



Confederation of Indian Industry



CII-ITC Centre of Excellence
for Sustainable Development



CII-ITC
**SUSTAINABILITY
AWARDS 2011**



Recognising & Rewarding Excellence

“ I am happy that all our businesses are focused on sustainable manufacturing and the effort is getting recognized by CII. I am sure these prestigious awards and recognitions will help us calibrate our approach to raise the bar and meet emerging stakeholder expectations on sustainability strategy and performance.”

Mr. R Mukundan,
Managing Director, Tata Chemicals Ltd.

Sustainability adds shareholder value in the long term and is important in many aspects of business - for enhancing public image and in areas ranging from the development of new products to overall corporate strategy. Tailored to suit businesses in India, the CII-ITC Sustainability Awards recognise companies which have successfully instituted sustainability in some element of their business.

In the last five years, over 350 organisations of various sizes and sectors have vied for the prestigious CII-ITC Sustainability Awards. A total of 63 organizations have been recognised thus far. The rigorous evaluation process offers insights that improve the impact of sustainability initiatives and overall performance, identify new opportunities for value-creation.

Objectives of the Awards

- Recognise businesses with outstanding achievements in the arena of economic, environmental and social performance
- Create an institutional mechanism to build capacity and develop leadership
- Showcase role models for triple-bottom line performance

Eligibility

- Large, Medium, Small and Micro Enterprises or independent Units / Divisions
- Operational for 5 years or more
- Manufacturing or Service sector

Advantages for Applicants

- Enhanced brand image
- Stronger internal knowledge and understanding of sustainability
- Free open workshop for participants
- Senior executives can become certified sustainability assessors
- Registration in a 'Sustainability database' keeps you abreast of news, events and learning opportunities
- Feedback Report draws the attention of top management to opportunities for improvement
- Priority status in future engagements with the Centre e.g. training programmes and events
- Shorter and simpler application document for MSMEs
- Invitation to VIP Awards ceremony

Awards Categories



In addition, 2 NEW categories in 2011:

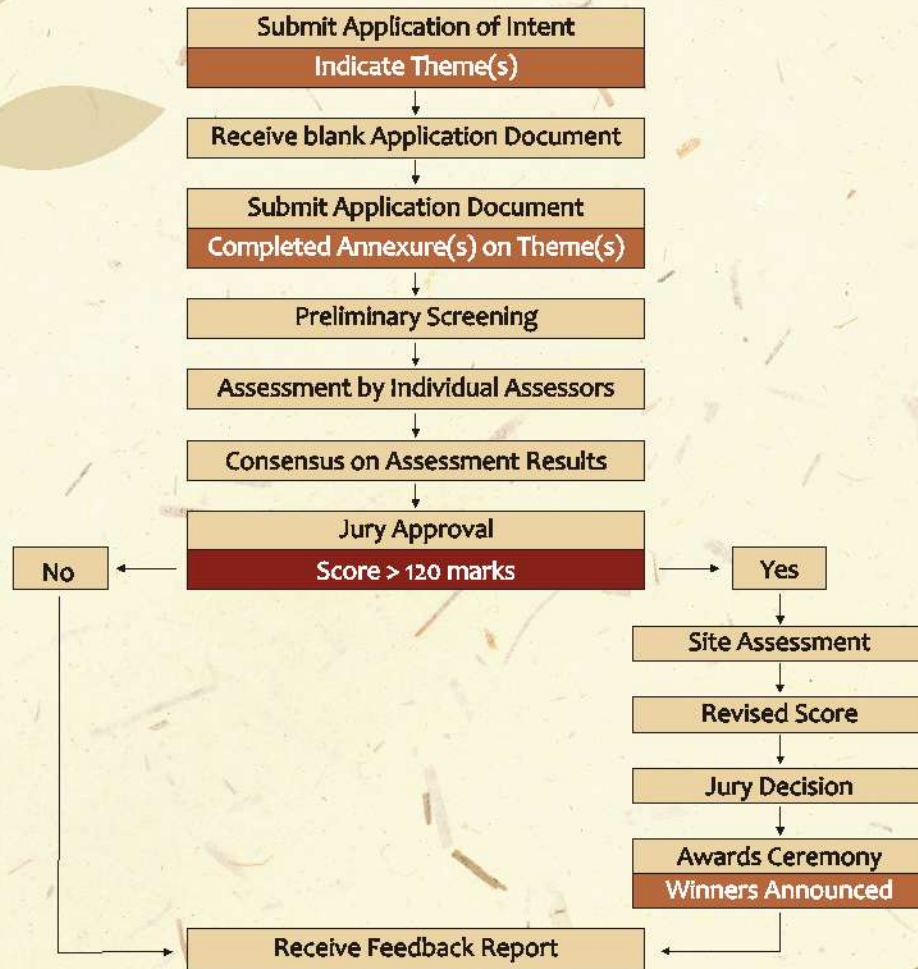
Theme-based recognition

- No additional fee
- Submit maximum of two themes
- Qualify for theme-based recognition without reaching other awards levels
- Indicate themes by filling up an Annexure for each theme at the end of the Application Document
- Themes include:
 - ▼ Corporate Governance
 - ▼ Supply Chain Initiatives
 - ▼ Climate Change
 - ▼ Energy Management
 - ▼ Water Management
 - ▼ Waste Management
 - ▼ Resource Use Efficiency
 - ▼ Occupational Health & Safety
 - ▼ Community Empowerment
 - ▼ Base-of-Pyramid Solutions

Sector-based recognition

- No additional fee
- Applicable only where three or more applicants from same sector
- Applicants are assessed only for main Awards (themes not relevant here).
- No additional Annexures needed
- Single winner is selected per sector

Assessment Steps



Criteria for Evaluating Themes

Exceptional: How is the company's approach to this theme unique?

Important: What was the thought-process in prioritising this theme?

Resources: How were initiatives falling under this theme implemented?

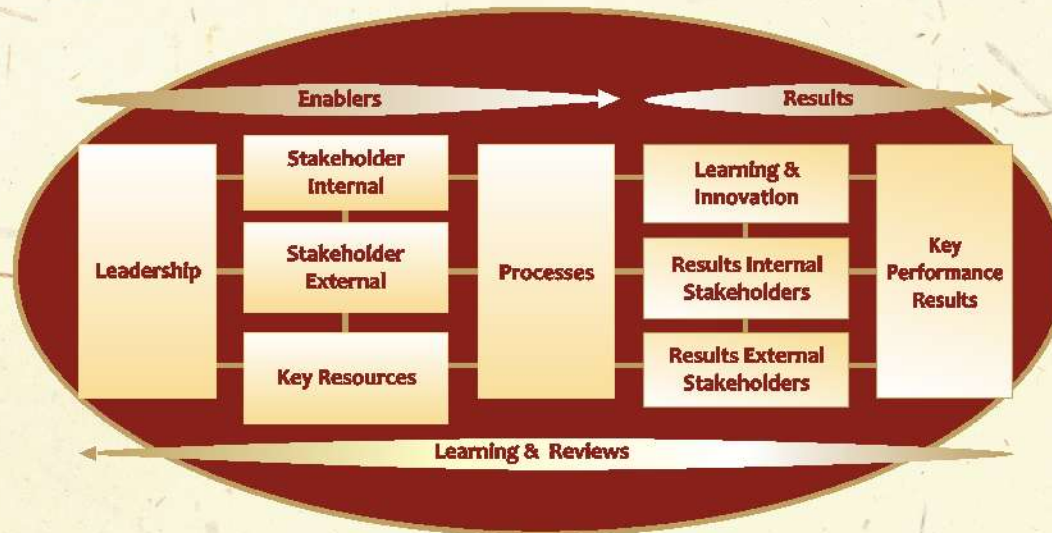
Impact: Did this lead to meaningful systemic change?

Potential to Emulate: To what extent can this model be replicated / scaled up?

Benchmark: Who else has succeeded in doing this?

Evaluate Triple Bottom Line Performance

Assessment Methodology



The CII-ITC Sustainability Awards' transparent and rigorous assessment process is based on the Sustainability Excellence Model, developed on methodology adapted from the internationally acclaimed European Foundation for Quality Management (EFQM) approach wherein equal weight is assigned to "Enablers" and "Results".

A pool of specially-trained assessors from a range of professional backgrounds carry out the assessment over 6 months utilizing about 1,000 hours per application. The results drawn from each assessment are reviewed by the Jury in two stages before a final decision is taken.

FAQs

How are the CII-ITC Sustainability Awards unique?

- Comprehensive: Considers all products, services and activities
- Rigorous 2-stage assessment
- Renowned Jury approves / decides
- Serves as a vehicle of learning
- Additional recognition: separate theme-based and sector-based recognition
- Includes MSMEs
- Detailed Feedback Report to every approved applicant

What is the purpose of theme and sector-based recognition?

- **Theme:** It offers an applicant the opportunity to highlight outstanding achievement in a specific area worthy of recognition even if the applicant does not excel in every field.
- **Sector:** Best performer in the sector, subject to a minimum of 3 applicants from same sector

How is theme-based recognition related to the Awards?

- A company must enrol in the Awards in order to be eligible for theme-based recognition
- Applying for theme-based recognition is optional
- An applicant may opt for a maximum of 2 themes

How can the CII-ITC Centre of Excellence for Sustainable Development help us?

- In-house and open training programmes to create awareness and facilitate proper filling up of the Application Document
- Assessor Training Programmes to build capacity
- Comprehensive Feedback Report to enhance performance
- Invitations to exclusive events and programmes

How to apply?

- Fill the enclosed Application of Intent (AoI) and send to the CII-ITC Centre of Excellence for Sustainable Development along with the Application fee
- The Centre will send you an Application Document which must be submitted before the due date
- If applying for theme-based recognition:
 - ▼ Indicate the theme(s) under which you wish to apply in the AoI
 - ▼ Fill out one annexure per theme, responding to theme-specific questions

The Awards Jury

Name	Designation
Mr. Suresh Prabhu	Chairman, Council for Energy, Environment & Water
Dr. T Chatterjee	Secretary, Ministry of Environment & Forests [MoEF], Gol
Dr. Ajay Mathur	Director General, BEE
Mr. Bjorn Stigson	President, WBCSD [Geneva]
Ms. Roopa Kudva	Managing Director & Chief Executive Officer, CRISIL Ltd.
Mr. N R Krishnan	IAS (retired) Former Environment Secretary, Gol
Dr. S Prasad	Director, IIT-Delhi
Mr. T N Ninan	Chairman & Editorial Director, Business Standard Ltd.
Mr. Soli Sorabjee	Senior Advocate, Supreme Court of India
Ms. Sudha Murty	Trustee & Chairperson, Infosys Foundation
Dr. Ajit Rangnekar	Dean, ISB
Dr. S R Wate	Director, NEERI
Dr. Jean-Pierre Lehmann	Professor Emeritus, IMD [Lausanne]
Mr. Ravi Singh	Secretary General & CEO, WWF-India
Dr. Gunter Pauli	Founder, ZERI [South Africa]

How to Apply

Companies may fill in the enclosed "Application on Intent", attach the requisite fees as per the stated categories and submit within the last date.

Category	Turnover [₹ crores]	Fee [₹] *
A	> 500	82,725 /-
B	50-500	55,150 /-
C	10-49	22,060 /-
D	< 10	8,824 /-
E #	Any	As per turnover

Independent Unit / Division

* Includes 10.3% service tax

Information for Applicants

- The application fee is non-refundable and non-transferable
- The application fee entitles each applicant to nominate one complimentary participant to attend a one-day Awareness-cum-Appreciation programme on Sustainability Awards at the New Delhi (Date, venue to be announced later)
- Each additional participant to the above programme will attract a fee of Rs. 4,412 (includes 10.3% service tax).
- Only applicants who submit the filled up "Application of Intent" bearing the company seal and signature, along with the requisite fee will be sent the Application Document.
- Applicants that qualify for the site visit will need to arrange for the travel and stay of the assessors visiting them.
- Applicants are recommended to nominate senior executives to be trained as assessors
- Applicants desirous of conducting internal awareness session on the Awards and sustainability may contact the Awards secretariat.

Important Dates in 2011

Last date to submit "Application of Intent"	May 20
Last date to submit "Application Document"	July 15
Assessment Stage-1	July-Sep
Assessment Stage-2 [Site Visit]	Oct-Nov
Announcement & Presentation of the Awards	Mid-Dec

For further details please contact: Dr. S. Majumdar / Ms. Nidhi Sharma
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