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AMCHAM CSR Excellence (ACE) Recognition Program

IMPORTANT: **The deadline to apply is August 15, 2019**

What is the ACE Award Program?

ACE stands for the AMCHAM CSR Excellence recognition program. Now entering its ninth year, the program was designed to highlight the amazing contributions AMCHAM member companies have made to running sustainable business in Thailand and giving back to Thai society.

The purpose of the ACE program as approved by the AMCHAM Board is to identify and share CSR best practices by: 1. Understanding the linkages between business operations and society; and 2. Conducting business sustainably to create both long-term economic and social value.

What are benefits for AMCHAM ACE Recognition?

- Honored at ACE Awards Gala Dinner in November,
- Permanent recognition at AMCHAM office for Silver, Gold, and Platinum level,
- Social media promotion,
- Acknowledgement on AMCHAM website,
- Recognition in AMCHAM press release,
- Invitation to present at AMCHAM CSR monthly meetings, and
- Featured in a T-AB magazine article

What does “recognition” mean?

ACE recognizes AMCHAM member efforts to conduct business in a sustainable manner based upon important CSR criteria. Contrary to popular belief, this is not related to CSR charitable donations. Key to ACE recognition is good internal strategy and systems to support CSR, not individual projects. Individual CSR projects are recognized through the awards.

What are the levels of ACE recognition?

Recognition for CSR excellence is granted as follows:

- **ACE Recognition:** a firm that passes the numerical scoring evaluation, based upon their application survey
- **ACE Silver level:** a firm passes the evaluation for 3 consecutive years;
- **ACE Gold level:** a firm passes the evaluation for 5 consecutive years;
- **ACE Platinum level:** a firm passes the evaluation for 10 consecutive years.

Our first Platinum Level recognition is in 2019.

What are the “Special Awards”?

Beginning in 2016, ACE afforded companies who scored exceptionally well on the numerical scoring evaluation the opportunity to apply for a special award to honor internal or external project that represented excellence in CSR programming. As such, the special awards are a competition, and allow companies with excellent CSR programs to be recognized and possibly awarded for their efforts. Companies selected for the short-list will be given an opportunity to accept or decline consideration for the awards. Winners of special awards from 2016 and 2017 special awards are not eligible to receive special awards in 2018 (three year cool off period for award winners). In keeping with the spirit of AMCHAM in Thailand, these awards typically support key priorities important to AMCHAM members companies, and both the US and Thai government.

The 2019 Award Theme is on development and partnerships.

What are the 2019 Special Awards?

- Excellence in CSR Project
- People’s Choice Award
- Themed Awards
 - Excellence in Project Supporting Thai Development
 - Excellence in Thai - U.S. Partnerships (The Ambassador’s Award)

The project must be focused on Thailand and be running for at least one year **as of** 1 June 2019.

Who can apply for ACE Recognition?

ACE recognition is open to **ALL** AMCHAM members in good standing who:

1. Demonstrate a commitment to good CSR practices;
2. Have CSR strategy operating at least one year (starting 31 May 2018); and are
3. Willing to share information with other AMCHAM members.

What are the evaluation criteria for ACE recognition?

The evaluation is an automated scoring, with review, based on responses to the questionnaire. The CSR Committee retains the right to ask for additional details.

ACE recognition is, in large part, centered on four main criteria:

1. Sustainability
 - Stakeholder engagement in all phases of activity – especially planning
 - Employee involvement
2. Communication
 - Sharing best practices
 - Sustainability reporting
 - Public communications

3. Integration with company mission
 - Creation of long-term economic gain for targeted beneficiaries
 - Creation of wider societal benefits
 - Creativity of approach
4. Measurability of results
 - Data collection and impact assessment
 - CSR – related KPI
 - CSR – related ROI
5. Organizational Policy
 - People with disabilities
 - LGBTQI
6. Partnerships
 - Strength and range of strategic partnerships
 - Depth of partnerships

Are SMEs held to the same standard as larger firms?

SMEs are held to a lower numeric scoring threshold for ACE recognition that is more in line with their budgets and capabilities. For the awards, including the Excellence in CSR Project's Under 1 million THB, all semi-finalists/finalists are judged under the same criteria.

What is the judging process for the special awards like?

- Screening and selection for recognition
- Top (for each special award) 10 go to semi-finals (invitation only)
- CSR Committee screening and categorization (may include follow-up meetings)
- Selection of 3 Finalists
- Judging panel evaluation and selection (finalists must present to the judges)
- Winners announced at the gala dinner

For the People's Choice Award, voting will be conducted on-line by the AMCHAM membership.

All special award winners will be announced the night of the gala. Winners are NOT informed in advance if they have won a special award.

Why did the Board launch this program?

The AMCHAM Board and the CSR Committee seek to highlight the efforts of member companies by:

- Raising awareness of CSR among AMCHAM members;
- Providing recognition to member firms with exemplary CSR programs;
- Gathering information on CSR best practices to share with all AMCHAM member companies;
- Continuing AMCHAM's CSR leadership among foreign chambers in Thailand.

How do I apply?

Simply complete the on-line application survey by the 15 August application deadline at the link provided by AMCHAM.

What happened to the Thai US-Creative Partnership designation?

This designation has now been replaced with the Ambassador's Award, which highlights bringing in US technology and expertise to help with Thailand's development.

When are the recognitions and the awards presented (The CSR Excellence Recognition Gala)?

We will announce the members receiving ACE Recognition and the short-list of special award finalists at the Thanksgiving Gala Dinner. The event may include a keynote talk on CSR, short presentations by the CSR committee on CSR, and recognition ceremony for all qualifying firms. The special award winners will be announced the night of the gala. Winners are NOT informed in advance if they have won a special award.

What is the time-line for the ACE program?

Board of Governor's Approval	May 2019
CSR Committee ACE Organizing Meeting:	June 2019
Distribute Questionnaire/Application Open	July 15, 2019
Questionnaire Deadline/Application Closed:	August 15, 2019
Scoring /Semi-finalist Selection:	September 2019
Semi-final Applications Due/Finalist Selection	October 2019
Presentations to Judging Panel	November 2019
Gala Award Event	November 15, 2019

Where do I apply?

To complete the application survey, please follow the instructions in the application email to be sent by AMCHAM before the 15 August 2019 deadline.

Who are the past special award winners?

2016 Special Award Winners

Best in Class: General: Chevron; SME: Top Scholar
Ambassador's Award: Laguna Resorts
Sufficiency Economy Philosophy Award: Chevron

2017 Special Award Winners

Excellence in CSR Project: IBM
Excellence in Partnership (Ambassador's Award): Western Digital
Excellence in Promoting Thailand 4.0: Dow Chemical

2018 Special Award Winners

Excellence in CSR Project Award: Minor

Excellence in CSR Project Award (under 1 million baht): Cargill

Excellence in Promoting Smart People: Microsoft

Excellence in Education Partnership (the Ambassador's Award): Cisco

What if I have questions?

If you have any questions regarding the ACE Recognition or application process, please email kittie@amchamthailand.com