



ევროკავშირი
საქართველოსთვის
The European Union for Georgia



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

2018

GUIDE FOR THE APPLICANTS

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1. Introduction – About the Contest

This year CSR DG is launching 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. The Contest is organized in collaboration and with the support of various business associations aiming to promote responsible business conduct in Georgia, international and local experts' organizations and CSOs.

"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.

With a growing attention to the responsible and ethical behavior of the businesses throughout the world, as well as in Georgia, companies have to come up with innovative approaches to the way they operate.

New challenges and opportunities provided to the Georgian companies by the EU-Georgia Association agreement and the further integration of Georgia into EU internal market, as well as global market, at many instances are strongly linked to development and sophistication of their CSR and adhering to international standards of responsible business conduct.

Therefore, 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.

The Awards are presented in a **variety of categories covering all major areas of CSR**. Contest is open to the **companies of all sizes from around the country**, that have found responsible ways of making an enduring difference to the wellbeing of their workers, customers and suppliers, to the communities, and to the environment.

By sharing the most prominent examples in all spheres of sustainable and responsible business, the Contest aims to drive the change encouraging the system of corporate responsibility to **go beyond philanthropy and donation, stressing that this is not just a big business but also a small and medium-sized enterprises, who could equally benefit environment and society through adoption of responsible business approach** and using their relative scale within their appropriate areas of operation.

The independent jury consisting of the leading Georgian and international experts (from UK, Slovakia, Belgium, Israel, Denmark) would evaluate nominees based on the consistency and effectiveness of their efforts, sustainability of the results and proper design of the initiatives. **Amount of the invested funds would not be in no way decisive factor in evaluation process.**

We believe our winners would be vanguard of responsible business in Georgia.

We believe that Meliora Awards would serve as an inspiration for the transformative action, business excellence and Corporate responsibility across the country.

2. Nine reasons why should you participate in *Meliora Awards*

The Meliora Awards are run by CSRDG, one of the most experienced expert organization in the field of CSR. CSRDG partner with International and local expert organizations and business platforms, which makes this contest one of the leading Sustainability and CSR initiatives in Georgia.

It is much more than just an Awards,

- This is a unique contest that provides the business community a chance to promote their efforts in CSR and gain recognition for best practice
- Awards offer inspiration and opportunity to learn and share your knowledge with a wide range of organizations
- All of the companies involved in the Awards are helping raise the bar when it comes to sustainability and to increase the awareness of the importance of CSR
- The Awards are presented in a variety of categories covering all major areas of CSR, so you can easily find category suitable for your responsibility actions
- Awards scheme is very flexible - you can present a single project/initiative, concentrating on one particular issue (such as reducing environmental pollution or promoting community education) and become a winner in the thematic category, or you can report on all major areas of CSR and win Grand Prix; you can also nominate for the award your CSR manager (or equal), who demonstrated inspiring leadership and dedication, and win award for the Best CSR manager of the year.
- Awards are open to large, medium-sized and small companies, which would have equal chances to win, as entries will be assessed against the scoring guide and not against each other; in each category SME could be awarded along with the large company winner.
- The independent jury consists of the leading Georgian and international experts, that ensures high credibility of the evaluation process. Each category is independently judged and the bar is set high.
- The Awards concept, categories, evaluation criteria and procedures have been elaborated in cooperation with prominent European experts from leading CSR organizations (Pontis Foundation, Slovakia and Business in the Community, the Prince's Responsible Business Network, UK), with many-years' experience of conducting CSR contests, which makes this Award scheme suited to the best international standards.

And finally, glittering Awards Ceremony offer the unique opportunity to bring together, encourage and celebrate the most forward-thinking businesses and ambitious business professionals looking to move beyond mere considerations of business & profit, seeking to deliver transformational change in society and create more value within their organizations

3. Eligibility requirements

3.1. Who should enter the awards

The Georgia's Responsible Business Awards are free to enter. The awards are open to the companies of **any size registered in Georgia**. Large, medium and small companies can enter and will have equal chances to win, as entries will be assessed against the scoring guide and not against each other. As long as the program, project or initiative or strategy shows commitment, credibility and concrete results, it is eligible to enter.

Small and medium sized company as well as a large company winner may be awarded in each category.

According to National Statistics Office of Georgia¹ a Large company is defined as a company which has more than 250 employees; SME is defined as any company having 250 employees or less.

Multinationals operating in Georgia have to demonstrate a visible initiatives and active efforts on local level - not only implementation of global strategy; its assessment would take into account the adjustment of the company's global strategy to Georgian conditions and its quality domestic activities.

3.2. Eligibility Period

The programs/projects/initiatives or strategy which took place in 2017-2018 could be entered for the Contest. The nominated program/project/initiative or strategy should be already completed, or well in progress, with some results already in place, and others clearly on track. If the nominated program or project has started earlier than 2017, entrants must make it clear when the activity took place and what stage it has reached, what was done during the eligible period (since January 2017) and demonstrate specific results for the mentioned period.²

3.3. Eligible Number of Entries

Applicants are eligible to submit **any number of entries to any number of categories**; however, the same entry cannot be submitted twice to two or more different categories, **you may only submit a specific project once**.

You may enter specific category with **several projects, only if they are related to different themes** under mentioned category (e.g. two projects could be submitted to the same category – Green initiatives – one related to biodiversity and another - to energy management initiatives. But you cannot submit two different projects, both related to energy management).

¹ <http://www.geostat.ge>

² Recently started initiatives can be also nominated to the category Waste Management Initiatives; however, the company should provide a proof of sustainability of a long-term initiative/process.

4. Key Dates

- **August 2018** – Official opening of the call for nominations for Georgia’s Responsible Business Awards “Meliora” 2018
- **10 September 2018** – Deadline for submitting Intention to enter (*please remember, that this is an optional step, which allows you to receive individual consultation. However, you can still submit your Entry without submitting Intention to enter*).
- **5 October 2018** – Deadline for submitting the entries
- **5-15 October 2018** – Eligibility assessment of the entries by contest organizers
- **15 October - 15 November, 2018** – Entries assessed by Jury against the comprehensive scoring guide published at: www.meliora.ge
- **20-30 November 2018** – Shortlisted companies for the categories Grand Prix and CSR Manager of the Year personally present to the Jury
- **13 December 2018** – Celebratory Gala, announcing the winners.

5. Categories and their description

The Contest comprises:

Six Thematic Categories covering all main areas of CSR. These are:

- Green Initiative
- Responsible Employer
- Responsibility in the Marketplace
- Supporting communities
- Cross-Sector Partnership
- CSR Communication

Three Special Categories:

- CSR manager of the year
- Creative CSR (in partnership with Association of Creative Agencies of Georgia)
- Waste Management Initiatives (in partnership with USAID funded Waste Management Technology in Regions Program, implemented by CENN)

Grand Prix – Responsible company of the Year (conferred separately to large company and to SME);

Most of the categories encompass several specific themes. Applicants are requested to submit an entry(s) for particular category (e.g. Green Initiatives; Supporting Communities etc.) and tick specific theme (e.g. Resource management or Promoting community education etc.), to which their entry relates.

The award is conferred per category (not per theme). Indication of the relevant theme is obligatory for the evaluation reasons. It helps judges to understand how company positions its nomination within CSR landscape and what was the specific purpose of the nominated program, project or initiative.

5.1. Green Initiative

Award for an extraordinary project focused on environmental protection.

What should the nomination be about: This category recognizes remarkable environmental program/project/initiative, which company implements *over and above statutory obligations*, aimed at reducing company's environmental impact, transforming a business practices to preserve the health of our planet, protecting and rehabilitating natural environment and also stimulating others to do the same by raising awareness of emerging environmental challenges or helping to change environmental behavior of its target audiences.

Themes:

- Sustainable use of natural resources
- Energy Management
- Reducing environmental pollution
- Environmentally friendly transport solutions
- Protection of biodiversity and ecosystems
- Green product design
- Environmental behaviour change and awareness raising initiatives
- Sustainable Agriculture
- Green Office
- OTER: If the project does not fit into any of the above themes, applicants can add a theme, which suits their nomination best.

5.2. Responsible Employer

Award for companies that champion their employees' wellbeing, development and engagement

What should the nomination be about: This category recognizes remarkable program/project/initiative, which company implements *over and above statutory obligations*, aimed at physical, mental and social well-being of the employees, providing equal opportunities and creating good and fair working conditions, promotion of employee's education and satisfaction.

To be recognized as a winner in this category means that a company has policies, programs, and management system in place that shows that it values its employees and respects them.

Themes:

- Employees' development and education
- Health and safety at work
- Diversity and inclusion initiatives
- Family friendly workplace
- Social protection
- Work climate and employee participation
- OTER: If the project does not fit into any of the above themes, applicants can add a theme, which suits their nomination best.

5.3. Responsibility in the Marketplace

Award for ethical and fair business-practices, honest and responsible attitude toward customers, suppliers, and other partners.

What should the nomination be about: This category recognizes remarkable program/project/initiative, which company implements *over and above statutory obligations*, designed to make its impact on the marketplace more transparent, fair, and inclusive. This may be any project/initiative aimed at better communication with consumers, protection and promotion of their rights; introduction of quality systems or codes of practice; innovative sustainable products and services; improvement of relations with suppliers and clients; collaboration with partners and/or competitors; and measures aimed at greater transparency.

Themes:

- Promoting ethical behavior within and outside the company
- Responsible customer-related initiatives
- Initiatives aimed at protection of personal data
- Innovative products /services for customers with special needs
- Empowering local suppliers
- OTER: If the project does not fit into any of the above themes, applicants can add a theme, which suits their nomination best.

5.4. Supporting Communities

Award for supporting and developing society and the local communities

What should the nomination be about: This category recognizes remarkable program/project/initiative, aimed at improving the life of the communities, in which the company operates, specific groups of population and society at large; helping communities or target groups to tackle specific problems they are

facing, including issues, such as: education, sports, culture, health, poverty alleviation, equal opportunities and social inclusion, sustainable livelihood etc.

To be recognized as a winner in this category means that company exerts a positive influence on the society and/or separate communities, strategically addresses specific issues they are facing and achieves long-term sustainable results.

Themes:

- Promoting equal opportunities in the community
- Challenging stereotypes and social change initiatives
- Business against poverty
- Educating and empowering the community (providing education opportunities, promoting educational activities)
- Promoting culture and cultural heritage preservation
- Promoting healthy lifestyle, sports and health protection
- Pro bono support and employee volunteering initiatives
- OTER: If the project does not fit into any of the above themes, applicants can add a theme, which suits their nomination best.

5.5. Cross-Sector Partnership – Shared Responsibility

Award for the for the successful partnership initiatives between a company and civil-society organization, aimed at public good

What should the nomination be about: This category is designed to identify and acknowledge successful partnerships between a company and at least one (or more) civil society organization. The award is conferred for strategically set and socially beneficial program/project/initiative implemented by the company through active cooperation with civil society organization(s) focused on addressing current social or environmental issues, improving quality of life, supporting and developing local communities and/or specific the target groups.

To be recognised as a winner in this category means that partnership scheme involves mutually complementary and unique expertise of partners thus creating value to all stakeholders and a lasting positive impact on some of the key issues facing the communities and environment.

Themes:

- **Partnership with civil-society organization for social change**
Initiatives for the public good implemented jointly with civil society organization aimed at solving social issue or addressing needs of particular community groups.
- **Strengthening Civil Society Organization through systemic support**

Systemic long-term support of civil society organization through various means (including financial and in-kind contribution, donation of employee time and pro bono support) aimed at strengthening target organization for the benefit of the society.

5.6. CSR Communication

Award for a company that measures, and communicates, its activities in a responsible and sustainable business area in a comprehensive, transparent, and effective way

What should the nomination be about: Transparency and honest communication with stakeholders about positive or negative impacts of the company activities on environment and society is one of the main components of responsible business behavior. This category is designed to identify and acknowledge the transparency efforts and best communication about company's overall CSR policy and practices as well as about specific CSR projects/initiatives, presented as a report or web-based communication. Awarded will be the company that measures, and communicates, its activities in a responsible and sustainable business area in a comprehensive, transparent, and effective way.

Themes:

- **Sustainability report**
A social responsibility / sustainable development report covering social, environmental and economic impacts and operations of the company for the period of 2017-2018 and published in Georgia by October 1, 2018 could be nominated.
- **Report on CSR project(s) /responsible initiatives for public good**
Report describing specific CSR initiative/program aimed for public good (in the sphere of environmental protection, community development, protecting human rights or labour rights, respecting consumer etc.) implemented in 2017-2018 and published in Georgia by October 1, 2018 could be nominated.
- **CSR webpage /web-based communication on overall CSR policy and performance**
Separate web page or the section of the company webpage dedicated to the CSR policy and activities of the company could be nominated.

5.7. CSR Manager of the Year (Special Category)

Award for personal contribution to development of a responsible approach to business and CSR.

The category is open for companies wishing to enter CSR managers and equivalent position, responsible for development of CSR in the company. The nominee could be nominated by the CEO or equivalent; immediate supervisor – head of department etc.

In this category we recognize an individual that has greatly contributed to the development and promotion of socially responsible and ethical practices within their company and beyond and can serve

as a model for others. Judges would be looking for the personality that is demonstrably influential, due to being passionate and focused; confident, assertive and decisive; empowering and communicative.

5.8. Creative CSR (Special Category)

In Partnership with Association of Communication Agencies of Georgia (ACAG)

Award for creative and innovative ways to promote the social cause.

This category is open for creative agencies and PR companies registered in Georgia, which have executed the nominated project on their own or in cooperation with partner/client company.

In this category, we recognize CSR Campaigns, Cause branding campaigns, Cause advocacy campaigns, Videos promoting social/environmental cause or linked to one of the SDGs and developed in 2017-2018.

Themes:

- CSR campaign, cause branding or cause advocacy campaign
- CSR Video, promoting social cause or linked to one of the SDGs

5.9. Waste Management Initiative (Special Category)

In partnership with USAID funded Waste Management Technology in Regions Program, implemented by CENN

Award for an extraordinary project targeted to reduce negative environmental impact of waste on the environment and human health and support green economic growth.

What should the nomination be about: This category is designed to recognize most inspiring program/project/initiative, which company implements *over and above statutory obligations*, aimed at promoting and supporting proper waste management activities (4R practices – Reduce, Reuse, Recycle, Recovery) among business sector targeted to reduce negative environmental impact of waste on the environment and human health and support green economic growth.

Namely nominated program/project/initiative should support following:

Waste Minimization:

- Activities that will significantly reduce the amount of waste that goes to the landfill
- Long-term innovative purchasing programs that promote the procurement of recycled and environmentally preferable (e.g. less packaging) products

Waste separation and recycling:

- Waste separation programs (e.g. paper, plastic, glass, aluminum) at companies for further recycling (Obligatory: separated waste should be delivered to or collected by the aggregating/recycling companies)
- Composting programs

Supplementary activities - Promotion of a proper waste management practices (4R principles):

- Long-term awareness raising and capacity building programs (events/campaigns, trainings) for employees of the companies concerning waste minimization, separation and recycling
- Events/campaigns for general public to promote, raise awareness on, and involve population in waste minimization, separation and recycling processes.

5.10. Grand Prix: Responsible Large Company of the Year

Award for pioneering Large companies that have embedded responsibility across their business strategies and operations and engage in all major areas of CSR.

What should the nomination be about: This is not an award for a specific initiative or a single area. This category is designed to acknowledge Large Companies that have made CSR an integral part of the way they do business, that systematically, comprehensively, strategically and innovatively develop their responsibility and can demonstrate examples of policies or projects, which positively impact upon the society and environment in all appropriate areas of operations.

The award would be conferred to the large company³ who decided to report on all four main areas of responsibility: responsibility towards employees, community, environment and responsibility on the marketplace, and shows best performance overall.

5.11. Grand Prix: Responsible SME of the Year

Award for pioneering small and medium-sized companies that have embedded responsibility across their businesses and engage in several major areas of CSR.

What should nomination be about: This is not an award for a specific initiative or a single area. This category is designed to acknowledge small and medium-sized companies that can best demonstrate a company-wide commitment to Corporate Social Responsibility and have implemented CSR projects or programs with sustainable results in several appropriate areas of operations.

The award would be conferred to Georgian SME⁴ for outstanding CSR approach and most efficient activities performed in at least two out of the following four areas:

- Responsibility towards **the environment**

³ According to National Statistics office of Georgia a Large company is defined for Georgia's Responsible Business Awards as a company which has more than 250 employees.

⁴ According to National Statistics office of Georgia a SME is defined for Georgia's Responsible Business Awards as a company whose number of employees does not exceed 250.

- Responsibility towards **employees**
- Responsibility on **the marketplace**.
- Responsibility towards **the community**

6. Application Process: How to Enter

Five Steps to Submit Your Application

You have to follow **five simple steps** to submit your application:

1

Decide upon your nomination and select appropriate category

2

Optional

Optional: Submit your **Intention to Enter** before **September 10**. Then you would be eligible to **individual consultation** on completing your entry and presenting your nominated project. You can download the [Intention to Enter Form](#), fill it in and send to: csrawards@meliora.ge

!!! Submitting Intention to Enter is not obligatory; this is up to you to decide, whether you use this opportunity or not. You can still submit your Entry without submitting Intention to Enter!

3

Download the [Entry Form](#) of the appropriate category and fill it in; upload **Supportive Documents** on Google Drive and insert the link into your application.

4

Submit your application.

Send your completed application and requested attachments to the following email:
csrawards@meliora.ge

5

You will receive a **confirmation of your entry** via e-mail once successfully submitted

Language: Applicants can submit their applications in Georgian.

We have several international experts sitting on Jury. That is why all applications submitted in Georgian will be translated into English to be evaluated by international assessors.

DETAILED DESCRIPTION OF FIVE STEPS TO ENTER

1. Selecting appropriate category

Think of the great program/project/initiative your company has implemented in the last two years (2017-2018). Select appropriate category. From the list of themes, covered by this particular category, select the specific theme which suits your project best. For example, if you decided to submit an entry to the category: Green Initiatives, you should select the specific theme under this category, such as: energy management, or reducing pollution, or protecting biodiversity etc. which is most relevant for your project.

- If you consider that your nomination to certain extent also relates or contributes to another theme, except for the selected one, you can indicate in the “comment” box in the Entry Form.
- If the project does not fit into any of the listed themes, you can add a new theme, which suits your nomination best.

Indication of the relevant theme is required for the evaluation reasons - it helps Jury to understand how company positions its nomination within CSR landscape and what was the specific purpose of the nominated program, project or initiative. However, remember: award will be conferred per category, not per theme.

If you have a program, project or initiative that you think may fall under more than one category, it is up to you to decide which is the most relevant.

How many Entries can you submit?

You may submit **any number of entries** to **any number of categories**; You can enter different categories with different projects, and, you may enter **one category with several projects**, but only if they are **related to different themes** under mentioned category (For example, you can submit different entries to categories: *Green Initiative* and *Responsible Employer*; you can also submit two different entries to one and the same category - *Responsible Employer*, if your entries relate to two different themes under this category, e.g.: *Health and Safety at Work*; and *Employees’ Development and Education*).

One entry could not be submitted twice to two or more different categories, **you may only submit a specific project once.**

You can also nominate your company for Grand Prix – Responsible Large Company/SME of the Year – if it is active in all spheres of corporate responsibility and overall performance of the company is underpinned by responsible approach to employees, customers, suppliers, environment and society at large.

If company applies to the Grand Prix, it may additionally apply to any of the other categories that appreciate the special approach in the individual areas of CSR.

Contest organizers may recommend the applicants to move nomination into another category or to indicate another specific theme at the stage of eligibility assessment (before the nomination goes to the Jury). However final decision will be made by applicant.

If you require guidance on selecting appropriate category (or theme), please feel free to contact us by mail or telephone.

2. Submitting your Intention to Enter (Optional)

Before submitting full applications, applicants are encouraged to submit first their Intention to Enter by completing the simple form, which could be downloaded from the Contest webpage.

Please note – **submitting intention to Enter is optional! *You can still submit your Entry without submitting Intention to Enter!***

Those applicants, who submit the Intention to Enter, would be eligible to receive individual consultation from CSRDG consultants on completing the entry form.

The deadline of submitting Intention to Enter is **10 September, 2018**. You can submit it by mail: csrwards@meliora.ge Applicants are strongly encouraged to submit Intention to Enter as soon as possible, to avail sufficient time for individual consultations and have enough time to complete the Entry Form.

The Individual consultations will take place during September 3-27, 2018.

Please Remember:

- *Submitting Intention to Enter is not obligatory; this is up to you to decide, whether you use this opportunity or not.*
- *The title of the project provided in the Intention to Enter is provisional. You can change the title in a final application;*
- *You can also submit additional nominations to other categories, after submitting Intention to Enter.*

3. Completing the Entry Form

Please, download the appropriate Entry Form from the webpage: www.meliora.ge. There are many different categories to choose from. Entry forms for different categories are different.

Applicants should **select the Entry form of the appropriate category** and **indicate specific theme** to which their entry relates, by using the tick boxes.

If you decide to enter several nominations to different categories, a separate entry form should be completed for each nomination.

Entry forms consist of **introductory section**, requesting company details and **main sections**, requesting information about the nominated program/project/initiative and about overall CSR approach in the selected area.

The introductory section – Company Details, is not scored but provides assessors with a good understanding of the overall business of the company in a wider context and its impact on the society, which helps them to evaluate the nomination. Application forms missing this information will not be accepted.

While completing the scored section, please be sure to **follow the instructions** laid out in the category descriptions and entry forms, also refer to the evaluation scoring guides, as the Jury will look for those elements when they select the winners.

Entry forms for most of the categories require to submit a **brief Summary** of the project. Be sure to reflect all important aspects of your entry in the Summary. The Summary should be written with the expectation that **it will be published on the Contest's website and other award materials.**

Entry forms also require to provide a **brief quotation** (max. 100 words) **from the CEO** (or equivalent) of the nominating company why responsible business is important for the company and for him/her personally. This point is not obligatory, but very much appreciated to help assessors understand the support provided from the top of the organization. If submitted, quotation could be published in various communication materials related to the Contest (such as web-page, information brochures etc.)

Make sure you get in your request for this early on in the process to accommodate your CEO's (or equivalent) diary/ sign off process.

Please be sure to complete all sections. Incomplete applications would not be considered.

Please limit your entry to the **word limits** set out on the entry forms.

If your contact information changes after submitting an application, it is your responsibility to amend your details with Contest Organizers.

Submitting additional documents, links and evidence

Our Jury will seek evidence to substantiate any claims made. Further materials would be helpful and would add to your entry, so you are encouraged to submit supporting evidence (such as photos, brochures, reports, newsletters and media coverage, videos, testimonials, URLs and anything else you feel will give the assessors a better sense of your project).

Please select **most relevant illustrative materials.**

- When providing the **extensive documents**, please indicate exact pages that you would like the Jury to pay attention to;
- Please provide **high resolution photos** (in jpg, tif or png format) to illustrate the content of your nomination.
- When providing **web-links/URLs**, please insert them into the main text of the Entry, next to the point the evidence supports.

Please be as specific about page number or video timeframe as possible, particularly if you are linking to a substantial report or document. Jury will not read a full report so it is important to signpost the most relevant aspects of any links to best support your submission.

Supporting materials should be uploaded on a Google Drive, bound in a package/folder; the link should be inserted into your Entry form, in the relevant field.

By sending the illustrative materials, you agree with their possible publication in connection with the Georgia's Responsible Business Awards (if you do not state otherwise in the confidentiality field of the Entry form).

Confidentiality

Some of the nomination material may be internal or proprietary in nature. Any part of your submission which is confidential or commercially sensitive should be clearly marked as such in the relevant field of the Entry Form.

Any matters that are highlighted will be treated as strictly confidential and will not be disclosed outside the Awards evaluation process.

4. Submitting your application

Please send your completed entry form in word doc. format and attachments to the following email: csrawards@meliora.ge

Do not forget, that you are requested to submit along with your Entry form:

- Documents and evidence supporting your application
- Declaration of the Company, signed by CEO (or equivalent) or person responsible for the application and scanned (stating that information provided in the application is true)
- Declaration of a Partner (signed and scanned), if you mention a significant partnership with a different organization in the nomination, confirming that information provided in the application is true
- High resolution logo of your company

Make sure to complete the form ahead of the 18.00 pm, 5th of October deadline.

5. Receiving the Notification

When you submit your application via e-mail, we would respond you in a three-days' time confirming the receipt.

If you do not receive a notification email within 3 business days confirming that we receive your application, please contact us on the following number: 599 690969 or via e-mail: csrawards@meliora.ge

7. FAQ and additional information for the applicants

All potential applicants will have an opportunity to address Contest Organizational Committee with a written question till September 28 on the following email: csrawards@meliora.ge (please indicate in the subject line – Question). Frequently asked questions and relevant answers will be published on the Contest webpage (www.meliora.ge), in the category FAQ.

Project organizers will conduct the **group consultation** for all interested parties concerning application procedures and evaluation criteria. The date and place of the consultation will be announced on the Contest webpage.

Applicants who have submitted the Intention to Enter before September 10 will be eligible to receive **individual consultation** on completing their application.

8. Tips and Hints for the Applicants to write a great application

- **Start early and give yourself enough time.** Putting together a good entry takes effort and time! And you will have a lot of other things to do at work apart from this application. So, start early, and give yourself at least three weeks to gather all the data you'll need.
- **Read through the Guide for the Applicants** and guidance, provided in the Entry Forms very carefully. Refer to the evaluation criteria to know, how your application would be assessed and make an effort to address them in your answers.
- **We recommend to submit your Intention to Enter.** It is not binding in any way, but opens you an opportunity to receive individual consultation about your entry.
- **Get the boss on board.** Make sure your CEO (or equivalent) is aware of the Awards - you would need his/her sign off for entering the Awards; request the CEO's quote for the Entry form in good time to fit into his/her diary – if your nomination wins, your colleagues and CEO would be happy to see this quote published in contest-related communications.
- **Ensure support of your colleagues.** Responsible business is all about teamwork... Inform your colleagues about Awards and ensure their support; they'll be able to give you valuable information and feedback to make your entry compelling.
- **Create a strong summary.** The Jury has numerous entries to look through and you may have included lots of impressive facts and figures further into your entry, but burying your best bits is not a good idea – talk about them up front. A summary should be just that – summarize your entry with key facts and results in a brief paragraph to grab the Jury's attention from the first line. Write the summary with the expectation that it would be published on the Contest website and other communication materials if your company wins.
- **Provide all necessary information.** If you are submitting an entry from a large and well-known company, do not assume the assessors already know your operations, business or products. Smaller or lesser known organizations will sometimes submit far more detailed entries giving background information and statistics to help put their entry into perspective.
- **Answer what is asked.** Make sure to answer the questions that are asked without deviating from the point or providing unnecessary information. But remember, you do not have to provide equally detailed answers to all questions to submit an entry. Provide as much information as

available, as much as you consider enough to convince the Jury and present strong points of your project.

- **Use facts and Figures.** You may have the perfect project, but the Jury can't just take your word for it. You should back up your statements with testimonials, facts and figures. Images will help bring your story to life and, where complex processes and structures are concerned, a table or diagram is definitely worth a thousand words. But make sure they support your description of the project, rather than substituting for it.
- **Include impact and results.** It's important to demonstrate in your entry not only what has been done in frames of the project, but what were the results and impact. You'll have to give them hard evidence (facts, statistics and testimonials) of the benefits you've achieved for society and environment and also for the business. Assessors like before and after data, and quotes from third parties, especially those who've benefited from what you've done.
- **Wider CSR strategy and approach.** This question, asked in most but not all categories, is about giving an insight into the general CSR ethos and strategy of your company. It is important to make a clear connection between the project you are entering and the company's overall CSR strategy.
- **If at first you don't succeed...** We are all on a journey. Use this years' experience and the feedback provided to make your submission next year even more outstanding.

We hope you find the new information useful and look forward to receiving your entry.

9. Jury

Nominations are evaluated by independent Jury (panel of the **external assessors**) consisting of the leading Georgian and international experts in the field of corporate social responsibility and separate areas of CSR, such as: environmental protection, community development; labour issues, consumers' rights etc.).

The judging process is completely independent and no representative from CSRDG (Contest organizer) sits on Jury. The Jury members, representing international organizations, civil society organizations, and Academia, have been invited to join the panels due to their impartiality, vast experience and knowledge.

Each category would be independently assessed by specific evaluation committee, consisting of the CSR experts and thematic experts of the relevant sphere (e.g. entries to the category *Green Initiative* will be assessed by CSR experts and experts on environmental protection etc.).

The International judges for Georgia's Responsible Business Awards 2018 are as follows:

1. Anna Bolt, Business in the Community, The Prince's Responsible Business Network, UK

2. Pavel Hrica, Pontis Foundation, Slovakia
3. Elaine Cohen, Beyond Business, Israel
4. Jacques Spelkens, ENGIE Group, Belgium
5. Angus McCabe, Third Sector Research Centre, Birmingham University, UK
6. Lukas Bakos, Maxman Consultants, Slovakia
7. Thomas Kolster, Goodvertising, Denmark

The information about Jury members from Georgia would be kept confidential (all jury members sign confidentiality agreement), to avoid conflict of interests and lobbying; they would be revealed at the Awards Ceremony in December.

10. Assessment of Entries

The evaluation process has two stages: eligibility check and assessment of entries by the Jury. For certain categories (Grand Prix, CSR Manager of the Year) assessment also involves oral presentations by short-listed nominees to the Jury.

Eligibility Check

After the deadline, all submitted entries will go through the eligibility check. Applicants, whose entries do not comply with formal requirements would be contacted and informed about the deficiencies. They will be given few days to correct their applications and/or provide requested documentation.

Assessment of the Entries by Jury

All eligible entries will go forward to the independent Jury (group of the external assessors) and will be assessed against the comprehensive evaluation criteria scoring guidance (published at: www.meliora.ge) Jury will also take account of the evidence provided along with the application (documents, links, etc.) to select the winners.

After reviewing the materials, Jury members may have questions and reserve the right to request additional information/documents from the nominees. However, Jury members do not address directly the nominees, but send their questions/requests via Contest organizers.

Oral Presentations for the Categories: Grand Prix and CSR Manager of the Year

For the Categories *Grand Prix* and *CSR Manager of the Year* assessment by the Jury will be two-round. In the first round, the Jury will review the entries and select the short-listed candidates (finalists) of the given category. In the second round selected finalists would be invited to personally present their submitted projects/initiatives to the Jury.

The short-listed candidates would be notified in advance, in a written form, which topics/issues they are expected to concentrate in their presentations.

Based on the presentations, the Jury will select winners for the mentioned categories.

Jury can choose not to give an award in the certain category if the entries are not deemed to be of a suitable standard.

Jury reserves the right to confer two prizes in each thematic category for large company and the SME.
Please refer also to the Terms and Conditions.

Jury reserves the right to confer two prizes in each thematic category for Large company and the SME.

11. Revealing the winners - Awards Ceremony and Prizes

Following completion of the judging process, the awards' winners will be announced at a black-tie awarding ceremony to be held in December 2018.

- Each category winner will be awarded the special prize - an elegant trophy
- All applicants would be given a certificate of participation
- All applicants, whether they are winners or not, would be invited to the prestigious Awards Ceremony in December.

Whether you win or not, you can be sure that the Awards Ceremony will be a memorable day for you.

We can't wait to see you there.

For further details about the Awarding Ceremony go the: www.meliora.ge

12. About the Implementing Organization

The Centre for Strategic Research and Development of Georgia (CSR DG) is a civil society organization with 22 years' experience of successful work in the civil sector. Founded in 1995, CSR DG is one of the oldest non-governmental organizations in Georgia. Having head office in Tbilisi and branch office in Telavi, organization carries out its activities throughout Georgia at national, as well as at the regional and local levels. The *mission of CSR DG* is to promote good governance, sustainable inclusive economic growth and active citizenship for improved quality of life. To fulfill its mission, CSR DG actively works: *with public, with CSOs, with local and national level Government, and with private sector.*

In 2004, CSR DG was the first among local organizations to start talking about the importance of social responsibility (CSR) of business. Since then, in order to raise awareness and accessibility of expertise in this field, CSR DG has been actively working with both government agencies and directly with large and small business companies, media and higher education institutions.

13. About the Project

The Contest is organized within the framework of the EU-funded **Georgian Civil Society Sustainability Initiative** (2017-2020). The project is implemented by Konrad-Adenauer-Stiftung in cooperation with Civil Society Institute (CSI), Center for Training and Consultancy (CTC), Center for Strategic Research and Development of Georgia (CSRDG) and Education Development and Employment Center (EDEC). It aims to improve environment for the civil society in Georgia, by empowering civil society organizations and actors, and increasing their accountability towards citizens.

Several specific objectives are designed in order to achieve the overall objective of the project. One of those is to promote CSR in Georgia, in order to foster cross-sector cooperation and involvement of the private sector in development issues. This objective envisages following targets: Promotion of CSR and responsible business conduct (through trainings, contests, web-resources, publications and other knowledge products); Promoting developing CSR enabling environment through working with government, academia, media and general public; Promoting cross sector dialogue and cooperation through multi stakeholder forums, micro-grants programs etc.

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