

Application Form - Excellence in Corporate Social Responsibility

Introduction to Category

Excellence in Corporate Social Responsibility requires organizations to demonstrate outstanding success in integrating social and environmental concerns into their business operations. Such organizations should go beyond traditional business practices to implement innovative CSR initiatives, making a positive impact on society and the environment, including but not limited to the local communities and the business itself.

This award, therefore, seeks to recognize organizations, which have successfully designed and implemented such “excellent” practice(s) or system(s). This could be a single/multiple innovative practice(s) or system(s) that the organization has implemented across any area in Corporate Social Responsibility and has been running successfully in the organization for some time.

The entry can include details of a single practice or an entire system. For example:

HR Practice: An organization may submit details of how they have implemented a 'Sustainable Supply Chain' initiative, ensuring ethical sourcing, reducing carbon footprint, and promoting fair trade practices, resulting in positive environmental and social outcomes.

OR

HR System: An organization may submit details of how they developed a comprehensive 'Community Engagement Program' that includes volunteering, philanthropy, and partnerships with local organizations, creating significant positive impacts in the communities where they operate.

Within the gamut of this award, will be practices or systems under any discipline of Corporate Social Responsibility. The following are indicative disciplines that the practice/system could fall under:

- Environmental Sustainability
- Ethical Business Practices
- Community Development
- Employee Volunteering and Engagement
- Sustainable Innovation
- Awareness Initiatives on CSR and Sustainability Developments

Section A - Participant Information

APPLICATION FORM

As a reminder, please specify if you are applying as the local entity/subsidiary/independent firm in the given geography. And ensure that the practice/system has been in operation in the entity applying for the award for minimum two years.

Details of SPOC (Single Point of Contact): This could be the CHRO or relevant Functional Head.

Name: _____

Designation: _____

Email: _____

Contact Number: _____

Section A - Participant Information

All questions are mandatory. Your questionnaire may not be considered complete if these questions are left blank.

1. Company/Entity Name Applying for the Award (share full registered name):
2. Please share abbreviation of the Company/Entity Name (this is for publishing/printing on certificates and additional collateral, if you are a winner of the SHRM STAR Awards 2024):
3. Upload a hi resolution jpeg file of your company logo (this is for our records and publishing on the website, if you are a winner of the SHRM STAR Awards 2024):
4. Date of Incorporation of Company/Entity:
5. Parent Company Name (if applicable):
6. Parent Company Headquarters (if applicable):

7. Regions of Operation (if applicable):

1. GCC (Gulf Countries Corporation)
2. Levant
3. North Africa
4. Europe
5. Americas
6. Asia-Pacific
7. Others (please specify)

8. Nature of Business/Industry Type:

1. Healthcare
2. Pharmaceuticals
3. Manufacturing
4. Services
5. Hospitality
6. IT/ITeS
7. Consulting
8. Education
9. Automotive
10. Military
11. Real Estate
12. Others

9. Nature of Ownership:

1. Corporate
2. Partnership
3. Trust
4. Government
5. Semi-Government
6. Foreign Owned Multinational

10. Revenues (as of Financial Year 2023)

1. < \$ 5mm
2. > \$5mm < \$20mm
3. > \$20mm <50mm
4. > \$50mn

11. Structure of the HR function

1. Centralized versus decentralized
2. Outsourced/In-House HRIS
3. Extent of automation

12. HR Metrics:

Metrics	Unit	FY 2021-22	FY 2022-23	FY 2023-24
Revenue Growth	%			
Profit Growth	%			
Total Employee Headcount (Full Time Equivalent/ Permanent Employees)	Nos.			
Total Contractual Employee Headcount	Nos.			
Total HR Employee Strength (FTE)	Nos.			
HR to Employee Ratio	%			
Diversity Ratio [females, males, differently abled]	%			
Average Employee Age	Years			
Voluntary Attrition Rate (Annual)	%			
Employee Engagement Scores	On a scale of 1 to 10			

Section B – Quantitative and Qualitative Responses

This section covers the quantitative and qualitative aspects of the initiatives under the concerned category. Providing all the information under this section will enhance your nomination and aid the jury in accurate evaluation of your application.

For the quantitative section, indicative options of metrics tracked for this award category are provided below. You may fill the details basis the metrics that are tracked in your organization.

For the qualitative section, space is available to capture details of the depth and breadth of your organization’s practice. Please restrict your responses in this section to approximately 500 words per response.

Both the quantitative and qualitative aspects follow the three pillars of evaluation, which are Innovation, Impact and Sustainability. Each evaluation criteria is clearly defined. Please go through the definitions for each and share your responses accordingly.

INNOVATION

This criterion looks at:

- *the innovativeness of the practice/system, its' uniqueness to the organization and difference from practices followed in the industry or parallel industries*
- *integration of the practice/system with the HR strategy and overall organization strategy*
- *variety of approaches/delivery modes/platforms used in the practice/system*
- *awareness generation and popularizing the system/process in the organization (including communication about the same)*

Entries must showcase inventive solutions that push the boundaries of traditional HR practices, driving positive change and fostering a culture of creativity within the workplace.

Metrics	Unit	FY 2022-23	FY 2023-24	FY 2024-25
<p>Innovation Metrics:</p> <ul style="list-style-type: none"> • CSR Program Diversity [Number and variety of CSR programs and initiatives (e.g., environmental sustainability, community engagement, ethical sourcing); Introduction of novel and creative CSR initiatives (e.g., innovative recycling programs, unique community outreach activities)] • Technological Integration [Use of advanced technologies to drive CSR efforts (e.g., blockchain for supply chain transparency, AI for optimizing resource use); Adoption rates of digital platforms for CSR reporting and tracking] • Employee Involvement [Percentage of employees participating in CSR initiatives; Implementation of innovative employee engagement programs in CSR (e.g., volunteer time off, employee-led CSR projects)] • Partnerships and Collaborations [Number and nature of partnerships with non-profits, NGOs, and other organizations; Innovative collaboration models and joint ventures for CSR] 				
<p>Additional Considerations/Metrics:</p>				

Open Ended Responses

What were the key issues/challenges faced for which an innovative initiative was required?

[Key pointers – Imbalance between economic growth and community development, social concerns, community empowerment, quality of life etc.]

Describe the initiatives that emerged to address the above-mentioned issues/challenges and their key objectives

[Key pointers – Community initiatives, enterprise development, financial empowerment, community networks, employee involvement etc.]

IMPACT

This criteria looks at:

- *comprehensive performance metrics to track success of the system/process*
- *parameters used to measure business and strategic impact of the practice/system (qualitative and quantitative data tracking the business impact of the program)*
- *parameters used to measure the satisfaction, usage, and value of the practice/system to the target employees and percentage of employees (from the targeted population) covered by the program (tracking the people impact of the program)*
- *recognition of the system/process in internal and external forums*

Entries must showcase tangible outcomes such as enhanced operational efficiency, improved employee satisfaction, positive community impact, or any other measurable metric as an outcome of the transformative influence.

Metrics	Unit	FY 2021-22	FY 2022-23	FY 2023-24
<p>Impact Metrics:</p> <ul style="list-style-type: none"> • Environmental Impact [Reduction in carbon footprint (e.g., CO2 emissions reduced); Amount of waste recycled or diverted from landfills; Energy savings from implemented sustainability practices] • Community Impact [Number of communities positively affected by CSR initiatives; Quantifiable improvements in community well-being (e.g., increased access to education, health services)] • Economic Impact [Total amount of monetary contributions and donations; Economic benefits to local suppliers and small businesses through ethical sourcing] • Employee Impact [Employee satisfaction and engagement scores related to CSR participation; Increase in employee retention rates due to involvement in CSR activities] • Stakeholder Perception [Improvement in brand reputation and stakeholder trust; Customer satisfaction and loyalty scores linked to CSR efforts] 				
Additional Considerations/Metrics:				

Open Ended Responses

How did you assess the effectiveness of the initiatives undertaken and what were the results?

[Key pointers – Measure societal value of initiatives, track accountability of funded programs etc.]

What impact have your initiatives had on your key stakeholders?

[Key pointers – Recognition as responsible corporate entity, create high societal value, identify and act on social concerns, etc.]

SUSTAINABILITY

This criterion looks at:

- *financial and people related investment made for the system/practice (can also include details of organizational culture and infrastructural changes made to incorporate the practice/system and leadership buy-in for the system/practice)*
- *adequate balance between human touch (exceptions, personal connect) of the practice/system and its routine and consistency (through established norms, detailed guidelines)*
- *continued improvement in the metrics/sustained reasons for design and implementation of the system/process*

Entries must showcase future forward paradigms in business sustainability that foster long-term profitability and resilience.

Metrics	Unit	FY 2021-22	FY 2022-23	FY 2023-24
<p>Sustainability Metrics:</p> <ul style="list-style-type: none"> • Long-term Commitment [Duration and consistency of CSR programs (years in operation); Long-term goals and milestones set for CSR initiatives] • Resource Allocation [Annual budget and resources allocated to CSR activities; Investments in sustainable and socially responsible practices] • Continuous Improvement [Number of evaluations and audits conducted to assess CSR program effectiveness; Frequency and nature of program updates based on feedback and performance reviews] • Integration with Business Strategy [Degree of alignment between CSR initiatives and the company’s core business strategy; Inclusion of CSR goals in corporate performance metrics and reports] • Transparency and Reporting [Quality and frequency of CSR reporting (e.g., GRI, SASB standards); Transparency in disclosing CSR goals, progress, and outcomes] • Sustainable Impact [Long-term environmental and social benefits achieved through CSR activities; Sustainability of community programs post-company involvement] 				

Additional Considerations/Metrics:

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Open Ended Responses

What are the key factors that are required for the initiatives to sustain and grow over the next few years?

[Key pointers – Budget allocations, periodic audits, formal defined policy, increasing level of employee involvement etc.]

What are some of your planned/ projected Community Initiatives for the next 2 to 3 years?

Please use the space below to add any further details/information

Note: You may choose to attach up-to five supporting collaterals for a particular award category. These collaterals will be accepted only in the form of PDF documents or MP4 video files. [Please note no excel formats, links hyperlinked in text will be accepted. In case of a video submission, this video needs to talk specifically about the intervention/ practice been showcased and should not be a generic one.]

GLOSSARY OF KEY TERMS USED/STANDARD UNDERSTANDIGN OF TERMINOLOGY

Terms	Descriptions
FY (Fiscal Year)	Refers to the financial year followed in the region. 1 st April to 31 st March (Please clarify in case of exception)
Leadership Team	The top 2 tiers of your organization i.e. the Chairman/ MD/ CEO and Executive Board (or equivalent).
Senior Management	This includes first level reports of the Leadership Team
Middle Management	This includes senior managers with experience ranging between 8 to 16 years
Junior Management	This includes first level managers with experience ranging between 2 to 8 years
Staff	This includes Individual contributors with no people managerial responsibility (i.e., no one reporting to them)
Blue Collar	Skilled and unskilled workers
Full Time/ Permanent Employees	These are employees, who are on the payroll of the organization and work a normal week. These do not include seasonal staff, temporary staff, contractors, consultants, vendors etc.
Employee Growth Rate	Year on Year increase in the number of employees (Full time and Permanent employees only)
Average Employee Age Group	This refers to the average age group (range) within which most of the organization’s employees would fit.
Offer Drop %	Percentage of Employment Offers rejected
Employee Engagement Scores	We are referring to the Employee Engagement survey which is conducted every year in the organization. Calculated as number of respondents (employees who have responded to this area/shared this as a factor of engagement related to the organization) as a percentage of the total number of respondents.
Customer Satisfaction Scores	Customer Satisfaction Scores captured through a survey. This includes external customers only.