



SUSTAINABLE BUSINESS AWARDS 2020



Knowledge Partner:



商道縱橫
SynTao — Sustainability Solutions

Supporting Partner:



Kingdom of the Netherlands

Timeline



Frequently Asked Questions

What are the Sustainable Business Awards (SBA)?

Since being established in 2017, the European Chamber SBA have been continuously improving, growing, and promoting awareness. In collaboration with our knowledge partner, SYNTAO, the objective of the European Chamber SBA is to:

- highlight innovative leadership achievement,
- advance sustainability awareness, and
- promote responsible business models.

What is different about this year's SBA?

Application eligibility has expanded to all companies and organisations, whether they are members or not of the European Chamber. Categories are adapted to best reflect Corporate Social Responsibility (CSR) standards, continue to follow United Nations (UN) Sustainable Development Goals and China's long-term policy on poverty alleviation and environmental protection. There will be separate awards for Small and Medium Enterprises (SMEs) and Multinational Companies (MNCs) for each category.

What are the Awards Categories?

Each category will require a detailed strategy and policy; stakeholder engagement; practice and measures, organizational structure and other factors implemented by the company or organization.

- Advocate in Combating Poverty
- COVID-19 Crisis Response (NEW award this year)
- Navigating Diversity and Inclusion (NEW award this year)
- Outstanding Environmental and Climate Performance
- Social Innovation Pioneer

Application Process

Where can I find the application and which category should I apply for?

You can download all application forms found at the end of the [page linked here](#). The applicant can choose whichever category their strategy and practice best demonstrate their effort in promoting sustainable business.

When can I apply and how do I submit my application?

Applications are open from 5th June to COB of 5th July, 2020. Once you have completed your application, please send via email to Ms Catalina Fernandez Silva (cfernandezsilva@european-chamber.com.cn).

Is it free to apply for the awards? If not, how and when do we pay?

Members of the European Chamber of Commerce in China may apply for free. Non-members have a 2,500RMB application fee to be paid with the submission of the application. Please note, the application is considered eligible for evaluation and fully submitted, only after the application fee is paid. For payment options please contact Ms Catalina Fernandez Silva (cfernandezsilva@european-chamber.com.cn). The application fee for non-members is a one-time fee, even if the company applies for more than one award.

If you are interested in learning more about membership eligibility and benefits please contact Mr Miguel Angel Pérez Balaguero (maperezbalaguero@european-chamber.com.cn).

Can I apply for/win more than one award category?

A company can submit multiple application forms with completely different cases to apply for different award categories. It's possible that one company can win more than one award, as long as the case ranks first in judges' evaluation.

Is my company a small and mid-size enterprise (SME) or a multinational corporation (MNC)?

The application follows the European Chamber's definition of SME and MNC for eligibility: SME has less than 1,000 employees worldwide and an MNC has more than 1,000 employees worldwide. The European Chamber will review all applications and will categorise them accordingly.

Is there a time limit for the case presented in an application?

There is no definite answer, as every project is very different: some projects may just be in their initial stages (i.e. COVID-19), some projects may be at the second phase of a long-term plan, and other projects may have already ended but have a lasting impact. As a result, project duration or time limit is not a deciding factor, as long as the case best illustrates the project model, project scale, project impact, etc.

Evaluation Process

Who will evaluate the cases of the applicants?

SBA 2020 is honoured to have the following experts in this year's judges panel (company alphabetical order):

- **Xidelong Guo**, Manager, Corporate Engagement & Business Development, **Carbon Disclosure Project (CDP) China**
- **Lydia Price**, Professor of Marketing, **China Europe International Business School (CEIBS)**
- **Anne-Ross Wasser**, Vice Consul Commercial and Economic Affairs, **Consulate-General of the Kingdom of the Netherlands**
- **Jianzhong Lu**, Founder, **CSR Thoughts Lab**
- **Lennart Nilsson**, Counsellor of Economic and Trade Affairs, Leader of Team Transition Growth and Trade, **Embassy of Sweden in Beijing**
- **Yiqi Zhou**, Senior Manager of Partner Relations and Cooperation in the Sino-German Center for Sustainable Development, **Gesellschaft für Internationale Zusammenarbeit (GIZ)**
- **Jilai Peng**, Partner, **SYNTAO**
- **Peiyuan Guo**, GM and Founder, **SYNTAO**
- **Xiaojun Qian**, Dean, Schwarzman College, **Tsinghua University**
- **Xuanwei Cao**, UN PRME Action Team Leader, **International Business School Suzhou at XJTLU**

When will evaluation take place?

The judges will evaluate all application forms between 6th July and 14th August, 2020.

What are the assessment criteria and values?

We are looking for holistic demonstration on strategy, goals and mechanisms; **One** thorough and detailed case; Data and strong evidence to show your impact; Leadership and forward thinking. The specific assessment values are provided to our judges.

How are the winners selected?

Comprehensive award evaluation criteria have been developed with valuable input from CSR experts. Experts from different working backgrounds and nationalities will be evaluating each criterion, so as to give well-balanced and fair evaluation results. Per receiving the final score of each judge, an average score of each applicant will be calculated. The winner is the one with highest score.

An information session with all judges will also be organized to discuss and align the results. Should there be an extreme situation, separate meetings will be organized to discuss specific applications before the final decision is made.

How many winners are selected?

Ideally, we will have a total of 10 winners. Each category will have an MNC and SME winner. Do keep in mind that based on our criteria we must at least receive 3 applications per company size to consider a winner for that category. For example, if we only receive 2 SME applications for the category COVID-19 Crisis Response, then we will not consider an SME winner for that category.

When can we know if our company won the awards?

The winners will be announced at the Sustainable Business Awards 2020 Ceremony, which will take place on 17th September 2020.

What companies won the Sustainable Business Awards in previous years?

- 2019 Winners: Covestro Polymers (China), EF Education First, Saint-Gobain China
- 2018 Winners: Bayer China, Carrefour China, Outotec China, Volvo Construction Equipment China
- 2017 Winners: L'Oreal China, SAP China, Tetra Pak China

Those who are interested to hear more about previous winners and their cases, are invited to join our CSR CEO Roundtable Talks; where winner companies detail their project. For more information on the next CSR CEO Roundtable, please contact Tiantian QI at tqi@european-chamber.com.cn.

Sustainable Business Awards 2020 Ceremony

When will the Sustainable Business Awards Ceremony take place?

The Ceremony will be in the afternoon of 17th September, 2020 and will be organized jointly with the European Chamber of Commerce in China 20th anniversary.

Can my company sponsor the Sustainable Business Awards? If so, how?

If your company is interested in sponsorship of this year's Sustainable Business Awards please contact Mr Miguel Angel Pérez Balaguero (maperezbalaguero@european-chamber.com.cn). He will introduce all sponsorship packages available with different degrees of visibility. Please note that the award nomination process is independent from sponsorship involvement.