



Scorecard for Rating Entries

I. Basic Background Information

The Asian CSR Awards Program recognizes and honors Asian companies for outstanding, sustainable and innovative and world-class services, projects and programs. They should demonstrate the company's leadership, sincerity and on-going commitment in incorporating ethical values, compliance with legal requirements, respect for individuals, involvement in communities and protection of the environment into the way they do business.

- a) Entries must be for projects, programs, or services that were implemented or significantly enhanced in the calendar year of 2010 and from January to June 2011
- b) Participating companies must be headquartered in Asia-Pacific. Companies of non-Asian origin are also eligible as long as they have a major regional presence in Asia.

II. A note on the scorecard

The scorecard is intended as a tool to aid judges with thinking and putting some order into discussions. The judges are requested to not make it a mathematical decision. Judges are reminded that their judgment is still the main gauge. The Chair is there to break deadlocks, persuade, cast his or her lot with one or the other or bring out elusive consensus.

Finally, the judges are advised that perhaps there is no need to weigh the items comprising the scorecard. The weights will manifest themselves when they, the judges, discuss and explore who should win. The INITIAL scoring is to be kept simple. The score is used to generate a basis to make a final decision.

On averaging, it usually does not pay to "average" out decisions. For example two out of three judges had project A as #1 just very slightly ahead of project B, and the third judge did not even rank project A. All three judges had project B as #2. In such case, chances are that if the scores were totaled and divided by three, project B will win. But how can it? All three judges by calling project B as #2 have clearly decided that project B is NOT #1. So it does not make sense that B should win. It could be that one of the judges just missed seeing the value of Project A and did not list it. There have been many cases where one or more judges have changed their minds because another judge pointed out a certain fact or two.

III. Score sheet

Based on the criteria given below for each category, the judges are to say which project best fits the criteria on his/her opinion. The following scorecard was designed to help the judge make this determination. Some of the scoring factors might not always apply. The judges can ignore those that don't apply.

How Judges are to fill in the score sheets below: The judges are requested to write down the score from 1 to 10 in the score column. “10” stands for the highest (best attainable score) and “1” the lowest. There is no need to total and average the individual scores per scoring factor. These scores of individual items are meant to help the judges with the FINAL total score in the last row. The only item that matters is the judge’s FINAL score. The final score should again simply be a score from 1 to 10 with “10” as the highest (best) and “1” the lowest. The judges can, if they wish, to give scores in one decimal point such as “5.7” and “9.6”. The judges may also give bonus points for any aspect they found particularly worthwhile and incorporate this bonus into the final score.

Note: Each factor wasn’t given weights deliberately. The judges are requested to consider the five scoring factors as having equal weights.

IV. Criteria of the category

1. Health Enhancement

A project in a company that has accomplished the most for the improvement of health care in the local, national or international environment in which it operates with initiatives in such areas as improvement in child health including the reduction of malnutrition, support of medical research into areas meaningful to and of importance to the immediate community, partnerships with NGOs, governmental bodies or others to provide health care to the less fortunate members of society. The award is for sustainable projects or programs that are related to the core mission of the company and related to its competencies and expressed values.

#	Scoring Factors for Health Enhancement	Score
1	Does the project “make a difference” to the health care of the community on a sustainable basis? The extent the project is prevention- oriented, and how well it will reduce or eliminate health care problem in the community. Will the benefits be long lasting?	
2	Does this project propose a solution to a larger problem? Does it propose a system-wide solution as opposed to an activity?	
3	Does it have significant results or outcomes? Are these measurable? Are there testimonials to show impact on the beneficiaries?	
4	Can the project be sustained if the corporation leaves the scene?	
5	The extent to which the project is integrated into the core strategy of the company.	
	Your FINAL TOTAL SCORE for this project or program	

2. Environmental Excellence

A project in a company that has successfully implemented a major project or program in areas such as: Energy Efficiency, Extended Product Responsibility, Green Product Design, Waste Reduction, Sustainable Business Practices and Water Conservation. The company that has integrated environmental performance into its sustainable development strategy and delivers proven business benefits.

#	Scoring Factors for Environmental Excellence	Score
1	Does this project utilize corporate expertise other than just resources?	
2	Does this project propose a solution to a larger problem? Does it propose a	

	system-wide solution as opposed to an activity?	
3	Does it have significant results or outcomes? Are these measurable? Are there testimonials to show impact on the beneficiaries? Does the company have its own environmental practices certified or monitored?	
4	Can the project be sustained if the corporation leaves the scene? Or is the program an integral part of the way the company does business?	
5	The extent to which the project is integrated into the core strategy of the company.	
	Your FINAL TOTAL SCORE for this project or program	

3. Poverty Alleviation

A project in a company that has done the most during the preceding twelve months for the alleviation of poverty in the local, national or international environment in which it operates with initiatives in such areas as livelihood and employment generation, basic social services such as health, water, sanitation, nutrition, housing etc. The award is for sustainable projects or programs that do not merely pay lip service to poverty alleviation but are shown to form part and parcel of the company's mission.

#	Scoring Factors for Poverty Alleviation	Score
1	Does this project utilize corporate expertise other than just resources?	
2	Does this project propose a solution to a larger community problem? Does it propose a system-wide solution as opposed to an activity? Does it have national or international implications?	
3	Does it have significant results or outcomes? Are these measurable? Are there testimonials to show impact on the beneficiaries?	
4	Can the project be sustained if the corporation leaves the scene?	
5	The extent to which the project is integrated into the core strategy of the company.	
	Your FINAL TOTAL SCORE for this project or program	

4. Education Improvement

This award recognizes the contribution of companies through their contribution toward improving the level of education of their employees, their community and their nation. It recognizes how well the company backs up its belief and commitment to education and how sustainable the project or program is.

#	Scoring Factors for Education Improvement	Score
1	Does this project utilize corporate expertise other than just resources?	
2	Does this project propose a solution to a larger problem? Does it propose a system-wide solution as opposed to an activity?	
3	Does it have significant results or outcomes? Are these measurable? Are there testimonials to show impact on the beneficiaries?	
4	Can the project be sustained if the corporation leaves the scene?	
5	The extent to which the project is integrated into the core strategy of the company.	
	Your FINAL TOTAL SCORE for this project or program	