



CORPORATE SOCIAL RESPONSIBILITY AWARD

Creativity in Corporate Social Responsibility to Accelerate Economic Development
December 9, 2011 | Akroma Plaza Hotel | Takoradi, Ghana

The CSR Award 2011

The Western Region of Ghana CSR Awards Program is to recognize and honour companies operating in the Region for outstanding, sustainable, innovative and world-class projects and programs. They should demonstrate the company's leadership, sincerity and on-going commitment in incorporating ethical values, respect for individuals, involvement in communities and protection of the environment into the way they do business.

CSR practices will address both environmental and social issues. The implementation can be done by integrating CSR in the business or by running it as a project. CSR work might – amongst others - include areas such as:

- The organisation develops and implements clear policies addressing both social and environmental responsibilities
- The organisation has rules for purchasing, including social and environmental concerns
- The organisation reduces its "ecological footprints" in production, procurement and supply chain processes
- The organisation has objectives with regard to environmental and social concerns
- The organisation shows an active engagement with regard to the development of its local society
- The organisation educates its consumers on how products ought to be used
- The organisation informs all relevant stakeholders about all its different business areas in a transparent manner

The Awards ceremony will be held during the **Gala Dinner and Awards Night** organized for the distinguished companies and organizations working in Western Region before an audience of senior executives and professionals from government, business, civil society and the media.

A. Search and Selection Process

1. Generating entries

- Companies from all over the Western Region can nominate themselves and enter their projects or programs.
- Citizens from and in the region, regional and international organizations, NGOs, advertising agencies, management consultants, suppliers of products and services are also invited to nominate companies, this can be done per Email to the Awards Manager (see below) or per letter to the STRCCI Secretariat. In this case, the nominee would be informed by STRCCI and asked to fill out the relevant form if not done yet.
- Only one entry can be submitted per company.

2. Initial Processing

- The Awards Secretariat processes the entries, collates the synopsis and supporting materials as submitted, and submits these for consideration by the judging sub-committees.
- Supporting materials (such as videos and brochures), which are optional, are sent to the judges.



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3. Judging Process

- A judging team composed of Chamber partners and selected experts will be in charge of the judging process.
- The judging team reviews the entries and makes final recommendations to the Award Steering committee.

B. How to Enter

1. Eligibility

- Entries must be for projects or programs that were implemented or significantly enhanced since the beginning of the calendar year of 2008 and are still ongoing.
- There should be objective, quantifiable, and verifiable measurements as to the effectiveness of the project.
- Innovation and sustainability are the key criteria.
- Participating companies must have their Headquarters in Western Region or have their regional office in Western Region.
- Companies outside Western Region are also eligible as long as they have a presence or intend to have a presence in Western Region, and the submitted project is benefiting the region.
- A project that had previously been awarded cannot be entered again.
- ONLY entries authenticated by the most senior person in charge of the organization or companies will be considered.
- Donations do not qualify as CSR projects.

2. Submission Guidelines

- Download the Entry Form online at www.westernghanachamber.org or collect them at our office (Liberation Road, opposite Garden Mart, Takoradi)
- Fill in the form
- Submit a Project Summary together with your entry (as part of the form or as enclosure). The project summary should:
 - Not be more than 2,000 words
 - State the name of the project or program, and a short descriptive title
 - Include the objectives of the project, describing what the company hoped to achieve and how it went about the implementation.
 - Describe how improvement was achieved, when and by whom.
 - Identify what quantitative and/or qualitative results were achieved to date as a result of the project or program.
 - Conclude with a statement regarding the innovation and sustainability of the initiative.
- The Awards Committee will share the 2,000 word summaries and relevant aspects of the entry forms submitted on the Chamber or its Resource Center website (after the awards ceremonies are conducted)

3. Supporting Materials (Optional)

- All entries can be accompanied by supporting data and documentation. This will be sent to a panel of judges for review.



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- Supporting materials may be for example, details and background of the project, how the project was conducted, who participated, before and after analysis.
- Where possible, the judges might request for an indication and any information that can be provided with respect to:
 - a. How the project got started and/or why the company invested in the project.
 - b. How the project got nurtured and what the motivations were.
 - c. What the initial difficulties that came about in implementing the project were and how the company overcame those.
 - d. The extent to which the project is integrated into the core strategy of the company.
- Submission of CD-ROMs or videos and audiotapes, press coverage and the like are encouraged, but is not a requirement. Please scan and save any materials in Microsoft Word, Excel, PowerPoint or .pdf format on a CD-ROM.
- Select the important pages and sections of any of the supporting materials. If the supporting material is a book, or an annual report, just scan the cover, the table of contents and the relevant pages. The same will apply for any commercials or other videos submitted. These should all be in clearly labeled CD-ROMs.
- Supporting materials **MUST** be in English or, if they are in another language, a certified translation must be provided.
- If sending supporting materials, send one (1) copy of each CD where the supporting documents are saved or scanned and send one (1) set of the hard copy materials.
- Supporting materials submitted will not be returned. The hard copies will be kept in the Awards Secretariat for reference and as verification copies.

IMPORTANT

Deadline of entries for The Western Region of Ghana CSR Awards Program: **Friday, October 28, 2011**

The Nomination and Entry Form is available at www.westernghanachamber.org or at the STRCCI Secretariat.

If sending supporting materials send by courier or registered mail to:

The Award 2011 Steering Committee
Attention: Mr. Vincent Annan, Awards Manager
33/8 Libration Road, P.O. Box MC 45, Takoradi, Ghana
Phone: (233) 31 20 22385, Fax: (233) 31 20 31625
Email: csraward@westernghanachamber.org

Courier and customs charges MUST be prepaid.

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