



**Applicant Guidebook for 2020
Annual AmCham Mongolia CSR Awards**

[APPLICANT GUIDEBOOK]

October, 2020

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About the American Chamber of Commerce in Mongolia

The American Chamber of Commerce (AmCham) in Mongolia is an independent membership-driven organization that seeks to build, strengthen, and protect business between the United States and Mongolia and to promote Mongolia as a destination for American investment actively. The U.S. Chamber of Commerce accredits AmCham Mongolia as its official affiliate in Mongolia. Based in Washington, D.C., the U.S. Chamber of Commerce is the largest federation in the world, with over 3 million members.

AmCham Shanghai's mission is to support the success of our members by promoting a healthy business environment in China, strengthening U.S.-China commercial ties and providing high-quality business information and resources.

About AmCham Mongolia CSR Awards

The AmCham Mongolia CSR Awards aims to honor and showcase organizations that have made notable contributions to enhance corporate citizenship and raise sustainability awareness in Mongolia. By drawing attention to these organizations, AmCham Mongolia aims to acknowledge their efforts, encourage CSR development and provide models for other organizations to emulate.

This annual program will serve as a platform for corporations, social enterprises and CSR professionals to share their best CSR practices, including creating shared value, social innovation, environmental initiatives, educational efforts, corporate governance, clean supply chain, community outreach, employee health and safety initiatives, corporate volunteer programs, and public private partnerships.

- **CSR Leadership Award** recognizes companies with overall CSR achievements, leadership and pioneering role in CSR practices, especially in advancing the creation of shared value. Open to AmCham Mongolia members only.
- **CSR Innovation Award** recognizes companies who introduce an innovative idea, program, or project for addressing complex social or environmental issues. Open to AmCham Mongolia members.
- **Most Impactful NGO/Social Enterprise** will select a social organization or social enterprise who has shown continued excellence in its CSR practices and programs by integrating the ethics of CSR into its development strategy. Open to NGOs/Social Enterprises founded by AmCham Mongolia members.
- **CSR Sustainability Award** recognizes a company that designs and implements projects that target sustainability issues concerning specific UN SDGs and bring positive change into the local community. Open to all members.

Evaluation Process

- 1) The submission deadline is on **November 1, 2020 at 10 AM**. All applications will be screened by the AmCham Mongolia CSR team to validate the basic qualification and make sure submissions meet all criteria. All applications and supplementary documents will be transmitted to the judges upon submission.
- 2) Award judges score candidates based on the evaluation framework after receiving applications. Judges are encouraged to provide specific comments on each applicant.
- 3) It is recommended but not required for the judges to read the supplementary materials provided in the appendix.
- 4) By **5:00pm, November 15, 2020**, each judge is required to complete and hand in the scoring sheet to Tsatsral Gansukh at Events@amacham.mn
- 5) The AmCham Mongolia CSR team will calculate all scores and publish the finalists shortly after.
- 6) All judges are required to attend a conference call to finalize winners. Winners will be announced to the public at the CSR Awards Ceremony on November 27th.

Judging Panel

The CSR Awards Judging Panel is appointed by AmCham Mongolia and may include:

- The AmCham Mongolia board chair/ board member
- External and independent third-party reviewers from the government, academic, NGO, media, and business communities

Evaluation Methodology

The evaluation will be based on the company's or the NGO's/Social Enterprise's performance, including any ongoing projects in Mongolia up until October 2020.

The AmCham Mongolia CSR Awards Judging Panel will refer to the Evaluation Framework (to be announced) as a guide to evaluating and selecting awardees. Applicants are encouraged to report all their CSR practice and address all factors within the evaluation framework.

For each factor, please rate the candidates on a scale of 1-10.

0: no performance / does not meet minimal requirement

5: average performance / satisfactory

10: outstanding performance / excellent

Awards Night

All applicants will be invited to the 2020 AmCham Mongolia CSR Awards Night. Award winners will be announced at the event.

Application Instructions

1. Download Applicant Guidebook and Nomination Forms.
2. Complete the nomination form for the award category you choose to apply for.
3. Please send your completed nomination form in English and in Microsoft Word Format. PDF applications will not be accepted.
4. Supplementary materials such as photos, annual reports, testimonials, video clips and presentations are optional and should be enclosed as attachments. Judges may request supplementary material during the judging process; even if material is not sent in advance, applicants should be prepared for the possibility of such a request. Supplementary materials may be submitted in PDF form.
5. Companies or organizations may self-nominate or be nominated by a third party.

Applicants submitting materials authorize AmCham Mongolia to use these at both the CSR Awards Nights and in related publications and activities. Applicants are responsible for the validity of information.

Application Checklist:

- Nomination Form
- Supplementary materials (optional)

Please send all application materials by **10 AM, October 1, 2020** electronically to:

E-mail: events@amcham.mn

For more information, please call Ms Tsatsral Gansukh at
88183866 or email at events@amcham.mn

Thank you and good luck!

APPENDIX

CSR Leadership Award Guidelines

The CSR Leadership Award is presented to an AmCham Mongolia member company to recognize its overall CSR achievements, leadership and pioneering role in CSR practices, especially in advancing the creation of shared value. The evaluation will be based on the company's performance, ongoing projects up until October 2020.

Evaluation Framework

LEADERSHIP (35%)

- Commitment to CSR: Is the CEO, Chair or equivalent senior person involved in the company/organization's CSR program? What role does CSR play in the organization? How long has the organization/company been involved in CSR issues?
- Promotion of CSR: How does the company/organization promote CSR and CSR concepts? Does the organization provide any CSR thought leadership or serve a leading role in CSR focused organizations? Does the company promote CSR at different forums?
- Innovation: How innovative is the company/organization's CSR program? Has it created new ideas/methodologies to tackle social issues?

ENGAGEMENT (25%)

- How does a company/organization identify and engage with key stakeholders?
- Does this engagement align with the overall company strategy and communications approach? Is the engagement supported by the leadership?

IMPACT (20%)

ENVIRONMENTAL IMPACT/ SOCIAL IMPACT (Promoting Social Responsibility in Value Chains)

- Does this company have related policies on environmental responsibility?
- Does this company have projects that enhance biodiversity, reduce waste, improve water or air quality, and campaigns that encourage greener behaviors and installation or restoration projects that improve the environment?
- Integration of ethical, social, environmental and gender equality criteria, and health and safety, in purchasing, distribution and contracting policies and practices
- Encouragement for other organizations to adopt similar policies, without indulging in anti-competitive behavior in so doing
- Active participation in raising the awareness of external stakeholders about principles and issues of social responsibility

WORKPLACE PRACTICES (20%)

Workplace CSR is about creating a happy and supportive environment for employees. It involves going above and beyond what is required by business to ensure employees can develop to their full potential and work in an environment that is welcoming and full of opportunities. This can range from

sports initiatives, to flexi-hours, to mental health support or health initiatives, and opportunities for employees to participate in CSR initiatives.

CSR Sustainability Award

The CSR Sustainability Award will be given to any company or organization that operates in Mongolia for its continuing commitment to UN SDGs and sustainability. All companies and organizations, AmCham members are eligible to apply for the CSR Sustainability Award. The evaluation will be based on the applicant’s performance, including any ongoing projects or initiatives within Mongolia up until October 2020.

Evaluation Framework

IMPACT (50%)

ENVIRONMENTAL IMPACT/ SOCIAL IMPACT (Promoting Social Responsibility in Value Chains)

- Does this company/social organization have policies targeting UN SDGs or sustainability issues?
- Does this company/social organization have projects that encourage greener behaviors and improvement of the environment?
- Integration of ethical, social, environmental and gender equality criteria, and health and safety, in purchasing, distribution and contracting policies and practices
- Encouragement for other organizations to adopt similar policies, without indulging in anti-competitive behavior in so doing

INNOVATION (50%)

- Has innovation occurred (or will occur) in the process of program design, implementation, or as a result of the program? Topics or interest may be social investment, social innovation, employee engagement, use of new media, CSR reporting, strategic philanthropic programs, product/service design, community outreach, environmental protection, poverty alleviation, public health, education, public-private partnerships.
- Has the company/social organization identified key metrics, how they are measured, and what results have been achieved to date? Does the NGO explain how the results of the program are reported and documented?
- Has the company/social organization described future goals and objectives?

CSR Innovation Award Guidelines

The CSR Innovation Award is presented to a corporation that has introduced innovative ideas, programs, or projects for addressing complex social or environmental issues. The evaluation will be based on the applicant's performance, including any ongoing projects or initiatives within Mongolia up until October 2020.

Evaluation Framework

INNOVATION (40%)

- Has there been innovation in the process of program design, implementation, or as a result of the program? Topics of interest may be social investment, social innovation, employee engagement, use of new media, CSR reporting, strategic philanthropic programs, product/service design, community outreach, environmental protection, poverty alleviation, public health, education, public-private partnerships

LEADERSHIP (30%)

- Has the organization been able to replicate this innovation and apply to different projects? Is the innovation being used by different organizations.
- Is this innovation sustainable?
- Has the organization played a leading role on thought leadership on CSR issues?

IMPACT (30%)

- How large has the impact of the innovation been on society?
- Continuity of progress through these initiatives and activities
- Does the innovation address the needs of internal and external stakeholders?

Most Impactful NGO/Social Enterprise Award Guidelines

The Most Impactful NGO/Social Enterprise Award is presented to an NGO founded by AmCham Mongolia members operating in Mongolia that has had the most positive impact on the community. The evaluation will be based on the NGO's performance, including any ongoing projects within Mongolia.

Evaluation Framework

INNOVATION (20%)

- Has innovation occurred (or will occur) in the process of program design, implementation, or as a result of the program? Topics or interest may be social investment, social innovation, employee engagement, use of new media, CSR reporting, strategic philanthropic programs, product/service design, community outreach, environmental protection, poverty alleviation, public health, education, public-private partnerships.
- Has the NGO/Social Enterprise identified key metrics, how they are measured, and what results have been achieved to date? Does the NGO explain how the results of the program are reported and documented?
- Has the NGO/Social Enterprise described future goals and objectives?

LEADERSHIP (20%)

- Does the NGO/Social Enterprise play a leading role in its field? Does it provide thought leadership or bring new ideas to an issue?

STAKEHOLDER ENGAGEMENT (20%)

- Describe stakeholder identification and engagement within the program.
- Describe the impact of the program on society or the community.
- Explain how the results of the program are communicated to the key stakeholders.

IMPACT (40%)

- Successfully addressed an important CSR and sustainability issue
- Continuity of progress through these initiatives and activities
- Addressed needs of internal and external stakeholders