

تحت رعاية سمو الشيخ حمدان بن محمد بن راشد آل مكتوم ولي عهد دبي رئيس المجلس التنفيذي بدبي
Under the patronage of His Highness Sheikh Hamdan bin Mohammad bin Rashid Al Maktoum
Crown Prince of Dubai and Chairman of the Dubai Executive Council

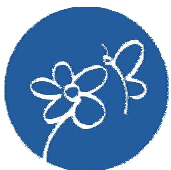
الجائزة
العربية
للمسؤولية
الاجتماعية
للمؤسسات



ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

Arabia Corporate Social Responsibility Awards 2009

GUIDELINES



المسؤولية الاجتماعية للمؤسسات

CSR

Corporate Social Responsibility

Supported by
United Nations
Global Compact



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Conditions of Entry

- Eligibility
- Submission
- Receipt of Application
- Proof of Entry
- Supporting Material
- Word Limit
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- Closing Date for Submission
- Short listing
- Verification
- Results
- Judging
- Publicity
- Other

Overview of the Awards

The Arabia CSR Awards Program instituted by the EEG will honour companies that demonstrate a clear vision, strategy and implementation of Corporate Social Responsibility (CSR).

The ultimate goal of Arabia Corporate Social Responsibility Awards program is to help establish a regional model for CSR that is world class and replicable.

CSR is not only about philanthropic initiatives, although they can, and should, play their part in a sustainable business strategy. What Corporate Social Responsibility does mean is that an enterprise, be it commercial or social, recognises that while it must be economically successful, it cannot operate in isolation from its stakeholders, the environment, and the community at large. Sustainability was defined by the 1992 UN Earth Summit in Rio de Janeiro as incorporating three pillars: economic, environment and social; a successful enterprise excels in all three areas – a balanced scorecard.

Mainstreaming Corporate Social Responsibility into business operations is increasingly becoming a priority for enterprises both for strategic reasons and to gain clear benefits; - high levels of accountability and transparency, enhancing compliance standards, improving performance of resource uses, systems and processes, improving workforce standards and practices, increasing social dialogue and therefore credibility. The most successful enterprises leverage CSR to enhance stakeholder perceptions and relations, with Governments, shareholders, partners, suppliers, clients and consumers, creating a win-win business environment.

Organisations with a focussed CSR strategy have a clear advantage not only in local markets, but worldwide. It is no surprise that those organisations which incorporate leading standards of social, environmental and governance principles in their policies and practices are also those that demonstrate leadership and innovation. Thus, Corporate Social Responsibility performance becomes a key benchmark of excellence – and is recognised in these Awards.

The Arabia CSR Awards identifies and recognises organisations for innovative and outstanding Corporate Social Responsibility principles and practices.

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There are three categories of entry – for large, medium and small enterprises.

The Awards are designed to facilitate greater understanding of the contributions of enterprise to sustainable development, and lead to exchange of ideas and good practice in CSR in the Emirates and in the Gulf Cooperation Council States.

Organisations in this dynamic Region are ready to embrace CSR and the Arabia CSR Awards will give them well deserved enhanced visibility.

The Arabia CSR Awards Programme will celebrate projects that demonstrate the organisation's leadership, sincerity and on-going commitment in incorporating ethical values, compliance with legal requirements, respect for individuals, involvement in communities and protection of the environment into the way they do business.

Award Categories

The Awards are divided into three categories based on the size of the applicant organisation:

- a. Small Company - up to 99 employees
- b. Medium Company - from 100 to 499 employees
- c. Large Company - 500 and above employees

Eligibility

- a. The Awards are open to all organizations including public and private sector enterprises, associations, consultants and practitioners.

Award Timetable

1. **Launch Date:**
May 18, 2009
2. **Open call for Entries**
May 27, 2009
3. **Application**
Deadline: All applications, **accompanied by the Entry Fee**, must reach EEG before 5pm on Thursday, 27th August 2009.
4. **Entry Fee**
The entry fee is AED 1500.00 for large and medium organizations.
The entry fee is AED 1000.00 for small enterprises.
Payment in full must accompany the entry. Entry fees are not refundable.
5. **Mode of Payment**
Entry fee is payable by cheque or cash or bank transfer to Emirates Environmental Group.

6. Application Procedure

Applicants will be required to:

- a. Respond to a questionnaire which will be available as hard copy as well as online
- b. Submit a 2 page synopsis of the entry including:
 - Category entered
 - Key contact for entry
 - Organization Biography
 - A short summary of why your organization deserves to win this award including Corporate Social Responsibility Objectives, Research, Strategy, Execution, and Evaluation of Success/Results/ROI plus a short description of any project or initiative that distinguishes/benchmarks your CSR practice;
- c. Include Supporting Materials
Supporting materials should show evidence of the claimed success of your work, and should be correlated with the questionnaire.
Evidence can be submitted in any of the following media: hard copy and electronic/internet Reports, CDs, DVDs and can include Financial information Research Documents, Media Coverage/Clippings, Photos, and Testimonials.
- d. Include the Entry Fee of AED 1500.00 (AED.1000.00 for small companies)
Payment in full must accompany the entry. Entry fees are not refundable
- e. **Include EPS format of the company logo and a 3 minute video clip / powerpoint presentation about the organization and its CSR initiatives on a CD.**

IMPORTANT: Please note the following:

The synopsis and supporting materials should take into account the following points to ensure alignment with the questionnaire:

- A. Organisation Missions and Policies**
- B. Organisational structure and responsibilities**
- C. Reporting**
- D. Stakeholders**
- E. Summary Economic Performance**
- F. Environmental Performance**
- G. Social Performance**
- H. Challenges and progress in implementing social and environmental aims and targets**

7. Submitting the Entry (1 hard copy + 4 CDs)
 - Completed entry form
 - Questionnaire
 - Synopsis
 - Supporting materials (Soft copies are mandatory)
 - Entry fee

Judging Procedure

Entries will be judged by an independent, expert panel and academic executives who will assess the applications and determine a shortlist.

Applicants will be informed if they have been shortlisted. If required, applicants may be subject to further evaluation processes including meetings, site visits and submission of reports.

The judging panel will determine the winning organisations from the shortlist.

Winners will be announced at a gala ceremony on 26th October 2009.

Winners

- ❖ A crystal award.
- ❖ Two complimentary seats at the awarding ceremony.
- ❖ Recognition in EEG News and Publications.
- ❖ Campaign/Program Coverage in EEG News and Publications.
- ❖ Coverage on www.arabiacsrawards.com and a link thereof to the winner's website – plus an exclusive page for winners.
- ❖ Exposure through press announcements.

Conditions of Entry

1. Eligibility

Award categories are open to all companies including public and private sectors enterprises, associations, consultants and practitioners.

2. Submission

All applications must be completed and submitted via:

- By Post to P.O. Box 7013, Dubai, U.A.E
- Hand-delivered to the EEG office at Villa J.M.R. No. 68, Jumeirah 1, Jumeirah Beach Road, between Dubai Zoo and Beach Centre.

Full payment must accompany all entries.

Note that the application questionnaires can be completed online at

http://www.surveymonkey.com/s.aspx?sm=_2beBw_2bqaeWV3QG3qdcV2czQ_3d_3d

Or log onto www.arabiacsrawards.com

Entries once submitted will become the property of Emirates Environmental Group. Entries will not be returned.

3. Receipt of Application

Upon receipt, entries will be acknowledged by email. Please ensure that you have received confirmation of your entry before the closing date as no correspondence will be entertained afterwards.

4. Proof of Entry

Please take note that proof of sending via email or post will not be acknowledged as proof of receipt by Emirates Environmental Group.

5. Supporting Material

Supporting material will be available to the jury and will play a role in the jury's decisions. Confidentiality of all materials will be strictly maintained. Material may include Reports, Brochures, CDs, Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents and Testimonials.

All materials received by EEG will be retained.

6. **Word Limit**
Please note that the written entry MUST NOT exceed 2 pages of Book Antiqua, Font Size 11.
7. **Language**
Please note that all entries should be in English.
8. **Closing Date for Submission**
All applications must reach EEG before **5pm (UAE time) on Thursday, 27th August, 2009.**
9. **Short listing**
Entries will be judged by a jury panel who will assess the applications and determine a shortlist.
Applicants will be informed if they have been short listed.
10. **Verification**
Judges reserve the right to audit any information supplied. If required, applicants may be subjected to further evaluation processes including meetings, site visits and submission of reports.
11. **Results**
Finalists will be notified by **October first week, 2008.**
The jury will choose the winning organization from the shortlist. Winners will be announced at a gala ceremony on **26th October 2008.**
12. **Judging**
The jury's decision is final and no correspondence or communication will be considered.
13. **Publicity**
Applicants are responsible for appropriate arrangements to protect any intellectual property associated with their applications as winning applications will be subject to publicity. Winners are requested to participate in event publicity.
14. **Other**
 - a. Emirates Environmental Group reserves the right to withdraw an award from any applicant supplying FALSE information within their application.
 - b. The applicant agrees to these terms and conditions the entry form has been submitted for the awards.