



Scorecard for Rating Entries
(Ver 1.1, as of 21 March 2007)

1. Basic background information

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

- a) Entries must be for projects, programs, products or services that were implemented or significantly enhanced in 2006 and from January to June 2007.
- b) Participating companies must be headquartered in the Asia-Pacific. Companies of non-Asian origin are also eligible as long as the projects were originated in or significantly enhanced by the Asia-Pacific operations of the company.

This background is described in more detail in the Awards entry form.

A philosophical note re scorecard:

We all know that in soccer, football, tennis, gymnastics, Oscar Awards or Nobel prizes, one wins and another not, based on a human decision. Even in more black and white cases than our awards, great minds often disagree. Two people are not going to see it the same, even with the most elaborate scorecard. Also many times judges in various endeavors decide first then find the rationalization.

The suggestion therefore to our judges is to use the scorecard as a tool to aid thinking and put some order into discussions. We request judges to please don't make it a mathematical decision. (More uniformity will be achieved as we refine and improve over the years. We are in un-chartered and pioneering territories right now.) Judges are reminded that their judgment is still the main gauge. And the Chair is there to break deadlocks, persuade, sell, cast his or her lot with one or the other or bring out the elusive consensus.

Finally, we advise judges 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. We want to keep the INITIAL scoring simple. We want to use the score so generated as a basis to make a final decision.

A note 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 we total the scores and divide 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.

1. Criteria of the category: Best workplace practices

The company that has policies and programs in place that show the respect they have for their employees and how much they value them. It focuses on how far the company has gone in taking care of its employees by way of embracing diversity in the workplace, providing childcare, providing for appropriate work life balance of employees, dependence care, layoffs & closing, health and wellness, privacy, employee training, fostering lifelong learning, improving the quality of life at work and implementing employee ownership plans on a sustainable basis.

Based on the criteria above, the judge is to say which project in his opinion best fits this criteria. The following score card was designed to help the judge make this determination. Some of the scoring factors might not always apply. Please ignore those that don't apply.

How Judges are to fill in the score sheet below: Write down your 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 your individual scores per scoring factor. These scores of individual items are meant to help you with your FINAL total score in the last row. The only item that matters is your 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. You may if you wish give scores in one decimal point such as "5.7" and "9.6". You may also give bonus points for any aspect you found particularly worthwhile and incorporate this bonus into your final score.

Note: we have deliberately NOT gone into putting weights to each factor. Please consider the five scoring factors as having equal weights.

#	Scoring Factors for Best Workplace Practices	Score
1	Does the project include employee and dependant wellness such as: Child and Dependent Care, Work life Balance, Health care	
2	How well does the company or the project address the issues of fairness with respect to Diversity, Freedom of Association, Privacy, layoff and related	
3	Does the project or program improve the lot of the employee by way of effective professional training, adequate incentives and remuneration, ownership opportunities and Life Long Learning?	
4	Does it have significant results or outcomes? Are these measurable? Are there testimonials to show impact on the beneficiaries?	
5	The extent to which the project or program is integrated into the core strategy of the company.	
	Your FINAL TOTAL SCORE for this project or program	

Note: A project may touch on just one or a few of the above areas, such as a unique employee ownership program with demonstrable results vs. another that is a general employee fairness and development program. In such a case, it is up to the judges to evaluate whether the project that focuses on one major area but is excellent at it should win over a general program or not.

2. Criteria of the category: Concern for Health

The 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 Concern for Health	Score
1	Does the project "make a difference" to the healthcare of the community on a sustainable basis? The extent the project is preventive oriented, and how well it will reduce or eliminate health care problems 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	

3. Criteria of the category: Environmental Excellence

The 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	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	

4. Criteria of the category: Poverty Alleviation

The 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	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	

5. Criteria of the category: Support and Improvement of Education

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	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	