

## BEST CORPORATE CITIZEN SUSTAINABILITY AWARD 2021

### APPLICATION FORM

Applicants are advised to refer to the guidelines *on page 10* prior to completion of the application. All information fields must be filled and if a question is not applicable or no work has been done please indicate so. Responses should focus on new initiatives and improvements to existing activities carried out during the financial year ended on 31 March 2021. The response to each section should capture the essence of activities. The length of the response may vary depending on the question. However, the number of words for any section should not exceed 750 words.

#### Categorisation by size:

- Category A (Annual turnover of Rs 15bn or over)
- Category B (Annual turnover below Rs 15bn)

#### Sector:

Agriculture Sector	Knowledge Services Sector
Construction Sector	Leisure Sector
Finance Sector	Manufacturing Sector
Healthcare Sector	Diversified Holdings
Infrastructure & Logistics Sector	Other

#### Corporate Information

Company Name: .....

Company Address: .....

Telephone: ..... Website: .....

Year of incorporation: ..... Legal Structure: .....

Chief Executive Officer: .....

Telephone: ..... Mobile: .....

Contact Person: .....

Designation: .....

Telephone: ..... Mobile: .....

Email: .....

## **ENVIRONMENTAL**

**Section 1 Corporate Environment Commitment** - Interventions during the year 2020/2021 to demonstrate Corporate Environment Policy and evidence of its use; Dedicated staff allocated and investments to build staff capacity; Promotion of environment management among clients/communities through business; Proactive and innovative technology and best practices adoption; and Recognition of ecosystem services and action taken to restore where appropriate. Please highlight how innovative and break-through thinking of management helped to reduce the environment footprint of the business and those in client businesses.

**Section 2 Environmental Integration** - Details of application of resource conservation measures such as refuse/reduce/reuse/recycle/reclaim/repair/replace for achieving circular economic trends; Greening the supply chains and promoting clients to do so; Use of renewable sources and improved resource efficiency; Demonstrated pollution extent/load minimization to environment (air, water, soil, noise etc.); and Use of green building designs and nature based solutions in core business. Describe how emerging tracking environmental tools such as Footprint Analysis and Life Cycle Analysis have been used as a means of resource optimization and enhancing quality of environment. Explain the process in place for identification, preparedness and response to potential emergency situations Please provide quantitative and qualitative information to highlight the achievements including visuals, if possible. Explain measures taken to meet negative impacts due to climate change and obstacles caused by the Covid-19 pandemic.

**Section 3 Environment Beyond the Business** - Details of eco-friendly initiatives by the company that are not directly related to the normal business operations, including Innovative financing/investments/approaches/initiatives; Support to environment awareness, education and sharing of best practices, lessons and success stories; Initiatives to improve environment good governance in society and support to targeted research; Aligning initiatives with relevant UN SDGs and commitment to promote responsible consumption and production, under SDG 12; and Demonstrated participation in multi-agency multi-sector efforts. Feel free to use past information, preferably the last three years. Highlight the impacts qualitatively and quantitatively and submit multi-media products to support. These actions can include efforts to mitigate or negate impacts due to climate change.

## **SOCIAL**

### **1 Employee Relations**

**Section 1 Significant achievements during 2020-2021:**

- i. Strengthening employee relations at the workplace
- ii. Employee benefits, working conditions, social security and occupational safety and health (OSH)
- iii. Employee training and development (HRD)

**Section 2 Mechanisms to ensure equal opportunities in employment (give examples):**

- i. Disabled persons
- ii. Female employment
- iii. Measures against Sexual Harassment / violence against women
- iv. Recruitment policy
- v. Promotions
- vi. Strategies and goals for gender parity

**Section 3 Challenges and Strategies**

- a. Identify challenges faced and strategies adopted/actions taken to overcome the challenges (general - related to your business).
- b. Does your Organization have a contingency plan to be followed in times of crisis? If Yes, please provide information related to the following.
  - i. Does your Organization provide for stable cash reserves to ensure sustainability of business and safeguard income and job security of employees?
  - ii. Has your organization established a standard of communication to ensure that you are able to communicate with stakeholders – internal and external – at times of crisis?
  - iii. Has your Organisation established crisis management teams? If so, what areas do they cover?
  - iv. Does your Organization have mechanism to assess potential risk as well as guidelines to respond in the event of a crisis?

**Section 4 Statistics**

- i. Total No. of employees as at 31<sup>st</sup> March 2020 and 31<sup>st</sup> March 2021
- ii. No. of employees dismissed during 2019/20 and 2020/21, and the No. retrenched through VRS
- iii. No. of employees trained and total investment on training during 2019/20 and 2020/21
- iv. No. of disabled employees
- v. No. of female employees and female employees in Senior Management positions as a percentage of total employment, % of female employees promoted, % of females in recruitments, % of females in key departments, % of females in key geographical locations, % of female exits

## **2 Customers Relations**

**Section 1 Product or service responsibility** - State what the company has done during the year in order to market a product or service that is safer, easier or less burdensome to consumers/customers and more compatible with the current and future growing environmental and social trends. What has the company done to proactively modify/change the product or service offering, to minimize any negative impacts that could be caused by its use. This could be in relation to policies, procedures, changes in mechanisms of implementation, new products, R&D, labelling, packaging etc.

State what the company has done during the year in order to manufacture and market your company's product or service portfolio to be more **(Report on the 20% of Products/services which contribute to 80% of Sales and Profitability):**

- 1.1. Sustainably sourced** (if a product) or **Impacting sustainability** if a service and **how you communicate it to your customers?**
- 1.2. Sustainably made/manufactured** or **impacting sustainability** and **how you communicate it to your customers?**
- 1.3. Sustainable and safe for use** (if a product) **will contribute to Sustainability** if a service and **how you communicate it to your end consumer?**

In each of the above instances demonstrate how your organization has communicated and monitored communication made to consumers/customers with facts and data of how many consumers as a % of the Universe you have engaged with for each of the above by taking decisions which are compatible with the current and future growing environmental and social trends. What has the company done to proactively modify/change the product or service offering, to minimize any negative impacts that could be caused by its use. This could be in relation to policies, procedures, changes in mechanisms of implementation, new products, R&D, labelling, packaging etc.

### **Section 2 Responsible marketing**

- 2.1. What are the mechanisms that have been put in place during the year to address or further strengthen the ability to track, record and respond to customer complaints.

Demonstrate this **with facts and data for each of the above identified focus areas by reporting % of the Universe that have been engaged with and what response was received and most of all how the company responded to them?**

- 2.2. What are the systems and processes that have been put into place during the year to ensure that the company's advertising, promotions or direct customer sales are responsible, adheres to the legal framework and is ethically carried out? **Demonstrate your actions with Fact and data. State the % of funds allocated to A&P and what process the company follows to ensure that A&P campaigns communicate 'validated facts, with integrity and honesty and communicate the context of the challenges faced and what proactive initiatives have been**

**implemented to either adhere to the basic standards, set new standards, or aspire to a new benchmark for the industry to follow.**

- 2.3. How does the company address any negative impacts that can arise to resource utilization or the environment during the distribution / expansion of your product or service? What are the possible issues and what are the new mechanisms, systems, policies or procedures that have been put into place to address these? State how the company has gone about identifying such negative impacts and how the proposed new system, policy, procedure will minimize this.
- 2.4. Does your business have a 'Code Red' Crisis Management & Communications Directive which spells out in detail how the organization will move into crises management mode, in case of a future pandemic, severe disaster/disruption to business (i.e. explosion, terrorist attack, tsunami, fraud, threat to reputation, natural disaster, pandemic or other)? If 'Yes' please attach the **Code red Crisis Management & Communications plan**.
- 2.5 Has the company ensured that its marketing communications **reviewed for gender stereotyping and other forms of gender bias**? If so give examples of how they have been managed?

**Section 3 Customer dialogue** - Establish how during the year, the company has gone about segmenting and prioritizing its customers. State how the company maintains a regular or continuous dialogue by providing information to the customer as well as having a channel or means of obtaining customer information back to the company. State the systems, processes, policies adopted, and challenges faced during the year and what the company did to address them. Give Fact and data in the chart below for its TOTAL CUSTOMER UNIVERSE AND ACTUAL ENGAGEMENT, MONITORING AND FEEDBACK WAS DONE.

In addition to required information in Section 3 above, you are required to provide information given in the following table; ABSENCE OF THIS INFORMATION WILL IMPACT THE FINAL MARKS FOR THIS SECTION BY 50%)

Topic	Number / Percentage / details
Number of Customers in data base	
Number and %of customers feedback was sort from (%)	
Number of customers from whom complaints were received & % of data base	
Details of actions taken as a % of data base	

**Section 4 Future orientation** - Based on growing trends, international developments in the industry and with a future orientation in mind, what are the long term initiatives that have been implemented during the year, so as to mitigate the negative impacts and enhance the positive impacts that the company's products or services can have on the future customers / consumers.

### **3 Community Relations**

#### **Section 1 Strategic CSR:**

- i. State the facilities extended to suppliers and/or buyers to develop and treat them as "partners" of the company's long-run growth/progress
- ii. Supplier rating scheme/s introduced by the company
- iii. Purchasing schemes implemented and/or distribution channels introduced to help small farmers/out-growers/sub-contractors/industrialists/traders, with special reference to guaranteed purchasing and pricing schemes.

Mechanisms in place for employee engagement and motivation in CSR activities including response to emerging community needs arising out of emergency situations and minimize potential impacts with special reference to COVID-19 pandemic.

- iv. Products that support women's health and wellbeing, career advancement, education, access to finance or financial independence
- v. Activities that support women in the supply chain

#### **Section 2 Community / Special projects (these should not have been covered in Section 3, under Environment):**

- i. State the basis on which community development projects/activities are initiated, monitored and continued including emergency situations such as COVID-19 pandemic.
- ii. Details of how the projects are financed and resourced
- iii. List all projects that were carried out under the reference year, briefly stating the objectives/targets, resource allocations, results in the context of Covid 19 pandemic.
- iv. Reasons for success/failure of projects including upscaling potential

## ECONOMIC

### 1 Governance

**Section 1 Governance structure** - Please provide the following information as at the end of the last financial year, indicating the page Number of the Annual Report in which the relevant information is provided. (Note: Not providing the relevant page number may result in loss of marks). Please use the definitions used in the Code of Best Practice on Corporate Governance issued jointly by the Securities and Exchange Commission of Sri Lanka and the Institute of Chartered Accountants of Sri Lanka for this purpose.

(The code can be accessed through [http://www.sec.gov.lk/?page\\_id=347](http://www.sec.gov.lk/?page_id=347))

*Branches of foreign companies: See note below.*

	Number / Yes / No as applicable	State page # in Annual Report in which this information is provided
Total number of members in the Board		
Non-Executive Directors in the board		
Independent Non-Executive Directors in the board		
Total in Remuneration Committee		
Independent Directors in Remuneration Committee		
Total in Audit Committee		
Non-Executive Directors in Audit Committee		
Is the Chairman of the Board an executive officer?		
Was the Annual Report prepared in accordance with GRI Sustainability Reporting Standards? If so, please state the page number of the GRI Content Index.		
If in accordance with GRI Standards, please state whether 'Comprehensive' or 'Core'.		
Was the Annual Report prepared in accordance with the framework published by the International Integrated Reporting Council (IIRC).		
Is a report of the audit committee included in the Annual Report?		
Is there a section on risk management included in the Annual Report?		

- i. Briefly explain how the entity has adopted itself to the post Covid 19 environment.

**Section 2 Quality of the Board**

Please state areas of expertise identified by the entity as appropriate to be represented in the Board, and how they are so represented in the following format.

Areas of expertise identified by the Board as appropriate to be represented in the Board (Note: The expertise stated in this form are examples)	Name/s of Board members representing the required expertise	Experience and qualifications of the member, indicating the required expertise
<i>Indicate Expertise (Example: Business management)</i>		
<i>Indicate Expertise (Example: Experience in specific industry)</i>		
<i>Indicate Expertise (Example: Accounting and Finance)</i>		
<i>Indicate Expertise</i>		
<i>Indicate Expertise</i>		
<i>Indicate Expertise</i>		

**Section 3 Measures against corruption** - Please state the measures taken by the company to communicate to its employees and enforce its policy relating to zero tolerance of corrupt practices. Please attach copies of relevant documents.

**Note: If the applicant is a branch of a foreign company**

- (i) All answers should relate to the branch, and not to the company.
- (ii) In lieu of information requested under Section 1 (Governance Structure), explain the governance system of the branch
- (iii) In Section 2 substitute 'management of the branch' in lieu of 'the Board'

## 2 Financial Performance

Please attach a copy of the annual report (including financial statements with the auditor's report) of the entity for the last financial year. Entities which do not publish an annual report may submit a copy of the financial statements with the auditor's report. If the applicant is a branch of a foreign company, the financial statements should be of the branch. Please provide the following information in the format given below in the application. (Note: Not indicating the page # may result in loss of marks)

	Amount (If a holding company, as per Consolidated Financial Statements of the applicant) Rs.'000	State page # in Annual Report in which this information is provided in the audited financial statements (Indicate Note # where relevant)
Net profit of the year		
Net profit of the previous year		
Equity		
Dividends		
Net profit attributed to shareholders of the entity (exclude non-controlling interest)		
Total Assets		
Current Assets		
Inventory		
Current liabilities		

Banks, Finance Companies and Insurance companies are required to enter information requested in the above table except for current assets, current liabilities and inventory.

### Additional information required from Banks and Finance Companies

	Ratio	State page # in Annual Report in which this information is provided
Tier I Capital Adequacy Ratio		
Tier I and Tier II Capital Adequacy Ratio		

### Insurance companies

		Life	General	Total	State page # in Annual Report in which this information is provided
Total Available Capital (TAC)	Rs. '000				
Risk-based Capital Requirement (RCR)	Rs.'000				
Risk-based Capital Adequacy Ratio (CAR)	%				

### 3 Economic Contribution

**Section 1 Value added** - Please attach a statement of value added for the last financial year, with comparative information for the previous year.

#### Section 2 Contribution to national and regional development

a. Investments in buildings, plant & equip. during the last financial year

Only the amounts recognised as additions to Property, Plant and Equipment in the financial statements during the last financial year could be included. Capital works in progress are included, and transfers from capital works in progress are excluded. Purchase cost and changes in value of land are excluded. Lending institutions cannot use lending facilities granted as investments for this purpose.

	Rs. '000
Colombo and Gampaha districts	
Low income Provinces (North, East, Uva)	
Rest of the country	
Outside the Country	
Total Investments	
Additions to Property Plant and Equipment as indicated in the relevant note in the Financial Statements	
Reference # of the relevant note in the Financial Statements	

Please attach a reconciliation of the total investments with the additions disclosed in the financial statements.

	Colombo and Gampaha districts	Low income Provinces (North, East, Uva)	Rest of the country	Outside the country	Total	State page # in Annual Report in which the total is provided (if available)
Increase in the number of employees during the last financial year						
Number of employees at the end of the last financial year						

Only employees for whom provident fund is contributed could be counted in the number of employees.

## **COMPLIANCE**

### **1 Environmental**

Details of any complaints against the business products/services on environmental grounds, investigations /inquiries by regulatory authorities, fines imposed/court cases filed, and actions taken to address the concerns raised.

### **2 Employees**

Briefly give an account of: (a) any industrial disputes that were referred to the Labour Department / Labour Tribunal; (b) any prosecutions for violation of labour laws; (c) any complaints on sexual harassment; and action taken.

### **3 Customer (ABSENCE OF THIS INFORMATION WILL IMPACT MARKS ALLOCATED BY 20%)**

Briefly state any lawsuits filed against the products/services of the company and / or its subsidiaries, fines for non-compliance with regulations and any withdrawal of products/services from the market due to defects/irregularities.

### **4 Economic**

Please state whether there was any judgment against the entity by a court of law or any unfavourable action taken by a regulator on or after 01<sup>st</sup> April 2016. If there was, provide details. Provide details of any pending cases.

**Statement on Demonstrated Corporate Commitment to Sustainability**

Conventional business sustainability is defined as managing the triple bottom line where institutions manage financial, social, and environmental aspects - often referred to as profits, people and planet. However, the triple bottom line does not fully address nor capture the time aspect of sustainable initiatives/strategies that are critical for the business resilience over a period of time or the ability to survive potential shocks on the triple bottom line. The year 2020/2021 is an example year for uncertain and unexpected challenges.

While addressing the Triple Bottom-line related initiatives during 2021, Best Corporate Citizen Sustainability Awards 2021 wishes to provide corporates an opportunity to present their medium to long-term sustainability strategies and mainstreaming initiatives that are important for the sustainability of the core business and help to minimize the impacts of external shocks.

Businesses having sustainability mainstreamed in the core business in terms of CEO and corporate vision and commitments are expected to do better in creating economic value; contributing to healthy ecosystems; and supporting communities in line with business “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” For example, the business could address economic efficiency (innovation, prosperity, productivity), social equity (poverty, community, health and wellness, human rights) and environmental accountability (climate change, land use, biodiversity), as part of the business strategy. Indicators supporting such efforts may include but not limited to, futuristic plans for % shifts to e-mobility; % of renewable energy in energy bill; % of water recycled/reused; extent of disaster preparedness mainstreamed in corporate contingency plans etc.

***Please outline using less than 600 words how the business aims to mainstream sustainability elements as part of the corporate strategy with demonstrated examples. Proposed areas to focus in this statement may include but not limited to embedding sustainability for economic value creation; embedding sustainability for environmental value creation; and embedding sustainability to create societal value. This statement needs to be endorsed by the CEO with the text:***

***“I confirm that (company name) ..... understands the strategic need for embedding and mainstreaming sustainability in our Corporate Strategy, as opposed to simply anchoring it on.”***

**CEO Signature:** .....

**CEO name:** .....

**Date:** .....

## **GUIDELINES TO APPLICANTS**

- The Awards are open to all Private and Public Companies, both unlisted and listed on the Colombo Stock Exchange.
- If a holding company applies, it should provide a list of all its subsidiaries and the application should cover details pertaining to all subsidiaries.
- Please provide answers/ information to all questions in the application capturing the essence of activities conducted in 2020/2021 and focusing on new initiatives and improvements to existing activities. The length of the response may vary depending on the question. However, the number of words for any section should not exceed 750 words. Use Times New Roman font size 12 in responding. If a question is not applicable or if no work is done in respect of a question, please state so. Please submit supporting evidence such as copies of Annual report/ Sustainability report/ copies of certificates/awards and other relevant documents as part of your application.
- Wherever possible it is encouraged to give reference to your Company Annual Report instead of repeating the same details in the application.
- If the applicant has not provided required information in its submission, the applicant will not fetch any marks for that section.
- The Application must be accompanied by a conformity statement indicating compliance with relevant regulations relating to the Environment, Employees, Product/Service Standards and Financial obligations and ensure that, wherever deviations had occurred and litigation has been initiated such is reported in the application. This statement must be signed by the Chief Executive Officer or Managing Director of the applicant company.
- During the period of evaluation, a participant may be asked to provide further information or substantiate the claims made in its application.
- The CCC / members of the Evaluation Panel reserve the right to do random checks during the evaluation period.
- During the evaluation process or after, if any information provided is found to have been manipulated or not genuine, the Evaluation Panel and the Panel of Judges have the authority to disqualify such applicants during or after selection.
- The Evaluation Panel will evaluate the applications, and the short-listed applicants will be called for an interview with the Evaluation Panel for clarifications. After further short listing the CEO & CSR Manager of applicant companies will be called to make a brief presentation followed by an interview with the Panel of Judges, which will also carry marks. The decision of the Panel of Judges and the Evaluation Panel shall be final and binding on all applicants on all matters. The Evaluation Panel and the Panel of Judges will reserve the discretion to reject the entries that do not meet the specified criteria. Only entries conforming to the rules herein will be considered for evaluation.
- The CCC may publish highlights and best practices under each category, after conclusion of the awards, with the sole intent of encouraging the adoption of best practices by the corporate sector.
- All applications should be duly completed and submitted via [bccawards2020@gmail.com](mailto:bccawards2020@gmail.com) with supporting documents
- Submissions closing on Friday, 08<sup>th</sup> October 2021 on or before 4.30 p.m.
- An all-inclusive processing fee of Rs 50,000/- should accompany the application.
- Payment mode - Cash, Cheque, Bank Deposit, Online payment
- For any clarifications please contact Ms. Oshadhi Kodisinghe, 0115588851 or Ms. Whitney Fraser, 0115588850