

AMCHAM CSR Excellence Award 2020

IMPORTANT: **The deadline to apply is August 14, 2020**

What is the AMCHAM CSR Excellence Award Program?

The AMCHAM CSR Excellence recognition program, now entering its ninth year 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 AMCHAM CSR Excellence 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 CSR Recognition?

- Screening and selection for recognition
- Top (for each potential award) 10 go to semi-finals
- CSR Committee screening and categorization (may include follow-up meetings)
- Selection of 3 Finalists
- Finalists present to Judging Panel
- Winners announced at the gala dinner

What does “recognition” mean?

AMCHAM CSR Excellence 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 CSR recognition?

Recognition for CSR excellence is granted as follows:

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

What are the “Special Awards”?

Beginning in 2016, AMCHAM CSR Excellence 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 2020 Award Theme is on partnership and Covid-19

What are the 2020 Special Awards?

- **The Ambassador's Award***, given to a company whose CSR project supports US-Thai partnership;
- **The Thai Development Award****, honoring a company whose pandemic-response work has benefited the community; and
- **The CSR Excellence Award****, to be given to a company whose efforts have helped front line workers responding to the pandemic.

*For the Ambassador's Award, the project must be focused on Thailand and be running for at least one year **as of** June 1, 2019.

**Due to the special nature of this year's Thai Development Award and CSR Excellence Award this year, the one-year duration restriction does not apply

Who can apply for CSR 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 May 31, 2019); and are
3. Willing to share information with other AMCHAM members.

What are the evaluation criteria for CSR 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.

CSR 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 special awards, all semi-finalists/finalists are judged under the same criteria, judges do take into account the size and scope of a CSR project compared to the size of the company.

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

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 August 14 application deadline at the link provided by AMCHAM.

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 at 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 AMCHAM CSR Excellence program?

CSR Committee Organizing CSR Awards Briefing:	May 2020
Distribute Questionnaire/Application Open:	July 9, 2020
Questionnaire Deadline/Application Closed:	August 14, 2020
Scoring /Semi-finalist Selection:	September 2020
Semi-final Applications Due/Finalist Selection:	October 2020
Presentations to Judging Panel:	October 2020
Gala Award Event:	November 17, 2020

Where do I apply?

To complete the application survey, please follow the instructions in the application email to be sent by AMCHAM before the August 14, 2020 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

2019 Special Award Winners

- Excellence in CSR Projects Award: MQDC
- Excellence in Project Supporting Thai Development: Bank of Ayudhya
- Ambassador's Award for Excellence in Thai-U.S. Partnership: Procter & Gamble
- People Choice Award:
 - o Over 3 Million Baht: WHA Group
 - o Under 3 Million Baht: Grand Hyatt Erawan Bangkok

What if I have questions?

If you have any questions in regards to the CSR Awards or application process, please email kittie@amchamthailand.com