

NFEH's



# Corporate Social Responsibility Awards 2019

incorporated with 11th International CSR Summit 2019

ORGANIZED BY



NFEH  
National Forum for  
Environment & Health  
[www.nfeh.org.pk](http://www.nfeh.org.pk)

January  
24-2019  
Serena Hotel,  
Islamabad

1

Distinguish, Build & Improve  
Company Reputation / Brand Value

2

Learn 'Best Practices' from  
CSR Giants

3

Improve Operational  
Efficiency

4

Maintain & Enhance  
Company Values

5

Get improved ROIs by aligning  
Business Goals with CSR

Be a part of  
the initiative  
to Recognize  
& Encourage

## Introduction:

The International Labour Organization (ILO) defines "Corporate Social Responsibility (CSR) is a way in which enterprises give consideration to the impact of their operations on society and affirm their principles and values both in their own internal methods and processes and in their interaction with other actors. CSR is a voluntary, enterprise-driven initiative and refers to activities that are considered to exceed compliance with the law."

For all the organizations and entities who are promoting the welfare of society under their corporate banners/brands, we have this message: Be proud of the remarkable feats that your organization has achieved under CSR Initiatives in Pakistan; be inspired from those targeting the same goals and enabling the society to do more and to be more!

With an overwhelming response received in previous years, the National Forum for Environment & Health (NFEH) is pleased to launch the 11th Annual Corporate Social Responsibility Awards - 2019. This year, we have included some new & exciting categories giving an opportunity to the participating organizations to get themselves recognized in their respective areas of interest.

## Eligibility Criteria:

The NFEH's Annual CSR Awards - 2019 entries are open to organizations including Corporations, Private Institutions, NPOs, Government and Public Sectors. Both National and Multinational Companies operating in Pakistan are encouraged to submit their entries before the deadline. The award entry is open for the any CSR Initiatives (or Projects) executed in the year 2019. For further detail, please see our Award Questionnaire. Please apply and earn the recognition you deserve and inspire others to be 'socially responsible'.

## Multiple entries are allowed

An organization is allowed to submit multiple entries in different categories with separate processing fees.

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# Categories

*This year, with Thirty Four Awards Categories in which you can be recognized vibrantly at the prestigious annual show. See the full list of categories below:*

## 1. Biodiversity & Conservation

In the long-term there is a clear link between and protecting biodiversity and business success. This award is for business initiatives that take the long view on ecosystem services.

## 2. Best Practices

Responsibility of an organization for which business guidelines are developed in a way that social activities are strategized, monitored & achieved through best practices and business excellence. Bribery and corruption are discouraged at all level, build company's reputation and uplift positive corporate image among stakeholders.

## 3. Community Development & Services

How did your efforts contribute to establishing your company as a true member of your local community, the nation, or worldwide? Describe your initiative and how your organization stepped up made a difference in your community where other intuitions may have failed.

## 4. Corporate Governance

To strategically plan and follow the SECP's Code of Corporate Governance Guidelines. To approve, facilitate, monitor the CSR Program(s) with due diligence, ensure conformity of standards, legal requirements and control that no breaches incur at all level of execution.

## 5. Corporate-Community Programs

Sometimes, the public just doesn't have information about or knowledge of a particular issue or cause affecting your community (locally or globally). That's where your company came to the rescue. Tell us how you helped to spread the word for a worthy cause or raise awareness about an issue.



## 6. CSR Campaign / Social Campaign

It's easy to get sponsors for a program or event and put a few logos on the t-shirt or banner. But that wasn't enough for you. You went beyond mere donations and formed a partnership that benefited both sides. Show us the fruit of your efforts.

## 7. CSR Policy & Integrated Management System (IMS)

Demonstrating commitment from the Top, thus allowing the CSR Team to develop CSR Strategy based on business philosophy for long-term Sustainability and Integrity.

## 8. CSR Projects

To plan, execute the sustainable program/project in order to achieve social, economical and environmental benefits for all stakeholders. To select the likeminded co-partners / implementers in accomplishing the desired targets for betterment of societies.

## 9. CSR Report, Research & Publications

Reports are full of information, but that certainly doesn't mean they have to be boring. Share with us your annual report, white paper, or project summary that you used to educate your audience on your company's CSR efforts in a way that was creative, captivating and pleasurable to read.

## 10. Culture & Heritage

Legacy during a specific time period, conservations of Arts, Archaeological, Architectural Monuments or Buildings; in addition to Digital preservation. Non-tangible culture includes social values and customs.

## 11. CSR Round O'clock

Few companies or institutions have this wonderful strategy; aligning their programs whereby under-privileged gets benefited Round-the-Clock (24/7 x 365 days). If your organization has such a 'unique and remarkable initiative', you can earn this recognition.

## 12. Education & Scholarships

Future lies in educating and appreciating children and youth of a nation. Tell us, how seriously your organization has contributed in building the society or nation by providing education facilities or scholarships?

## 13. Employee Engagement / Volunteering

You earned enough from the rich soil. It's time to pay back to the society; either by donation / charity or simply volunteering your valuable time and sharing experiences for the benefits of poor communities.

## 14. Environment & Waste Management / Recycle

It's important for every human to protect the natural heritage - flora and fauna and other natural resources for their own existence. The more garbage we produce, the more we pollute our planet, in fact the more disaster we welcome. Show us how much you care to protect the environment for you and your next generation?

## 15. Employee & Vendor Relationship

Does your organization follow fair practices in dealing with employees, vendors/suppliers and customers? Have you created ethical business value based on fair-deal and communication and provide timely solutions to them? Have these been monitored /



# Categories

## 16. Ethical Advertising / Corporate Communication

It's indeed a 'great challenge' for many corporate organizations to advertise or communicate their messages ethically and sensibly; thus safeguarding the overall environment. Whatever the medium of advertising / language you opt (whether electronic, outdoor or internal communication) share with us your already advertised ad campaigns (videos, printed ad or outdoor photos or public place signage etc.).

## 17. Fund Raising & Disaster Management

When disaster strikes, people must come together, show their support, and lend a much needed helping hand (or shoulder). In such times the true nature of companies and their employees can be seen. Tell us how your organization showed solidarity and helped out following a catastrophe.

## 18. Future Development & Innovation

Some causes and programs are already established with governance, and protocols, and a history for results. But they need financial backing to continue the work that they do. How has your company or organization assisted in the raising of funds or financial backing of a group or cause? Tell us how you helped to raise money for those in need?

## 19. Green Energy Initiatives

Renewable or Alternate Energy like Solar, Wind, Geothermal Heat save huge bills and avoid dependence on costly fuels. This energy also helps to reduce climate change. Thus, low operating cost and environment friendly for better sustainability.

## 20. Green Products & Services

Utilization of energy-efficient products like machines and equipment, solar panels, shades and tiles, cars and gadgets, green lamp, handy shredder and much more. Has your organization owns and utilizes any green product or offer services or schemes named "green"?

## 21. Human Rights & Cause Advocacy

Do you create incentives for your employees for making safe choices in the workplace? Start your own office contest of "The Biggest Loser"? Tell us about your internal campaign to improve the health and safety of your workforce. Your employees spend 8+ hours a day with each other, so getting them to volunteer their time and energy can be tough. We want to hear about how you motivated your employees to give their time for others and the effect that their volunteering had.

## 22. Oil & Gas

Sometimes your skills are just what someone needs. A pro bono project is an overlooked type of CSR that really deserves recognition. Did you take on a client in desperate need of your services without ever thinking of sending them a bill? Show us how you helped them.

## 23. Philanthropy Leadership

Do you have philanthropy leader(s) like Abdul Sattar Edhi or Mother Teresa? Individual who helped the community generously and always motivated the organization and colleagues "support for a noble cause" in all walk of lives can win this category award.

## 24. Public Health & Safety Programs

Did your CSR include raising awareness for some health and safety aspect? Maybe it was a fitness or exercise campaign? Or maybe discouraging people from texting while driving? (We could all try harder at that.) Tell us your CSR effort that positively affected the public's health and safety.

## 25. Social Impact & Sustainability

You and your organization have done enough, invested time and money throughout the year. Did your CSR Program ended successfully or created positive change in the Society. Share with us your Project End Assessment or CSR Report alongwith testimonials to contest for award in this respect category.

## 26. Social Mobilization

Transforming for better! Empowering the groups or society providing them Skills, Knowledge or Funds to affect change in their community.

## 27. Strategic Project Collaboration

Effective Collaborations & Clear Communications help the organizations to create win-win situation in many projects. If have signed Strategic Partnership of CSR Projects using shared resources and achieved phenomenal result and delightful experience; thus you can enter into this exciting category.

## 28. Socially Responsible Investment

Ethical investment and return while encouraging social good. Promoting best practices, caring human rights, diversity, impact investing, shareholder advocacy and community investing etc.

## 28. Sports & Recreational Activities

These activities greatly help in promoting physical & emotional health of human of everyone in the society. Thus, by getting together in such activities the benefits are unlimited. Does your organization encourages and supports Sports and Recreational Activities on regular basis?

## 30. Strategic Engagement & Communications

Henry Ford once right said "Coming together is a beginning; keeping together is progress; working together is success". Effective Collaborations & Clear Communication help the organizations to create win-win situation in many projects.

## 31. Sustainability Initiative

Sustainability is much more than being "green." It's a long-term, usually unseen commitment to make the environment better. How high have you set the bar in terms of environmental integrity? How has your corporate or organizational imagination made Mother Nature a happier, cleaner place?

## 32. Technology & Invention

Supporting Technology/Engineering/Social Entrepreneurship; helping bright candidates to invent something beneficial for society. Recognizing and appreciating achievements - to go beyond ordinary for sustainability and success.

## 33. Vocational Trainings

Every youth is not luckier enough to earn university degree but to settle himself / herself supporting their families at best. But without learning basic techniques and hands on latest tools & gadgets their earning dream never comes true. Here sustainability comes through empowering youth by providing learning opportunities for better self-reliance.

## 34. Women Welfare, Empowerment & Development

You are left alone, the world is with you as you heard and witnessed lot of times "Behind every successful man is a Woman". Supporting women activities and empowerment, providing advocacy, guidance, skills & confidence, health & shelters. Tell us what your organization has done for them.

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## How to Enter

Prepare a thorough synopsis for the judges explaining the purpose and scope of your project. Don't forget to show examples of your work! We ask that the synopsis be about 1,000 words. We strongly recommend that your synopsis include the following sub-headings (when applicable):

- Goals
- Strategy and tactics
- Execution
- Evaluation: success, results or ROI

## Judging criteria

Judges will be looking for projects that demonstrate holistic application of sustainability principles. They will be briefed to seek out leading-edge practice; practice that is genuinely pushing the boundaries and driving real change in the way that business approaches sustainability.

## Judges will be asking:

- Does the project or initiative sit within a comprehensive sustainability strategy that encompasses all of your business' operations?
- Have there been measurable changes as a result of the project or initiative? Where appropriate, can you provide evidence of these changes?
- Could the thinking and processes that underpin the project or initiative be replicated in other businesses?

**Please find "Award Questionnaire" attached herewith separately. It is to be filled and submitted along with all relevant documents and testimonials. Incomplete nomination(s) will not be entertained.**

## Entry fee for each Category:

**PKR 75,000/ + tax**

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The entry fee covers the cost of marketing & communication, designing & printing, award processing, food, development of elegant awards & shields, certificates, backdrop, banners, red-carpet, event promotion, pre- and post-publishing of profiles, ads in magazine, newspapers, social media and websites.

The prestigious Awards Distribution Ceremony will be held at **Serena Hotel Islamabad in January 2019** (however final date will be communicated well before the event). All winners will be invited for a morning inspiration, discussion and networking at the **11th NFEH International CSR Summit 2019**.

## For Sponsorship Packages & Award Nominations, please contact:

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