

SUBMISSION GUIDE	WHAT DOES THIS MEAN?	NOTES
Describe the company's business model	Briefly introduce the company, industry and business that the company operates in. e.g revenue model, business activities, unique selling proposition.	Do include business activities, products and services as well as company milestones and achievements.
Describe the company's Mission, Values and Brand Concept.	<p>What is the significance of the brand and what does it mean to customers, employees, partners and society.</p> <p>Do explain the Brand's competitive advantages as well as any marketing strategies surrounding these values.</p>	Specifics could include corporate beliefs, Brand Vision & Mission, Brand Values, Brand Promise. How are these institutionalised within the organisation and translated in its communication

SUBMISSION GUIDE	WHAT DOES THIS MEAN?	NOTES
Briefly describe the stakeholders to the brand	Describe the groups of people (individuals, companies, organisations, society) that the brand identifies are key stakeholders and why are they important to the brand.	These may include shareholders, customers, suppliers, employees, community, media.
Do share how the brand determines the needs of its stakeholders	<p>Translating the brand mission and values into action, do share the processes use in determining the interest of it stakeholders</p> <p>Explain any other practices and initiatives that the brand conducts to ensure responsibility to stakeholders.</p>	This could be through regular meetings, feedback sessions, experience gathering, through online media - owned, earned and/or paid media, public or private discussions.

Based on your nomination category selected, **please select one (1)** of the following categories **Environment, Workplace or Community** to explain your corporate impact.

ENVIRONMENT WORKPLACE COMMUNITY



SUBMISSION GUIDE	WHAT DOES THIS MEAN?	EXAMPLES
<p>Please assess the activities and initiatives that the company has undertaken, which has an impact on the Environment, In terms of:</p> <ul style="list-style-type: none"> • Greenhouse Gas Emissions • Waste Efficiency • Energy & Resource Usage • Others etc. <p>What are the quantitative and qualitative impacts of these activities and initiatives?</p> <p>How will the company develop positive environmental initiatives in the future?</p>	<p>Describe what are the current practices implemented and the effect of such initiatives. Use examples to support these current corporate practices. E.g. any incentives or disincentives imposed for following / not following such corporate practice.</p> <p>Any future plans in place to improve or expand upon current practices? When and how will the company look to implement.</p>	<p>Reduce travel, Reusing office materials, Lights and Air Conditioning efficiency.</p>

Based on your nomination category selected, **please select one (1)** of the following categories **Environment, Workplace or Community** to explain your corporate impact.

ENVIRONMENT **WORKPLACE** COMMUNITY



SUBMISSION GUIDE	WHAT DOES THIS MEAN?	EXAMPLES
<p>Please describe the activities and initiatives that the has company undertaken, to ensure a conducive Workplace setting?</p> <p>How does the company make sure that employees are taken care of, in terms of:</p> <ul style="list-style-type: none"> • Mental, physical and social well-being • Establishing a safe working environment • Forming fair employment practices • Developing employee professional skill and competency <p>What are the quantitative and qualitative impacts of these activities and initiatives?</p> <p>How will the company develop positive employment initiatives in the future?</p>	<p>Describe what are the current practices implemented and the effect of such initiatives. Use examples to support these current corporate practices. E.g. any incentives or disincentives imposed for following / not following such corporate practice.</p> <p>Any future plans in place to improve or expand upon current practices? When and how will the company look to implement.</p>	<p>Employee satisfaction survey, employee appraisal, skills training, career plan? HR Policies, Hiring policies fair (non-discriminatory) practices in place etc.</p>

Based on your nomination category selected, **please select one (1)** of the following categories **Environment, Workplace or Community** to explain your corporate impact.

ENVIRONMENT WORKPLACE **COMMUNITY**



SUBMISSION GUIDE	WHAT DOES THIS MEAN?	EXAMPLES
<p>Please describe the efforts that the company has utilized for the development of Community enhancement initiatives,</p> <ul style="list-style-type: none"> • Diverse and inclusive environment • Charitable and Social Giving activities • Sourcing from Local Suppliers • Supply Chain <p>What are the quantitative and qualitative impacts of these activities and initiatives?</p> <p>Does the company have plans to develop future community initiatives in the future?</p>	<p>How does the company engage with the community e.g. donations, charity drives, through its operational activities. What activities does the actively company participate in?</p> <p>Are there future plans in place to expand practices? When and how will the company look to implement them.</p>	<p>Local suppliers, responsible sourcing of supplies such as food produce, Fairtrade, CSR and community work organized etc.</p>