



AmCham is pleased to announce our new Corporate Social Responsibility Recognition program which will:

- Raise awareness of CSR among AmCham members and the community
- Provide recognition to firms with best practice CSR programs
- Gather information on CSR best practices to share with all AmCham members
- Continue AmCham's CSR leadership among business associations in Vietnam

This program will identify AmCham members' CSR best practices which demonstrate an understanding of the linkages between business operations and society, and conducting business in a way that creates both long-term economic and social value.

AmCham has created an easy on-line application with automated scoring. The program is designed to provide recognition for all firms, from SMEs to MNCs, which achieve a baseline level of CSR performance.

#### **Benefits for AmCham CSR Recognition Award Winners**

- Recognition at the award ceremony later this year
- Recognition on the AmCham website
- Recognition in an AmCham press release
- Recognition in an e-Journal article

#### **General Applicant Criteria**

- Must be an AmCham member
- CSR activity must have been implemented for at least one-year
- Must be willing to share information with other AmCham members
- Must complete the online application

#### **Evaluation Criteria**

- Attention to both business objectives and societal needs
- Provision of benefit(s) to identified stakeholder(s)
- Creation of long-term economic and social gains
- Measurability of results including impact assessment, KPIs and ROIs
- Engagement of stakeholders
- Communication and sharing of best practices
- Incorporation of sustainability in the CSR program

#### **Submission and Evaluation Process**

Interested AmCham members must apply for the recognition award by completing a simple online application which can be found at [www.amchamhanoi.com/csr-program-application/](http://www.amchamhanoi.com/csr-program-application/).

#### **What's the Timeline?**

August 1	Online application active on the AmCham website
September 5	Application deadline
November 1	Notification of results
December 9	AmCham CSR Recognition Award Event

**[www.amchamhanoi.com/CSRaward2015](http://www.amchamhanoi.com/CSRaward2015)**