



ევროკავშირი
საქართველოსთვის
The European Union for Georgia



2020

MI **meliora**
Georgia's Responsible
Business Awards

RESPONSIBLE BUSINESS AND
COVID-19

SPONSORSHIP OFFER



ABOUT THE CONTEST

This year CSRDG for the third time conducts the annual Corporate Social Responsibility Excellence Contest - Georgia's Responsible Business Awards "Meliora". The Awards are organized within the frames of the Georgian Civil Society Sustainability Initiative, with the support of European Union and German Federal Ministry for Economic Cooperation and Development.

"Meliora" is a Latin word meaning The Best. Therefore, every year Meliora Awards will celebrate companies operating in Georgia for most inspiring and outstanding projects and initiatives in the area of corporate social responsibility, that change Georgia for the better.

THE AIM OF THE CONTEST

Georgia's Responsible Business Awards "Meliora" is a nation-wide effort to promote and strengthen the CSR commitment among businesses; attract attention to excellent examples of CSR projects; encourage and motivate companies to adopt best practices and become role models for others; and finally to demonstrate that a responsible business, aiming to be a force for good, by creating healthy communities and a healthy environment, achieves long-term financial value and commercial success as a result.

MELIORA 2020 – SPECIAL EDITION: RESPONSIBLE BUSINESS AND COVID-19

Due to the challenges posed by COVID-19, we have had to make some changes to the awards scheme. The COVID-19 crisis confirms once again that businesses, communities, society, and the environment are mutually dependent.

To support businesses at these difficult times we have decided to dedicate Meliora 2020 to highlighting the projects and initiatives implemented by companies in frames of their corporate responsibility in response to COVID 19 crisis.

Therefore, this year the Contest comprises four Categories, covering all main areas of responsible business actions in response to COVID-19 challenges.



MELIORA IN PREVIOUS YEARS

CSR DG very successfully launched - Meliora - in 2018. Awards scheme attracted numerous partners: in 2019 the contest already had 22 supporters (almost all leading business associations and several ministries and parliament committees) and 18 media partners.

In 2018 43 companies submitted 77 projects and in 2019 40 companies (among them 20 SMEs) participated in the awards scheme with 73 projects.

MEDIA COVERAGE

About the contests in 2018 and 2019 overall there was broadcasted:

76 TV REPORTS

6 RADIO REPORTS

WRITTEN AND SPREAD **98** ONLINE **8** ARTICLES IN MAGAZINES

THE WINNERS OF MELIORA 2019

- BEST RESPONSIBLE LARGE COMPANY OF THE YEAR - PROCREDIT BANK
- BEST RESPONSIBLE SMALL AND MEDIUM SIZED COMPANY OF THE YEAR - ALTITUDA
- GREEN INITIATIVE - TBC BANK - PROJECT "GREEN CAR FLEET"
- RESPONSIBLE EMPLOYER - NEXIA TA - PROJECT "AN EMPLOYEE - THE HIGHEST VALUE"
- COMMUNITY SUPPORT - "GPI HOLDING" - PROJECT "ECOIST"
- FAIR TREES (SMALL AND MEDIUM-SIZED COMPANY) - PROJECT "FAIR TREES DENTAL CLINIC FOR CHILDREN"
- CROSS SECTOR PARTNERSHIP – SHARED RESPONSIBILITY: TBC BANK - PROJECT "EXHIBITION OF DAVID KAKABADZE'S CREATIVE ACTIVITY TO INSPIRE MODERN ARTISTS"
- CSR MANAGER OF THE YEAR- TAMTA ASLANISHVIL - MBC (MICRO BUSINESS CAPITAL)
- CREATIVE CSR - WATERGUNZ - PROJECT "SOUND OF INDIFFERENCE"
- WASTE MANAGEMENT INITIATIVE - GEO-MULCHI (SMALL AND MEDIUM SIZED COMPANY) - PROJECT "MULCHING A NECESSARY ACTIVITY FOR REDUCING ENVIRONMENTAL POLLUTION"

2018-2019 YEARS AWARDS CEREMONIES



MELIORA 2020 TENTATIVE AGENDA

- < 5 November 2020 - announcement
- < 7 December 2020 - Deadline for Applications
- < Spring 2021 - Awards Ceremony

BENEFITS OF SPONSORSHIP

Leadership in sphere of CSR

- < The sponsorship of the contest provides you with the unique opportunity to link your brand to the topic of corporate social responsibility; To present your company as an influential and advanced company supporting modern European standards of business administration.

Raising awareness of your brand

- < The contest and award ceremony is covered by the top tier of Georgian media. The sponsorship of the contest provides opportunity to make use of exclusive media coverage of the contest.
- < Information on the contest will be spread through the communication channels of the contest organizers, as well as all partner and supporter organizations;
- < Contest website which will also include information on sponsors and partners, will be visited by many business companies willing to participate in the contest, international and local business professionals and representatives of the general public.

Communication

- < Award ceremony will be attended by up to 200 guests from the international organizations and government entities as well as Georgian leading business companies, diplomatic corps, European experts and media.

Note: Be reminded that the sponsors of the contest are not entitled to participate in the contest to avoid the conflict of interests.

SPONSORSHIP OPPORTUNITIES

GENERAL SPONSOR GOLDEN SPONSOR SPONSOR

	General Sponsor	Golden Sponsor	Sponsor
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THROUGHOUT THE CONTEST

Possibility of using a special logo of the general sponsor of contest in all your communication materials			
Placement of the sponsors' logos on the website			
Listing of the sponsors/ placement of the logos in the contest related communication materials			

AWARD CEREMONY

Company's top management representative will have a possibility to co-present one of the thematic categories			
Addressing the audience with a short speech during the award ceremony			
Possibility of providing award ceremony's participants or contestant companies with branded presents (in case of will)			
Brief description of a sponsor company's CSR politics and activities (50 words) will be included in the catalogue of the winner projects, to be distributed at the award ceremony			
Sponsors' exhibition will be organized at the award ceremony; sponsors will be given a possibility to place their table, banner and promo materials (video and photo release will be prepared on the exhibition).			
Sponsors names will be voiced several times during the award ceremony			
Placement of the sponsors' logos in the electronic and printed communication materials on the event (onformation leaflet, catalogue etc)			
Placement of the sponsor's logo on the image banner, indicating the relevant status			
Invitation to the award ceremony (for 2 individuals)			

	General Sponsor	Golden Sponsor	Sponsor
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AFTER AWARD CEREMONY

Sponsors will be listed in the press-releases on the winner projects.			
Sponsors' logos will be placed on the contest website during one year.			
Catalogue on the winner projects with sponsors' logos will be placed on the contest website during one year.			
Photo and video materials of the award ceremony with sponsors' logos will be placed on the contest's website during one year.			

NB: General sponsor's logo will be bigger than the logo of sponsor and golden sponsor and, but smaller than organizers.

The logo of golden sponsor is bigger then sponsor, but smaller than general sponsor and organizers.

The contest may have only 1 general and maximum 3 golden sponsors.



ORGANIZER OF THE CONTEST - CENTER FOR STRATEGIC RESEARCH AND DEVELOPMENT OF GEORGIA (CSRDG)

Center for Strategic Research and Development of Georgia is a civic organization established in 1995 and has successful experience counting many years in the field of civil sector in Tbilisi as well as in the regions of Georgia.

Center for Strategic Research and Development of Georgia is implementing corporate social development program since 2004. CSRDC was one of the pioneers from local organizations embarking in the field. Since then the organization works actively in this direction with state institutions, as well as large, medium and small companies, higher education entities and media; it conducts researches, communications campaigns, trainings, seminars, forums of stakeholders and conferences.

For further information please visit-www.csr dg. ge;
<https://www.facebook.com/CSR DG/>

ABOUT PROJECT

The Contest is organized within the framework of the EU-funded Georgian Civil Society Sustainability Initiative (2017-2020). The project is implemented by the Consortium led by the Konrad-Adenauer-Stiftung(KAS) and composed off our Georgian non-governmental organizations.

The project is funded by the European Union and the Federal Ministry for Economic Cooperation and Development of Germany.



PARTNERS



MEDIA PARTNERS



SPONSORS 2018



SPONSOR 2019



CONTACT

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