

Assessment Scoring Guide

Judges will evaluate the section I (General CSR approach and strategy) and **any two** thematic sections from listed four, which company has selected to report about in its application. (If company decides to report on more than two areas, this will be considered as an advantage)

Evaluation Criteria	The judges would be looking for:	Score Range
I. General CSR approach and strategy - max. 10% of total score		
1. General CSR approach and strategy	Well-articulated CSR vision; relevant selection of the focus areas; mechanisms for implementation of company's ethical principles/codes of conduct; proper internal structure for managing CSR activities; Communication with internal and external stakeholders	0-10 points
II. Environmental Responsibility - max. 30% of total score		
1. Overall approach to the environmental protection	General approach; proper selection of the focus areas; management of the activities/environmental impacts; communication with the stakeholders on environmental issues	0-15 points
2. Implementation	Efficient initiatives and activities implemented; proper solutions selected to the problem; consistency of the effort	0-15 points
3. Results and impact	Measurable result achieved, positive impact, sustainability of the results	0-15 points
III. Responsibility towards Employees - max. 30% of total score		
1. Overall approach to employee care	General approach; proper selection of the focus areas; management of the activities/impacts; communication with the employees and employee participation	0-15 points
2. Implementation	Efficient initiatives and activities implemented; proper solutions selected to the problem; consistency of the effort	0-15 points
3. Results and impact	Measurable results/improvements and long-term impact on the well-being of employees and on the business	0-15 points
IV. Responsibility on the Marketplace – max. 30% of total score		
1. Overall approach to fair marketplace operations	General approach to issues related to customers, suppliers, product/service safety and fair market operations; focus areas are relevantly defined, management of the activities and communication with the stakeholders	0-15 points

2. Implementation	Efficient initiatives and activities implemented; company responsibly treats its customers, suppliers, other partners and competitors	0-15 points
3. Results and impact	Measurable results/improvements and sustainable positive impact on the target groups and on the business	0-15 points
V. Supporting Communities - max. 30% of total score		
1. Overall approach to community support	General approach towards community support and development; priority areas are relevantly defined and respond to community needs; management and monitoring of the activities; communication with the stakeholders	0-15 points
2. Implementation	Projects/initiatives/ activities are effective, systematic and comprehensive	0-15 points
3. Results and impact	Measurable and sustainable results/improvements and long-term positive impact on the target groups	0-15 points

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0-2 points:	Very poor, almost no merits	5-7 points	Pretty good in most aspects
3-4 points:	Moderate qualities	8-10 points	Exceptional merit in all aspects