

## APPLICATION GUIDELINES

### Apply for the SEA Award

The Social Economic Award attracts organizations from different industries every year, whose CSR initiatives make them eligible for the Award.

### Why Should I Apply?

By applying for the Social Economic Award, your company or firm will:

- Benefit from an external perspective on your organization's culture and CSR efforts: It is an opportunity to have a team of experts examine your initiative objectively and identify strength and opportunities to improve.
- Learn how to continuously improve your efforts.
- Show your commitment to improving your community by being part of an event that sheds the light on CSR initiatives.
- In the event you are a winner, you will get huge media coverage and exposure on MTV, one of the leading TV stations in Lebanon and the region.

### How to Apply?

All you have to do is visit our website and click on the Apply & Win Tab.

This will take you directly to the online link <http://socialeconomicaward.com/home/apply>

You can then fill it, upload the requested documents, and send it back to us.

We will receive the application form as a PDF file.

### Terms and conditions required for eligibility

Profile institution: should be a Lebanese institution

Project: should be already in process of implementation

Deadline to submit application for SEA 2016 candidacy: September 2016

Application form: Application form should be duly fulfilled and fully completed with accurate information In providing documentation and information, you undertake to provide true,

accurate, and current information about your institution and your project. We have the right to reject your application form if we have reasonable grounds to suspect that such information are untrue, inaccurate, or incomplete.

### Awards Evaluation Process:

Applications are reviewed internally to check if they are duly filled then the PDF files are sent for the Jury members to review.

The Jury is composed of scholars and experts in banking, science, management consultancy, strategy and technology.

The Jury meets for a pre-selection process. A sort list of entries is selected.

Then the selected applicants are requested to come and make a face to face presentation in front of the Jury. They are given a two week short notice.

On the day of the presentation each Applicant has a 10 to 15mn presentation followed by a 10mn Q&A session. Each Jury Member fills a scoring sheet based on the standard for nomination (below). At the end of the day, scores are added up to identify the winners.

### Required Standards for Nomination to Candidacy (As mentioned in the application form)

#### Concept (innovation in the project-new idea, concept with significance)

- Overall project objectives (what challenges are you solving?)
- How is your project/ product innovative?
- Why/how is your project/initiative more compelling/effective than the existing ones? (Use of new technologies? Standards & qualifications?)
- Clarity of the application and presentation (oral & visual aids)

#### Techniques (mechanisms of action appropriate to the development of the project)

- How did you finance your project?
- What is the level of employee engagement and other stakeholders?
- Does it employ local talents and/or different categories of people?
- Does it use local material and craftsmanship to produce?

### Added value:

- Does your project create new job opportunities?
- How does it preserve Lebanon's heritage? Special Lebanese product or craft?
- How does it preserve the environment? Sustainable development?
- How does it help in rural development and employment? (Does it create job diversification- new opportunities especially in rural areas both in industry, services or agriculture)
- How does it create awareness on specific issues for society's well-being?
- How does it integrate categories with special needs with the rest of the society?
- How does it empower vulnerable categories of society? Women or youth?
- How does it promote Lebanon? (Brand name? Export? Franchises abroad?)
- How does it improve efficiency and productivity of enterprises and impacts standard of living?

### Interaction & Sustainability:

- How did you promote or plan to promote your project?
- How is it a viable project? How can the project or its outcome have a life of its own without continuous support from the initiator (is it financially viable)?

### Social Responsibility as per ISO 26000:

- How is it Compliant with Social Responsibility – ISO 26000 (please discuss 7 core subjects)
- You need to talk briefly about each Core and say how you are related to it.

### Further explanation about the criteria:

As we are committed to the advancement of sustainable corporate social responsibility (CSR) in Lebanon, we encourage SEA award applicants to demonstrate the capability of their CSR work over a number of criteria particularly the ones that we place a specific importance. These are as follows:

- The initiative activity (concept) should preferably show some originality compared to other projects to differentiate it from existing similar projects
- Stakeholders (employees, community, management, shareholders) should demonstrate active support and engagement in the activity
- The impact of the CSR activity on the community should be clearly identified and quantified when applicable and possible

- The sustainability of the project and its impact is of great importance. The question that needs to be answered and evidenced is: "can this project live on its own in the long term?"
- The longer the project has been established the better it can provide evidence of impact and public Awareness.
- While we encourage applicants to submit one project in order to be focused and comparable, we welcome the explanation on how this project fits within an overall CSR strategy of the institution (CSR to be an integrated part of the core business and not a side activity- CSR activities to be at a scale commensurate with the capabilities and size of the business)

**Following are brief recommendations that could help you in better transmitting the message during the live presentation in front of the Jury,**

- Briefness & Effective use of time allocated: Being brief helps focus on the main messages and highlights the aspects that fit the judgment criteria. Compelling reasons for the need to the initiative should be convincing. Present material in a clear logical form. Sometimes additional explanation and overstretched presentations may dilute your proposition. Avoid over relying on marketing material as the core of the application and presentation.
- Evidence & Proof: Provide evidence and proof of the points you are making particularly when it comes to impact. Proof could be numerical (based on performance indicators) or anecdotal (based on feedback/ testimonies) having clear KPIs for the project can help explain the impact and track and demonstrate progress
- Enthusiasm versus Aggressiveness: Do not mix enthusiasm with an aggressive sales pitch. While enthusiasm is encouraged to help drive your message across, an aggressive approach for winning may defocus on the main message.
- Realistic Goals: Being realistic about the prospects of the project as opposed to presenting a strong sales or marketing pitch helps set a more credible tone.

### Privacy Policy

First Protocol acknowledges and respects the candidate's privacy. As a general rule, personal information is not released by First Protocol to other organizations, except in terms of application verification. Information regarding the candidature/project will not be disclosed to a third party, except Jury members, without the candidate's consent. Any personal information that First Protocol collects is held with the strictest confidence.