



AMCHAM CSR Awards 2022

IMPOTARNT: **The deadline to apply is August 31, 2022**

What is the CSR Award Program?

AMCHAM CSR Awards is a signature program, now entering its twelfth year; the program was designed to highlight the amazing contributions AMCHAM member companies have made to running a 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;
- 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:

- **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.

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 2019 and 2021 special awards are not eligible to receive special awards in 2022 (three year “cool off” period is required for past award winners).



Regarding Thailand set the policy and direction to drive the BCG national agenda. The BCG agenda also sets goals of reducing social inequality, improving access to healthcare, increasing energy self-sufficiency, cutting down greenhouse gas emissions, adding more forest areas, and upskilling workers. In addition, the Thai and US governments work cooperatively to drive the BCG agenda to support APEC 2022 which Thailand is hosting this year. 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 governments.

The 2022 Award Theme is “BCG Economy: a new economic model for inclusive and sustainable growth”



What are the 2022 Special Awards?

1. **The Ambassador's Award***, given to a company whose CSR project supports innovation in the BCG model through the US-Thai partnership for the transfer of technology or skills.
2. **The Thai Development Award****, honoring a company that fosters sustainable development in alignment with the principles of the Bio-Circular-Green Economic Model (BCG).
3. **The CSR Excellence Award****, to be given to a company whose efforts nurture an inclusive society by embracing diversity to reduce inequality (DE&I)

*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 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, 2021); and are
3. Willing to share information with other AMCHAM members.

Where do I apply?

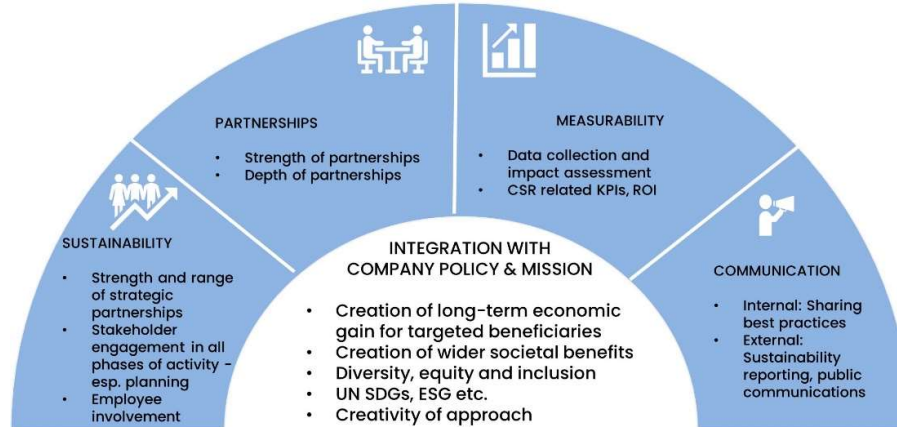
To complete the application survey, please follow the instructions in the application email to be sent by AMCHAM before the **August 31, 2022** deadline.

Are 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 five key domains:



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. Partnerships

- Strength of partnerships
- Depth of partnerships



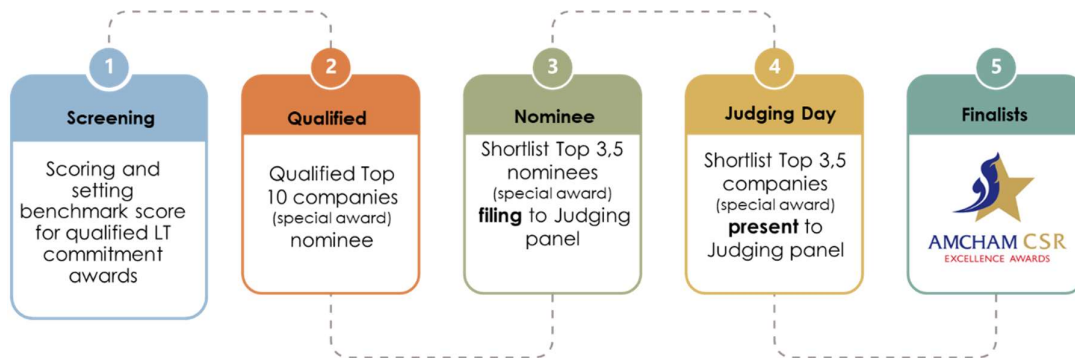
4. Measurability of results

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

5. Communication

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

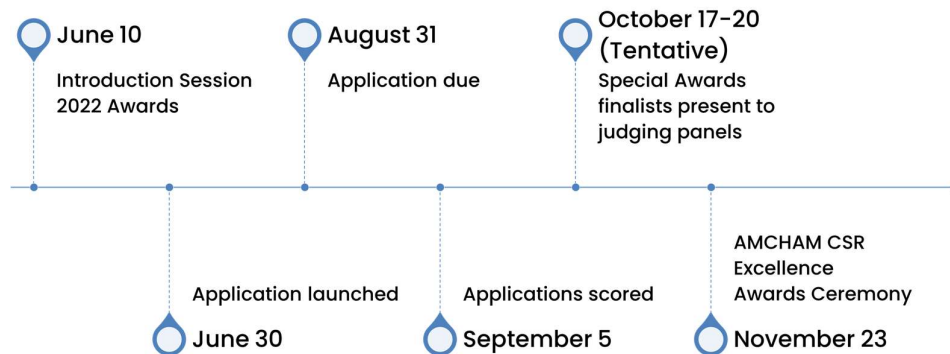
What is the judging process for the special awards?



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:	June 10, 2022
Distribute Questionnaire/Application Open:	June 30, 2022
Questionnaire Deadline/Application Closed:	August 31, 2022
Scoring / Special Awards Selection:	September 5, 2022
Due/Finalist Selection:	October 2022
Presentations to Judging Panel:	October 17-20, 2022 (Tentative)
Gala Award Event:	November 23, 2022



Who are the past special award winners?

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

2021 Special Award Winners

- Excellence in CSR Project Award: Phillip Morris International
- Excellence in Thai Development Project: The Hongkong and Shanghai Banking Co., Ltd.
- Ambassador's Award for Excellence in Thai-U.S. Partnership: Dow Thailand Group

What if I have questions?

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