**Poverty Alleviation [New Award Category 2018]**

The Poverty Alleviation Award is presented to a European Chamber Shanghai Chapter member company to recognize its achievement in overall strategic planning and pioneering role in facilitating Multi-Stakeholders’ to realize UN Sustainability Development Goals in their China operations.

Describe the operations, including but not limited to, engagement in cross-sector collaboration on a shared vision, facing industry challenges and finding positive solutions that call for synergistic action; especially in advancing the creation of business and poverty alleviation shared value to enhance company responsible competitiveness. Please use size 12pt. Times New Roman font to respond to the following questions. ***Each company may only submit or be considered for ONE award category.***

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| **Poverty Alleviation Strategy/ Organizational Structures *(300-word maximum)***  Describe the relevance of poverty alleviation practices to your company and the strategy to achieve its major goals of poverty alleviation. The mechanism and initiative on planning this strategy. In which way the project is relevant to the business values or specific characteristics of the enterprise/industry. Please discuss your company's policy on poverty alleviation and how it affects the decision-making process. |
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| **Successful Case that Illustrates an Empowering Approach to Poverty Alleviation *400-word maximum)***  Describe your company's actions/practices that directly or indirectly mitigate poverty degradation. Please address creative programs, cooperation or support your company offers to carry out poverty alleviation alignment with your company’s business focus and cross-sector collaboration on shared vision, confronting industry challenges, solution exploration and synergistic action in a long term perspective. Also, address how the company’s products or services generate green and social benefits and also how the company ensure the input of man power and resources along the project duration to make it economically sustainable. |
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| **Public Awareness on Poverty Alleviation and Stakeholder Engagement *(300-word maximum)***  Describe your company’s achievement in involving stakeholders with an empowering approach to poverty reduction and the methods for communicating with the stakeholders. Discuss any development, educational or cultural initiatives as well as resources your company commits to such efforts.  Describe the activities undertaken to align the work of the employees with the poverty alleviation strategy of the company (e.g. KPI’s, training programs). |
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| **Social Impact: How did you position yourself as a role model of the industry (300-word maximum)**  Describe the potential your company’s project has to be replicated in other regions or industries. Describe how these practices are communicated to external sources, while at the same time creating opportunities for feedback (e.g. via GRI, SRI).  Highlight how the project summed up the rules, patterns, experience and lessons in order to be learned and reproduced by other enterprises or nonprofit organizations. |
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| **Introduce programme partner organization (e.g. government, NGOs, media, etc.), programme direct beneficiaries (e.g. left-behind children, senior citizens, environment, etc.), number of beneficiaries by types of stakeholders.** |
| 1. Programme partner organization and the level of importance and function (e.g. knowledge - industry - total solutions partners) of each partner in the implementation of the project:   2. Programme direct beneficiaries:  3. Number of beneficiaries by types of stakeholders: |
| **Describe programme input in detail, and how that contributed to reaching the social objectives of the company.** |
| 1. Total investment (RMB), including: Fixed investment, Ongoing investment, and Years of investment:  * Total investment of program duration: * One-time investment at the beginning of program: * Investment on program operation, maintenance, etc. during program implementation: * Program duration:  1. Investment by category (RMB), e.g. equipment, products, etc.: 2. Volunteer service hours during program period: |
| **Describe how the company is measuring and/or tracking the improvement of process efficiency. Describe programme output in detail** |
| * + - 1. Describe the direct/indirect economic benefits of the program, e.g.: * Cost saved * Increased income * Increased job placement * …   + - 1. Describe with figures the changes brought to the beneficiaries, as well as the result in comparison with control group. e.g.: * Improved livelihood: increased family income (RMB): * Improved health conditions: reduced sickness/improved health: * Improved access to service: internet coverage in remote areas: * Improved welfare: rest time (hour): * Improved family relationship: number of reduced left-behind children:   …   * + - 1. Outcome: * Describe the extent to which the project has responded to the needs of the beneficiary and achieved improvement in solving the problem: * Describe the implementation scope of the project (amount of provinces, cities or regions): * Describe whether or not the project has attracted the attention of external forces (such as government, the public, other non-profit organizations, enterprises etc.): * Describe with figures or data whether or not the project has achieved the desired result: * Describe how the project impacted public policy: |

**THE END**