



CORPORATE SOCIAL RESPONSIBILITY AWARD

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M A G A Z I N E

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This award recognizes exemplary success in voluntarily improving the quality of life of the community and society-at-large. On your entry form, note your category of entry, whether your company is an electrical manufacturer, distributor or manufacturers' representative, and with sales of either less than or greater than \$50 million.

Submissions must be from Electro-Federation Canada (EFC) members and must detail a Corporate Social Responsibility (CSR) initiative that has had a measurable social impact on a defined group or community(ies).

For 2016 examples, visit www.electrofed.com/announcing-2016-efc-award-winners

The following must be included with your submission (please submit in Word format):

The CSR Award will recognize the organization that best demonstrates leadership, commitment to action, and real-world social impact from across its business. The judges will seek a high performing organization that has evidenced its influence on surrounding communities, promoted teamwork toward sustainable, long-term impacts and encouraged active employee participation beyond mere financial contributions. This award will be measured against three pillars of CSR: People, Planet, Profit.

The following criteria must be included in your submission:

CSR Strategy & Goals: Outline of corporate CSR strategy/culture

People: The Social/Philanthropy Pillar of CSR

- What was the measurable impact to community/beneficiaries? Short-term giving vs. long-term impact.
- Scope of impact: local/regional/national.
- Employee engagement/volunteerism: Level of opportunity & participation for all levels of employees.

Planet: The Environmental Pillar of CSR

- Environmental sustainability occurs when processes, systems and activities reduce the environmental impact of an organizations facilities, products and operations.
- Outline your CSR program strategy to manage/utilize renewable/non-renewable resource use in an environmentally-conscious manner. Metrics to support outcome of strategy.

Profit: The Economic Pillar of CSR

- Economic sustainability is used to define strategies that promote the utilization of socio-economic resources to their best advantage.
- PR/Communications Strategy: How was the CSR strategy/outcomes shared with the community? How was it shared internally?
- Innovation: Innovative nature of strategy and actions.
- Economic outcomes of the CSR activities. What were the tangible financial/PR benefits to your company?

Please submit via application site at marketingawards.electrofed.com

- Completed Submission Form • Program Overview (Objective, Strategy, Results, Addresses Category Criteria). Maximum 500 words.
- High & Low Resolution Campaign Creative Materials (EPS or JPEG)

Deadline: June 30th, 2017

Judging & Awards: The EFC Marketing Awards submissions will be judged by a panel of electrical & electronics industry and non-industry experts. Award recipients will be announced in October 2017. **EFC staff and members are not judges.**

Eligibility: These awards are applicable for **2016 and 2015** marketing programs developed and executed in Canada (it can also have started prior to these dates and/or be ongoing).

Submission Checklist: Note: Please ensure your submission is complete and includes supporting material to meet category criteria (i.e. web links, PDF attachments, strategy documents etc.).

- The application must be in a written paragraph format; bullet points will not be accepted.
- Please select the category and complete the required information.
- There is no limit to the number of entries; only one entry per submission form, please.

\$100 per submission. For further information, contact info@electrofed.com

Enter submission at marketingawards.electrofed.com



ELECTRO-FEDERATION
C A N A D A