**Social Innovation Leadership**

**Award**

The Innovation Leadership Award is presented to a European Chamber Shanghai Chapter member company to recognize its overall strategic planning and pioneering role in innovative practices, especially in advancing the creation of business shared value and responsible competitiveness. This award focuses on rethinking the impact of value creation through strategically innovative approaches from all dimensions. 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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| **Innovative Strategy/ Organizational Structures*(300-word maximum)***  Describe the relevance of innovative practices in your company and the strategy to achieve your major upgradation goals. How these practices are mutually beneficial for both the business as well as the intended results of the project. Describe the role of your company's structure and decision-making process in building an innovative environment. Please address how the company’s products or services generate green and social benefits. |
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| **Successful Case to Illustrate the Innovation *(400-word maximum)***  Describe your company’s strategy design to ensure innovative operating practices. Please address creative programs, cooperation or support of your company to conduct innovation alignment with your company’s business focus, local government policy as well as local industry development plan. Describe to what extent the project is the key sustainable business project of your company. Please indicate which approach the project has innovated (original innovation, integrated innovation or re-innovation). |
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| **Public Awareness on Innovation and Stakeholder Engagement III. *(300-word maximum)***  I. Describe your company’s public involvement and the efforts to engage stakeholders externally and internally. |
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| II. Describe the innovative approach used to align employee work with the sustainable strategy of the company (e.g. KPI’s, training programs). ***(300-word maximum)*** |
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| III. In which way the project provides opportunities for stakeholder engagement (incl. but not limited to employees, suppliers, consumers, NGOs, partners, government and media): and address the nature of stakeholder participation, whether or not the project provides a diversified channel of participation (incl. but not limited to: volunteer program, intellectual support, financial support, co-operation, capacity building). Please highlight how your company’s initiatives have resulted in the creation of business shared value by integrating innovation into your company business strategy model. ***(300-word maximum)*** |
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| **Your Innovative Approach through Consumer Relationship Management (CRM) *(300-word maximum)***  Describe how, through your innovative approach, a social demand and consumer-oriented innovation model is managed in practice and how has the operating model been improved in terms of effectiveness, impact, etc.  Please discuss marketing policies and communication channels including their design, customer service and dispute resolution. |
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| **Social Impact: How did you position yourself as a role model of your 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) 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. Describe with figures the reduced negative impact on the environmental. e.g.  * Reduced consumption of raw materials (ton) * Reduced energy consumption (ton of coal equivalent) * Reduced water consumption (ton) * Reduced GHG emission (ton) * Reduced waste gas emission (ton) * Reduced wastewater emission (ton) * Reduced waste emission (ton) * Increased energy efficiency (e.g. renewable energy) (percentage) * Value creation of waste (e.g. reduce, reuse, recycle) (RMB)   …  4. 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: |

**END**