

# NFEH'S 15TH CSR CORPORATE SOCIAL RESPONSIBILITY AWARDS 2023



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



Be a part of the  
initiative to Recognize  
& Encourage

- 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

## Eligibility Criteria:

The NFEH's 15th Annual CSR Awards-2023 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 2021-22. 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.*

## 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." Whereas SECP defines; CSR is fast becoming an integral part of businesses all over the world and in Pakistan.

For all the organizations and entities who are promoting the welfare of society under their corporate banners or 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 for sustainable and prosper Societies!

With an overwhelming response received in previous years, the National Forum for Environment & Health (NFEH) is pleased to launch the 15th Annual Corporate Social Responsibility Awards-2023. 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.

*This year, with Thirty Six 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. 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

#### 6. 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.

#### 7. 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.

#### 8. 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.

#### 9. 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.

#### 10. 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?

## CATEGORIES

#### 11. 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.

#### 12. 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.).

#### 13. 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.

#### 14. 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?

#### 15. 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.

#### 16. Government Initiatives & Distributions

When a national disaster is declared, the Federal government along with all Govt Functionaries (Provincial and Local District Govts) must respond and support the affected areas and people impacted by a disaster. It's high time to pay moral, ethical and legal responsibility towards the nation during the catastrophe and by utilizing all it resources; safe precious lives and assets and provide immediate relief to affectees by providing foods, shelters, medical aids and financial assistances without any discrimination.







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## CATEGORIES

### 17. 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.

### 18. Impact Investment

If your organization targets companies or CSR Projects committed to specific social or environmental causes. Impact investment allows investors to put their money into struggling Companies or NPO/NGOs that have a positive impact on society alongside a low financial return.

### 19. Key Stakeholders Engagement

If you wish to have long-term success, you must involve key stakeholders for ultimate result. Without understanding stakeholders' interests such as timely interaction and communication; it becomes difficult to keep them motivated and engaged. Periodic Newsletters, Invitations and Meets help to keep them informed and influenced in your targeted activities.

### 20. Livelihood

Livelihood is best defined as; the way you make your living and pay for the basic things you need in life – it's your job or profession. Sustainable livelihood builds program for poor, vulnerable and marginalized families and individuals in acquiring necessary assets or basic necessities their own.

### 21. 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.

### 22. 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.

### 23. 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.

### 24. Relief Efforts

If you put extra efforts in providing relief (assistance, comfort, happiness, help) to distress people or creatures in wake of epidemic or natural calamity such as floods, earthquake etc.

### 25. Rehabilitation

You feel it's your ethical and moral responsibility to support the nation's affected and displaced people by providing them make-shelter, building homes and schools, providing basic amenities and livelihood until they start living on their own with happiness.

### 26. 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.



# CSR

CORPORATE SOCIAL RESPONSIBILITY  
**AWARDS 2023**  
FEBRUARY 2023 - SERENA HOTEL, ISLAMABAD

### 27. Start-Ups – the future CSR Activists

You have created a positive social impact already with your limited resources. Now, you are needed or attracted mega-financial support from the national and international organizations to upscale your positive impact in the society. You can join with your supporting organizations or INGOs and share your success stories by nominating your organization for this category.

### 28. Supply Chain and Sourcing

Your organization is leading with an innovative fleet advancement and having vast distribution management experiences through its nationwide partnering organizations. You can provide vital support during the catastrophe or pandemic helping the funding organizations and donors to reach the affected areas. Further, being as local/regional or global suppliers or importers, you can become an integral part to procure all disaster related needed items in a cost-effective manner. If you are part of such responsible organizations, you can nominate your entity for this category.

### 29. Social Mobilization

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

### 30. 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.

### 31. 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?

### 32. Technology, Innovation and Inventions

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.

### 35. 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 plant, infact the more disaster we welcome. Show us how much you care to protect the environment for you and your next generation?

### 36. Resource Mobilization

This is an integral part for CSR Projects and successful execution of sustainable programs. People or Organizations who share grievances are able to mobilize resources and take actions. Securing new and additional financial, human and material resources to advance its mission.

## Judging criteria

Judges will be looking for projects that demonstrate holistic application of sustainability principles; some referred in award questionnaire. They will be seeking out the 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:

- 1 Does the project or initiative sit within a comprehensive sustainability strategy that encompasses all of your business' operations?
- 1 Have there been measurable changes as a result of the project or initiative? Where appropriate, can you provide evidence of these changes?
- 1 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, testimonials and award processing fee. Incomplete nomination(s) will not be entertained.*

## Entry fee for each Category:

**Net PKR 95,000/ + tax**

*In case of Tax Invoice request, (please advise us taxable amount to be deducted by your organization) to match the net payable fee as mentioned above.*

The entry fee covers the cost of award processing, communication, venue setup, food & tea, designing & printing, development of elegant awards & shields, certificates, backdrop, banners, red-carpet photography, event promotion, publishing of profiles and advertisements in CSR Magazine, newspapers, social media and websites. The prestigious Annual Awards Distribution Ceremony will be held at **Serena Hotel Islamabad in February, 2023**. All winners will be invited for a morning inspiration, discussion and networking at the **15th NFEH International CSR Summit 2023**.

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