



## AMCHAM CSR Excellence Awards 2021

IMPORTANT: The deadline to apply is August 13, 2021

### What is the AMCHAM CSR Excellence Awards Program?

AMCHAM CSR Excellence Awards is a signature program, now entering its eleventh 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 CSR Awards, as approved by the AMCHAM Board, is to identify and share CSR best practices by:

1. Understanding the linkages between business operations and society.
2. Conducting business sustainably to create both long-term economic and social value. and
3. Nurturing the widespread adoption of sustainable business practices in Thailand.

The CSR Awards recognizes good internal strategy and systems to support CSR, not individual projects. Individual CSR projects are recognized through the awards.

### 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, and
- Continuing AMCHAM's CSR leadership among foreign chambers in Thailand.

### What are the levels of CSR Awards?

Recognition for CSR Awards is granted as follows:

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

### What are the Special Awards?

Beginning in 2016, CSR Award afforded companies who scored exceptionally well on the numerical scoring evaluation the opportunity to apply for a special award to honor an 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 2018 and 2020 special awards are not eligible to receive special awards in 2021 (three year "cool off" period is required for past award winners).



In keeping with the spirit of AMCHAM in Thailand, these awards typically support key priorities important to AMCHAM member companies, and both the U.S. and Thai government.

## The 2021 Award Theme is Strength in Diversity: Pandemic Resilience and the Power of Diversity, Equality, and Inclusion



### What are the 2021 Special Awards?

1. **The Ambassador's Award\***- given to a company whose CSR project supports U.S.-Thai partnerships for the Technological Advancement for a Low-Carbon Future.
2. **The Thai Development Award\*\***- honoring a company whose Covid-19 pandemic-response work has benefited the community in term of social and economic resilience.
3. **The CSR Excellence Award\*\***- to be given to a company whose efforts promote diversity, equity, and inclusion in workplace and the community.

\*For the Ambassador's Award, the project must be focused on Thailand and have been running for at least one year **as of** June 1, 2021.

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

### Who can apply for the CSR Awards?

CSR Awards are open to **ALL** AMCHAM members in good standing who:

1. Demonstrate a commitment to good CSR practices.
2. Have a CSR strategy in operation for at least one year (starting May 31, 2020); and are
3. Willing to share information with other AMCHAM members.

### Where do I apply?

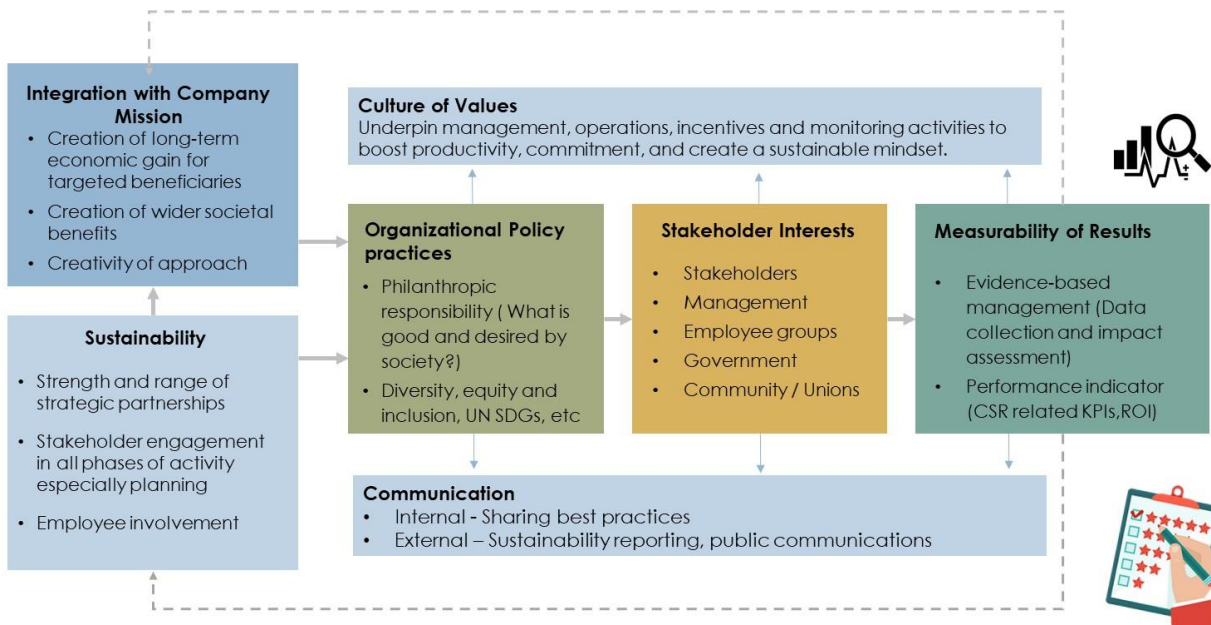
To complete the application survey, please follow the instructions in the application email to be sent by AMCHAM before the **August 13, 2021**, deadline.

## Are Small and Medium Enterprises (SMEs) held to the same standard as larger firms?

SMEs are held to a lower numeric scoring threshold for CSR Awards 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 are the evaluation criteria for CSR Awards?

CSR Awards are given to the companies that demonstrate sustainable business practices and integrate these practices with the company's business strategy through good governance, social responsibility, business integrity, holistic and well-rounded stakeholder engagement, and demonstrated delivery of positive impacts on the society and environment. The CSR Committee sets the criteria structure addressing seven key dimensions:



### 1. Sustainability

- Strength and range of strategic partnerships.
- Stakeholder engagement in all phases of activity – especially planning.
- Employee involvement.

### 2. Integration with company mission

- Creation of long-term economic gain for targeted beneficiaries.
- Creation of wider societal benefits.
- Creativity of approach.

### 3. Organizational Policy & Practices

- Philanthropic responsibility (What is good and desired by society?)
- Diversity, Equity, and Inclusion (DEI), UN SDGs, etc.

### 4. Stakeholder Interests

- Stakeholders
- Management
- Employee
- Government
- Community/ Union



## 5. Measurability of results

- Evidence-based management (Data collection and impact assessment).
- Performance indicator (CSR related KPIs, ROI).

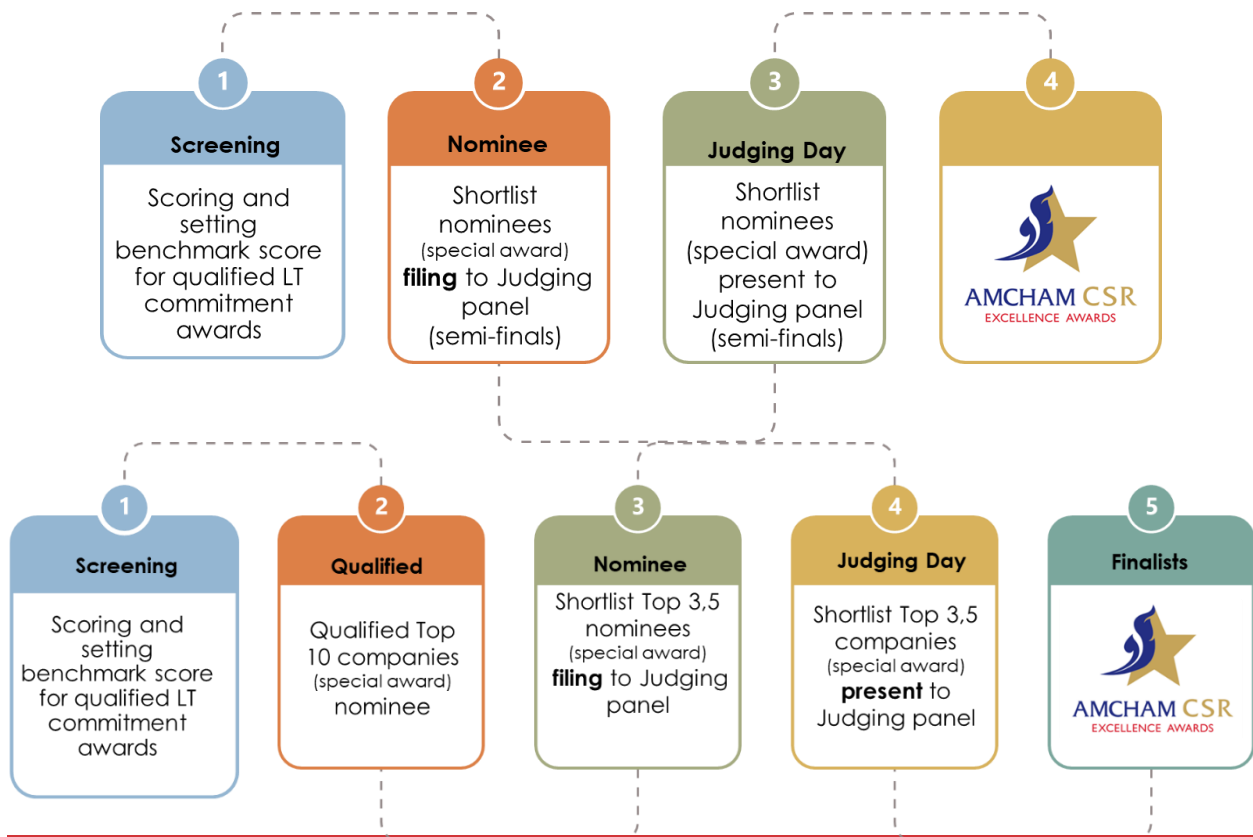
## 6. Culture of values

- Underpin management, operations, incentives and monitoring activities to boost productivity, commitment, and create a sustainable mindset.

## 7. Communication

- Internal – sharing best practices, knowledge sharing.
- External – sustainability reporting, public communications.

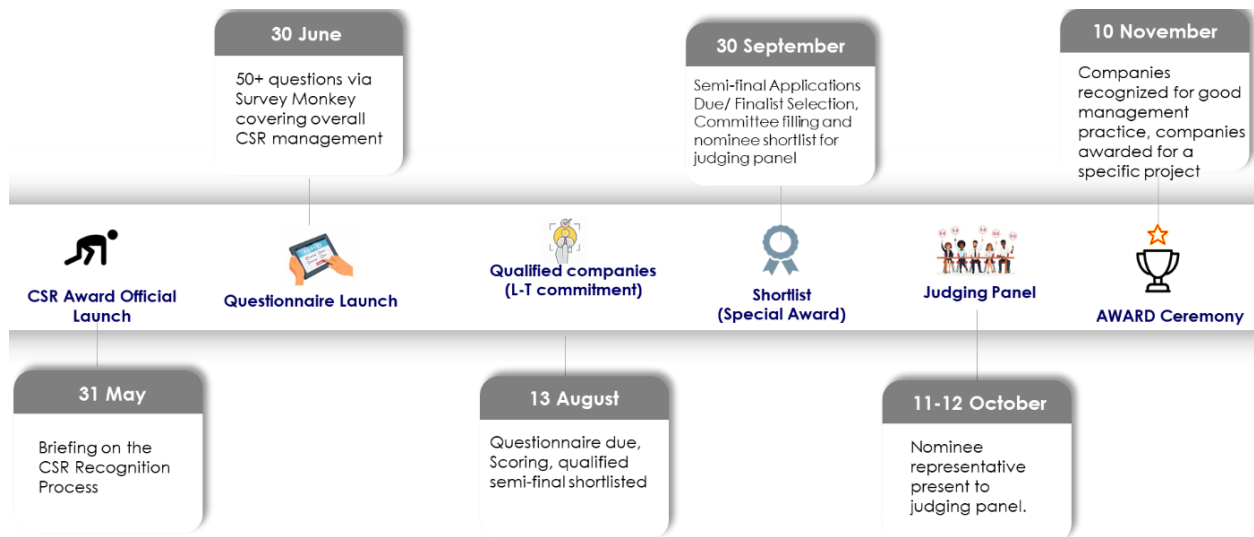
### What is the judging process for the special awards?



### When are the awards announced and presented?

We will announce the members receiving CSR Awards and the short-list of special award finalists in November during the AMCHAM CSR Excellence Award Gala Dinner. Special award winners are NOT informed in advance.

## What is the timeline for the CSR Award?



CSR Committee Organizing CSR Awards Briefing:  
 Distribute Questionnaire/Application Open:  
 Questionnaire Deadline/Application Closed:  
 Scoring / Special Awards Selection:  
 Due/Finalist Selection:  
 Presentations to Judging Panel (Tentative):  
 Gala Award Event:

May 31, 2021  
 June 30, 2021  
 August 13, 2021  
 September 30, 2021  
 October 2021  
 October 11-22, 2021.  
 November 10, 2021

## 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

#### 2020 Special Award Winners

- Excellence in CSR Project Award: Cardinal Health 222 (Thailand) Ltd
- Excellence in Thai Development Project: Yum Restaurants International (Thailand) Co., Ltd.
- Ambassador's Award for Excellence in Thai-U.S. Partnership: Johnson & Johnson Thailand

#### **What if I have questions?**

If you have any questions regarding the CSR Awards or application process, please email [kittie@amchamthailand.com](mailto:kittie@amchamthailand.com)