



Best Efforts in Corporate Social Responsibility

The 'Best Efforts in Corporate Social Responsibility' will be awarded to the retail company in Singapore that made the most outstanding efforts in Corporate Social Responsibility within the qualifying period of 1 May 2015 to 30 April 2016.

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 retail companies which are operating 'brick and mortar' stores in Singapore.
- The company must have promoted and contributed to community bonding / environmental conservation / wildlife conservation / charitable causes within the qualifying period of 1 May 2015 to 30 April 2016.
- The application can be for Corporate Social Responsibility efforts made within the store(s), office or at an external venue.

Application:

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

Singapore Retailers Association
1 Coleman Street, The Adelphi #05-11B, Singapore 179803
Closing Date: 30 May 2016

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.

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)

Please specify store(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 3 single-sided A4 sheets, 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 jpeg format on a CD-R); and

ii. Any other relevant supporting materials eg. 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: Mr / Ms _____

Designation: _____

Signature: _____ Company Stamp: _____ Date: _____