ Metrics and data that showcase how the project is helping the move to a low-carbon supply chain and opportunities to scale
- ▶ Evidence highlighting how this has positively impacted the business financially and wider environmental goals

### PLASTICS INNOVATION AWARD

This category rewards companies that have demonstrated a market leading plastics initiative which has created measurable impact through deploying technology or innovation.

#### Entries will highlight:

- ▶ Innovation and ambitions to significantly reduce the plastic waste generated by the company's operations
- ▶ Clear qualitative and quantitative results with the potential for scale across the business/ industry
- ▶ Evidence highlighting how this has positively impacted the business and wider environment/ society goals

### CIRCULAR INNOVATION AWARD

The award will go out to companies that have developed innovation in a circular initiative or project that has been enabled by technology. This award will celebrate innovation which moves the company from a linear to a circular model. Innovation means any environmental, social or financial consideration has been generated from research into commercialization.

#### Entries will highlight:

- ▶ Innovation and ambitions to creating a fully circular model with clear stakeholder buy-in
- ▶ Clear evidence that the strategy can be scaled across the business/ industry
- ▶ Transparent qualitative and quantitative results highlighting how this has positively impacted the business and wider environment/society goals

### RESPONSIBLE SUPPLY CHAIN AWARD

This category will reward any initiative or project showcasing how social and environmental risks are being managed and monitored in the supply chain through technology. It will highlight how this is both benefitting the company and its suppliers by improving transparency. Entries will be considered over a 2 to 5 year timescale, but activity during 2022-2023 must be demonstrated

#### Entries will highlight:

- ▶ Innovation and ambitions on how risks are being managed
- ▶ Clear communication and engagement with suppliers to gain transparency and traceability across the supply chain.
- ▶ Clear qualitative and quantitative results show causing how socio-environmental performance is enhanced through the company's supply chain management

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## 2024 AWARD CATEGORIES

### NEW START-UP AWARD

This award rewards start-up companies (existing for 5 years or less) that have demonstrated ambition and commitment to solving the world's social and environmental challenges. Entries will be considered over a 2 to 5 year timescale, but activity during 2022-2023 must be demonstrated.

#### Entries will highlight:

- ▶ Incorporation of a social or environmental challenge into commercial objectives
- ▶ Ambitions and commitment to setting industry-leading standards
- ▶ Results that demonstrate financial success as well as positive impacts on society and the environment

### REPORTING AND TRANSPARENCY AWARD

This award will go out to companies that have demonstrated honest, transparent disclosure on both negative and positive impacts through their sustainability reporting process. It will showcase leading strategies showcasing transparency in core business operations and across the value chain. Companies should verify which reporting standard/verification/ framework is used.

#### Entries will highlight:

- ▶ Honest, transparent disclosure on both negative and positive impacts through their sustainability reporting process
- ▶ Clear communications and engagement with relevant stakeholders on future risk and opportunities
- ▶ A clear link between the financial and socio-environmental objectives of the organization

### RESPONSIBLE INVESTMENT AWARD

This category recognizes any responsible investment initiative which has delivered measurable results on key environmental and social issues. It will reward initiatives that showcase innovative, transformational and long-term outcomes.

#### Entries will highlight:

- ▶ Innovation around new products that promote responsible investment principles
- ▶ Evidence highlighting the long-term benefits of the initiative
- ▶ Stakeholder engagement success with companies

## LIFETIME ACHIEVEMENT AWARD

This award will go to the individual that our judging panel and Advisory Board feel has dedicated their career to sustainability/ CSR, and has a considerable track record of success. The winner will have been a catalyst for real, proven change and a widely recognized positive social or environmental impact, preferably beyond the boundaries of one particular industry.

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# 2024 AWARD CATEGORIES

## COMMUNITY IMPACT AWARD

This award rewards how companies can be a force for good in communities. This award will go to a project or initiative that has best demonstrated measurable impact and investment in communities through deploying technology or innovation. Entries will be considered over a 2 to 5 year timescale, but activity during 2022-2023 must be demonstrated

Entries will highlight:

- ▶ Aims of the strategy and innovative aspects around the execution
- ▶ Incorporation and alignment of how the strategy meets business goals and corporate citizenship outcomes.
- ▶ Metrics and results of how investment has benefitted local communities in a long-term sustainable way and showcased business benefits from the initiative

## D&I LEADER

This award rewards how companies can be a force for good with employees. This award will go to a project or initiative that has best demonstrated measurable impact and investment in diversity strategy from the boardroom to middle management to new recruits.

Entries will highlight:

- ▶ Aims of the strategy and innovative aspects around the execution
- ▶ Evidence highlighting how the inclusiveness of the diversity approach is incorporated into the decisionmaking process at all levels, e.g. boardroom, top or middle management, or entry level positions
- ▶ Results of how investment has benefitted the business in a long-term sustainable way.

## PURPOSE-DRIVEN COMMUNICATIONS AWARD

This category recognizes any communications initiative – whether an internal engagement initiative, online marketing or social media campaign – which has delivered measurable change among a key stakeholder group which has delivered positive and impactful change.

Entries will highlight:

- ▶ Aims of the campaign strategy and innovative aspects around the execution
- ▶ Clear metrics that demonstrate success and engaging stakeholder groups to drive meaningful and impactful change
- ▶ Evidence highlighting the extent to which results and success has positive impacted a key social or environmental issue and the business benefits of this



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## 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.



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## 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.

### 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.

### 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.

### 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.

### 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.

### 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.



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## 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.

### 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.

### 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?



### 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.

### EDUCATION/SCHOLARSHIP PROGRAM

Does your company invests 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.

### 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.

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## 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 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.



### 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.

### 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?

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## ENTER NOW

### HOW TO ENTER

There are two simple steps to complete your entry

**STEP 1** Register online and give us your payment information here

[www.csrsummitandawards.com/csr-award-nomination](http://www.csrsummitandawards.com/csr-award-nomination)

**STEP 2** Let us know why you should win (complete the online award entry form)

### WHAT ARE THE JUDGES LOOKING FOR?

The judges will mark your entry based on:

- ▶ Clear and concise results
- ▶ Evidence of innovation, impact and scalability
- ▶ Relevance to category criteria when answering questions specific to your category (see bullet point criterion under each category heading)

### PAYMENT

There is a fee of **PKR 70,000/- PLUS TAX** per category. You first must pay online and then send us your entry form. You can pay by bank transfer or by bank **CHEQUE / PAYORDER**

### ENTRY DEADLINE

Entry form, entry fee, your logo and supporting materials must be received by 31<sup>st</sup> January 2024

### HOW TO SUBMIT YOUR ENTRY

Complete entries (and supporting information) should be uploaded online. You'll get a link to the online form once you register and pay your entry fee.

### SHOWCASE YOUR LEADERSHIP IN THE TRANSITION TO A MORE SUSTAINABLE FUTURE

Custom-made sponsorship packages tailored to your business. Network, speak, host and play a central role at the globally renowned CSR Awards.

- ▶ **STAND OUT** – Get your brand seen by investors, leading NGOs, members of the media and award winning sustainability professionals from the world's biggest and most well-known brands.
- ▶ **DEMONSTRATE THOUGHT LEADERSHIP** – Make sure your company is seen as an industry leader by key decision makers and stakeholders.
- ▶ **EXCLUSIVE BRANDING** – Ensure your brand is synonymous with the world's leading CSR Awards.
- ▶ **UNRIVALLED NETWORKING** – The Professionals Network CSR Awards are dominated by CEOs and senior decisionmakers, so no conversation is wasted! Extended networking ensures you have ample opportunity to make new contacts.



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