AmCham CARES 2023 - MNCs

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* **AmCham CARES 2023 - MNC Application**

AmCham CARES is back again! The annual AmCham CARES program by AmCham Singapore is a platform to benchmark corporate social responsibility (CSR) efforts, share innovative best practices, and inspire member companies to improve their existing CSR programs.

Recognition as an AmCham CARES award recipient is evaluated based on four main elements – **Communications, Measurement, Strategy, and Sustainability** – which assess the effectiveness and impact of our member companies' CSR programs.

Demonstrate your commitment to creating long-term economic and social value in Singapore through responsible and sustainable business operations. This is your chance to stand out as a leader in CSR!

Applications will close at **6:00 PM on Friday, March 10, 2023**.

Successful applicants will be notified on a rolling basis, with priority to reserve corporate tables at our Annual General Meeting for the award ceremony. Tables are reserved on a first come, first served basis.

To apply for the award, please complete this Qualtrics survey. Applications must be submitted via Qualtrics to qualify.

Please note that a description of your CSR program and related photos will be requested in the survey.

Please reach out to the AmCham Special Projects Team at **sp@amcham.com.sg** for any queries.

Q1 Are your organization's operations, goals, or priorities aligned to corporate responsibility outcomes and/or have a wider social impact?

○ Yes

○ No

Q2 How many employees does your organization have **globally**?

○ 0 - 25 (Please take the SME version of this questionnaire.)

○ 26 - 49 (Please take the SME version of this questionnaire.)

○ 50 - 99

○ 100 - 199

○ 200 - 499

○ 500 - 999

○ 1,000 - 4,999

○ 5,000 or more

Q3 How many employees does your organization have **in Singapore**? (Please note that AmCham CARES measures CSR activities in Singapore.)

○ 0 - 25

○ 26 - 49

○ 50 - 99

○ 100 - 199

○ 200 - 499

○ 500 - 999

○ 1,000 - 4,999

○ 5,000 or more

Q4 Please upload a high-resolution version of your company logo. (Format: PNG, transparent background)

End of Block: Company Profile

Start of Block: Who is completing this questionnaire?

Q5 What is your full name?

_____

Q6 What organization do you represent?

_____

Q7 What is your job title?

_____

Q8 What is your email address?

_____

Q9 What is your phone number?

_____

Q10 In 1,500 characters on less, please describe your organization's CSR program and its impact, including any contact information for people to find out more. (This will be adapted for AmCham's marketing materials)

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Q11 Please include links to at least 3 high-resolution photos (1920px x 1080px) showcasing your organization's CSR activities. (This will be selected and used accordingly for AmCham's marketing materials)

○ Photo 1 _____

○ Photo 2 _____

○ Photo 3 _____

○ Photo 4 _____

○ Photo 5 _____

Q12 Which of the following best describes your CSR program?

○ Various ad hoc projects which may change from year to year

○ Two or three types of CSR projects in multiple areas which may change from year to year

○ One major CSR signature project clearly defined and supported over multiple years

○ Several major CSR projects which are clearly defined and supported over multiple years

○ Overall CSR umbrella program with multiple focus areas and related projects supported over multiple years

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Q13 Is AmCham Singapore's Corporate Community Day (CCD) integrated into your annual CSR planning?

○ Yes

○ No

Q14 Has your organization ever participated in AmCham Singapore's Corporate Community Day (CCD)?

○ Yes

○ No

Q15 Is there an explicit reference to social and environmental considerations in your organization's mission, vision statement, governance, or business strategy?

○ Yes, social only

○ Yes, environmental only

○ Yes, both

○ No

Q16 To what degree is social impact aligned to your business strategy?

○ Not aligned with the business strategy at all

○ Somewhat aligned with the business strategy

○ Aligned with the business strategy

○ Strongly aligned and a part of the business strategy

Q17 What is the degree of integration between CSR programming and the organization's mission?

○ CSR program is not related to the corporate mission statement

○ CSR program is basically in line with the spirit of the corporate mission statement

○ CSR program is linked with the spirit and letter of the corporate mission statement

○ CSR program was developed with the corporate mission statement in mind

○ CSR program was a specific outcome of the corporate mission statement

Q18 How is your organization's CSR program developed and implemented?

○ Determined and aligned by senior corporate leaders (i.e. senior management / section heads)

○ Led by a dedicated CSR team in alignment with senior leaders, but without broad internal employee input or involvement

○ Led by dedicated CSR team with minor level of internal employee input and/or involvement across a limited number of external program opportunities

○ Led by a dedicated CSR team with active internal employee input and/or involvement across many external program opportunities

○ Led by a dedicated CSR team with major level of employee input and/or involvement across a broad range of external program opportunities

○ Others _____

Q19 What is/are the main driver(s) of your CSR programming? Please select only the top 3 if more than one option is applicable.

☐ Alignment with external impact goals (i.e. SDGs)

☐ Public relations

☐ Government relations

☐ Support for company's mission

☐ Commitment to doing good for society

☐ CEO/Senior leadership mandated

☐ Employee engagement and morale

☐ Creating shared value with company business initiatives

Q20 How are the beneficiaries of your CSR program selected? Select all that apply.

☐ We canvas our employees for their preferences

☐ We select recipients based on the preferences of our board members

☐ We identify organizations whose objectives complement our own

☐ We seek independent guidance from trusted advisors concerning which organizations have the most impact

☐ We base selection on assessments of the communities or industries where we operate

☐ We have developed a process with specific criteria for assessing performance of external organizations

Q21 If your organization were to withdraw support (both human resources and financial support) for your CSR program tomorrow, what is the risk?

○ Significant. The CSR activities could not continue should we withdraw support

○ Significant to moderate. It is questionable whether the activities could continue given current partner capacities

○ Minimal. We have built in capacity and planned for our withdrawal of support

○ Possibly none. The partner would need to take more initiative and commit to continuing without our support

○ None. Sustainability of programming activities has been planned and our partner organization has the ability to continue the work on its own

End of Block: Strategy

Start of Block: CSR Program Impact / Deliverables

Q22 Which of the following best describes your CSR program goals?

○ CSR program goals and objectives are not set in advance

○ CSR program is primarily focused on short term events and/or initiatives

○ CSR program sets well defined goals and targets on a yearly basis

○ CSR program sets well defined goals and targets which are consistently delivered over a short term period (1 year or less)

○ CSR program sets well defined goals and targets and commits company support for longer term program initiatives (3-5 years)

○ CSR program is well established with goals, targets, and resources delivered consistently over time (5+ years)

Q23 To what degree is your CSR program sustainable?

○ There is no consideration of sustainability

○ Sustainability is addressed, but not systematically

○ Sustainability of one or two factors is addressed

○ The program includes a sustainability plan; it focuses on continuation of program outputs (e.g. participants trained will continue to apply skills)

○ The program includes a sustainability plan; it focuses on continuation of program outputs (e.g. participants trained will continue to apply skills) and mechanisms will continue to operate after funding support has ended (e.g. the project partner has established a fee-based model to continue to provide training)

Q24 Does your organization use the UN Sustainable Development Goals as a framework for its social impact?

○ Yes

○ Somewhat

○ No

Q25 In line with the Singapore Green Plan 2030, has your organization made any CSR efforts towards achieving net zero emissions?

○ Yes, before 2050

○ Yes, but not before 2050

○ Not yet, but we have a plan to achieve net zero emissions in future

○ No, our CSR activities do not aim to achieve net zero emissions

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Q26 How often do you partner with other organizations (not beneficiaries) in your CSR program?

○ Consistently

○ Sometimes

○ Never

Q27 How are your partnerships formalized?

○ They are informal; not formalized

○ Donation letters

○ MOUs

○ Contracts

○ Formal strategic designations

○ We do not have any partnerships

Q28 How do your implementing partners play a role in the sustainability of your CSR program? Select all that apply.

☐ Commit financial resources to sustain programming

☐ Commit human resources and expertise to sustain programming

☐ Long-term joint implementation plans

☐ Integrate programming into their own organization

☐ They do not play a role

Q29 How is your organization's CSR program communicated?

○ No communications

○ Passive. Post on company website and/or produce brochures that are placed in the company office

○ Somewhat passive. Issue press releases or photos of CSR activities to local media

○ Somewhat active. Invite media and other interested parties to observe CSR activities

○ Active. Hire consultants specifically to communicate the organization's CSR activities/programs, undertake an active media relations program related to CSR activities

○ Very active. Undertake a multi-channel CSR communications approach, such as: active media relations efforts, including social media; program speaking engagements by organization executives; encourage visits by members of the public to CSR sites/activities; distribute CSR-oriented collateral such as brochures, flyers, DVDs, posters, factsheets, reports, etc. to members of the public; speaking opportunities at forums and roundtables; panel sharing sessions; 1:1 conversations etc.

End of Block: CSR Program Impact / Deliverables

Start of Block: Stakeholder Engagement

Q30 How much effort do you put into stakeholder engagement?

○ High effort. Senior management gets involved

○ Moderate effort. Staff members gets involved

○ Some effort. Only volunteers heading up the CSR program get involved

○ No effort or reactionary effort; engage when stakeholders reach out first

Q31 How much employee involvement (awareness and engagement) is there in your organization's CSR planning and activations?

○ Majority of employees are not particularly informed or engaged about CSR program activations

○ Employees are aware when notified by management and encouraged to participate

○ Employees are aware and actively seek to participate in CSR programs

○ Employees are asked for input into the organization's CSR program mechanics

○ Employees are given time off for non-company sponsored volunteer activities

○ Organization provides training and additional support for employees involved in specific CSR initiatives

○ Employees are actively engaged in CSR program planning and activations on company time

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Q32 What is the level of engagement with your employees, management, and implementing partners in the various phases of your CSR activities, especially planning?

○ No stakeholder engagement in the activation

○ Reactive information-sharing with stakeholders

○ Proactive information-sharing with stakeholders

○ Engagement with stakeholders in program activation

○ Proactive engagement with stakeholders in planning and execution of activation

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Q33 Does your organization undertake any CSR reporting?

○ No

○ Yes, on an ad hoc basis

Yes, we include it in company's annual report

○ Yes, we produce an annual sustainability / CSR or similar report

○ Yes, we produce a regular sustainability / CSR or similar report that is audited by a third-party organization

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Q34 Does your organization keep a record of its CSR best practices and make this record accessible to stakeholders through a range of communications channels (e.g. corporate website, sustainability report, public relations activities, presentations at community/industry forums etc.)?

○ No record is kept

○ We keep a record of our CSR best practices on an ad hoc basis, but do not make this record readily accessible to internal stakeholders

○ We keep a record of our CSR best practices and make it easily accessible to internal stakeholders

○ We keep a record of our CSR best practices and share this information with external stakeholders on a case-by-case basis

○ We keep a record of our CSR best practices and publicly share this information with external stakeholders

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Q35 Does your organization proactively distribute its sustainability / CSR report to internal and external stakeholders?

○ Yes, on a regular basis to both internal and external stakeholders

○ Yes, on a regular basis to internal or external stakeholders, but not both

○ Yes, on an ad hoc basis to both internal and external stakeholders

○ Yes, on an ad hoc basis to internal or external stakeholders, but not both

○ No, we do not distribute it

End of Block: Stakeholder Engagement

Start of Block: Measurement and Evaluation of CSR Programming

Q36 To what extent does your CSR program incorporate aspects to establish and evaluate the outputs, outcomes, and/or impact of the programming?

○ Not incorporated

○ Basic targets defined

○ Evaluation approach developed and return on CSR investment (or other applicable impact target) specified

○ Evaluation approach implemented and return on CSR investment specified, with provision for regular data input

○ Evaluation approach implemented and return on CSR investment specified, with provision for regular data input, and specific results-driven after-action steps

Q37 To what extent does your organization use Key Performance Indicators (KPIs) in your CSR program?

○ No KPIs are identified

○ Project outputs (e.g., number of participants trained) defined and collected

○ Formal KPIs identified and tracked

○ KPIs are integral part of project and measure outcomes (e.g., increased knowledge of participants)

○ KPIs are integral part of project and measure project impact (e.g., increased knowledge of participants leads to higher incomes)

Q38 How does your organization assess the impact of its CSR strategy? Select all that apply.

☐ We hire media consultants to assess the improvement of our image

☐ We hire independent consultants to assess the outcomes and/or impact of the project

☐ Our accountants calculate the return on investment of our CSR work

☐ We assess internally based on the opinion of our managers

☐ We internally measure against the objectives established at the outset

☐ We circulate external consumer questionnaires

☐ We circulate internal employee surveys

☐ We track employee participation

☐ We track progress against set targets

☐ We do not assess this

Q39 Does your organization measure its social and financial impact as a result of these CSR programs?

○ Yes, social only

○ Yes, financial only

○ Yes, both social and financial

○ No

Q40 How is your CSR program evaluated in terms of providing shared value to the company?

○ Shared value is not considered from either investment or return perspective

○ Project costs are assessed, but shared value is not considered

○ Shared value is an important factor for evaluating project success

○ Shared value is an important factor for evaluating project success and is well defined and rigorously assessed

○ Shared value measures the full range of factors for investment (time, financial, and human resources) and returns (financial aspects, development impact, employee morale, etc.)

Q41 Do you collect data and conduct assessments on your CSR program?

○ Data is not collected

○ Data is collected but not assessed

○ Data is collected and assessed for one or two project factors

○ Data is collected and assessed for various project factors

○ Data is collected robustly and systematically assessed

Q42 Do you measure if your employees value the organization's CSR initiatives?

○ Yes

○ No

Q43 How are your CSR program measurements used? Select all that apply.

☐ Used to convince management to provide further funding

☐ Used to make adjustments to CSR programming

☐ Used to demonstrate to internal (e.g., staff) or external (e.g., government agencies or communities) stakeholders the value of the project

☐ Used in public relations

☐ Used in sustainability reporting

☐ Number of beneficiaries helped

Q44 Is your CSR program part of your organization's formalized recruitment and retention program?

○ Yes

○ No

Q45 How do you measure the effectiveness of your CSR-focused   public communications?

○ Quantitative indicators (number of communications activities undertaken, number of media clips generated, advertising value calculations, etc.)

○ Qualitative indicators (tone of media coverage generated, content of media coverage generated, interviews with members of the public regarding our CSR program, etc.)

○ A combination of quantitative and qualitative indicators

○ We do not measure this

End of Block: Measurement and Evaluation of CSR Programming