



## *Best Efforts in Corporate Social Responsibility*

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The 'Best Efforts in Corporate Social Responsibility' will be awarded to the retailer / shopping mall in Singapore that has made the most outstanding efforts in Corporate Social Responsibility within the qualifying period of 1 May 2017 to 30 April 2018.

### **Judging Criteria:**

- Impressiveness of the efforts made to promote and contribute to community bonding / environmental conservation / wildlife conservation / charitable causes
- Success in terms of consumer response / staff response / objectives met
- Impact on the retail industry in terms of how the company's Corporate Social Responsibility efforts have raised the profile and image of the company and the retail industry in Singapore

### **Eligibility:**

- The Award is open to all retailers / shopping malls which are operating 'brick and mortar' stores / shopping malls in Singapore. (Retailers will be judged separately from shopping malls operators.)
- The Company must have promoted and contributed to community bonding / environmental conservation / wildlife conservation / charitable causes within the qualifying period of 1 May 2017 to 30 April 2018.
- The application can be for Corporate Social Responsibility efforts made within the store(s) / shopping mall(s), office or at external venues.

### **Application:**

The application must be duly completed, verified by the CEO / Managing Director/General Manager, and submitted together with the necessary supporting materials to:

**Ms Mariah Amin**  
**Singapore Retailers Association**  
**1 Coleman Street, The Adelphi #05-11B, Singapore 179803**  
**Closing Date: 31 May 2018**

### **Note:**

Incomplete / illegible submissions, false particulars or wilful suppression of material facts will render the applicant liable to disqualification, or if awarded, to revocation of the Award.

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Please type / write neatly in the space provided, and attach a separate sheet where necessary.

### **Details of the Company**

Name of Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

Name of Contact Person: Mr / Ms \_\_\_\_\_

Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Details of the Corporate Social Responsibility Efforts

1. The Corporate Social Responsibility efforts were made (*please tick the relevant boxes*):

Within the store(s) / shopping mall(s)

Please specify store(s) / shopping mall(s): \_\_\_\_\_

Within the office

At an external venue

Please specify venue: \_\_\_\_\_

2. The Corporate Social Responsibility efforts made include (*please tick the relevant boxes*):

Promoting and contributing to community bonding

Promoting and contributing to environmental conservation

Promoting and contributing to wildlife conservation

Promoting and contributing to charitable causes

3. Please explain in no more than 1500 words, why the company deserves to win the Award. To support your submission, please provide the following details:

i. Objectives for the Corporate Social Responsibility efforts made;

ii. Impressiveness of the efforts made to promote and contribute to community bonding / environmental conservation / wildlife conservation / charitable causes;

iii. Success in terms of consumer response / staff response / objectives met; and

iv. Impact on the retail industry in terms of how the Company's Corporate Social Responsibility efforts have raised the profile and image of the Company and the retail industry in Singapore.

4. Please submit the following items:

i. At least 30 digital images of the efforts made to promote and contribute to community bonding / environmental conservation / wildlife conservation / charitable causes (300dpi in landscape orientation, jpeg format on a CD-R or thumb drive); and

ii. Any other relevant supporting materials e.g. press coverage.

Note: The quality of the digital images must be good enough for print and video / slide production. The SRA reserves the right to use the materials at the Awards Presentation and / or in other ways deemed appropriate. All materials submitted will become the property of the SRA and are not returnable.

## Declaration

I declare that the application has been duly completed, and all information given is accurate to the best of my knowledge.

Name of CEO / Managing Director/General Manager: Mr / Ms \_\_\_\_\_

Company: \_\_\_\_\_

Contact: Email \_\_\_\_\_ DID: \_\_\_\_\_ HP: \_\_\_\_\_

Signature: \_\_\_\_\_ Company Stamp: \_\_\_\_\_ Date: \_\_\_\_\_