



**U.S. CHAMBER OF COMMERCE FOUNDATION**  
Business Civic Leadership Center

**THE ASSOCIATION OF AMERICAN CHAMBERS OF COMMERCE IN LATIN AMERICA  
AND  
THE BUSINESS CIVIC LEADERSHIP CENTER  
ARE PLEASED TO PRESENT THE**

**2013 WESTERN HEMISPHERE CORPORATE CITIZENSHIP AWARD**

**NOMINATION DEADLINE: SEPTEMBER 20, 2013**

Corporate Social Responsibility has become a mainstay of AACCLA's annual Program of Work. Each year, AACCLA strives to highlight areas in which U.S. business and AmCham member companies are contributing to economic and social development in Latin America and the Caribbean. AACCLA has teamed up with U.S. Chamber of Commerce Business Civic Leadership Center (BCLC) once again to present the 2013 Western Hemisphere Corporate Citizenship Award. The goal of this award is to better share information, best practices, and acknowledge innovative ways to "tell the story" of the role of the private sector in the region.

**WESTERN HEMISPHERE CORPORATE CITIZENSHIP AWARD**

This award goes to companies, trade associations, or American Chambers of Commerce with exemplary models of social and civic leadership in Latin America and the Caribbean. The best submissions describe an initiative within a larger corporate citizenship or CSR strategy. Initiatives should be created and managed from within the organization, rather than a partnership with an external nonprofit.

**GUIDELINES FOR APPLYING**

- 1. Tell the Story:** Why is the nominee a good ambassador for the region? Identify the aims and objectives of nominee's corporate citizenship initiative and why it matters in society today. (200 words or less)
- 2. Business Strategy:** Describe how the program supports the overall business strategy. Explain how the program leverages the company's core competencies to ensure that stakeholders (shareholders, employees, customers) benefit. (200 words or less)
- 3. Evaluation and Impact:** How do you measure success? Identify the short-term *and* long-term benefits of the initiative and share data supporting your case. (400 words or less)



**U.S. CHAMBER OF COMMERCE FOUNDATION**  
Business Civic Leadership Center

## **ELIGIBILITY REQUIREMENTS**

- Companies with a U.S. presence must be a member of the U.S. Chamber of Commerce. To verify U.S. Chamber membership status, email Allison Parmiter ([aparmiter@uschamber.com](mailto:aparmiter@uschamber.com)).
- Projects and programs must have taken place during 2012 or 2013 to be nominated for the award.

## **JUDGING**

- The award is reviewed by a jury of AACCLA Chair's Advisory Board Members and experts in the Corporate Social Responsibility field. If a current nominee is represented on the jury, that organization is recused from voting in 2013.

## **PUBLICITY FOR FINALISTS AND WINNERS**

Upon selection, finalists will be asked to provide support material such as high-resolution (min. 300 dpi) photography depicting elements of the submission. AACCLA will use the photos on related online platforms, during the Awards gala, and in related promotional or media materials.

AACCLA's outreach will include but may not be limited to: national, local, online, and trade media; social networking outlets; the U.S. Chamber network; and AACCLA's network of email subscribers and web site visitors.

AACCLA will also feature the finalists in a **Report on Corporate Social Responsibility** in the Western Hemisphere.

Award winners will be announced publicly at a ceremony held on November 21<sup>st</sup> in Washington, D.C. at the U.S. Chamber of Commerce. Award winners are invited to the ceremony to accept the trophy on-stage and be allotted one minute to make an acceptance speech.

## **2013 IMPORTANT DATES**

August 26 - Nomination Period Opens

September 20 - Nominations Period Closes

November 21 - The 14th Annual BCLC Corporate Citizenship Awards Dinner



**U.S. CHAMBER OF COMMERCE FOUNDATION**  
Business Civic Leadership Center

## **TIPS FOR APPLYING**

- Third parties may nominate a business or accredited American Chamber of Commerce, but should notify the nominated party prior to submission.
- This award is not public relations awards; they are dedicated to corporate citizenship planning, execution, and results. The stronger nominations read more like CSR case studies rather than a PR report.
- Your nomination is judged solely on how you answer the questions on the nomination form. You are strongly urged to not stray from the question format presented, as it may result in an ineligible submission.
- Prove impact:
  - Show how the program had impact on the targeted people and/or communities.
  - Show the impact through data – metrics and measurable results.
  - Show how the program has benefitted the company.
- Explain the business case: refer to how the activity is aligned with the company or chamber's core competencies.
- Think strategically through the questions and collect the accompanying data ahead of time. Remember, nominations are peer reviewed and should reflect corporate citizenship planning and execution, not PR success.
- The nomination must be written in English.



**U.S. CHAMBER OF COMMERCE FOUNDATION**  
Business Civic Leadership Center

**2013 WESTERN HEMISPHERE CORPORATE CITIZENSHIP AWARDS**

**NOMINATION FORM**

**All Applicants:** Complete this cover sheet and nomination form. Once complete, submit both forms and a photo of the project nominated (if applicable).

**Submit completed form, essays, and photo to [aparmiter@uschamber.com](mailto:aparmiter@uschamber.com)**  
Nominations are due **no later than 5 p.m. Eastern Time on September 20, 2013.**

You will receive a receipt confirmation by email within three business days of submitting your nomination. If you do not receive confirmation, please call 202-463-5485. Thank you for your nomination and good luck!

I, the nominator, have read and understand the Eligibility Requirements.

**ALL INFORMATION IS REQUIRED:**

NOMINEE: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Is the award candidate a member of the U.S. Chamber of Commerce? Yes No

**If a business is being nominated by someone outside the company, complete the following:**

NOMINATOR: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_



**U.S. CHAMBER OF COMMERCE FOUNDATION**  
Business Civic Leadership Center

## **2013 WESTERN HEMISPHERE CORPORATE CITIZENSHIP AWARD**

### **NOMINATION FORM**

**Please complete the following questions.**

- 1. Tell the Story:** Why is the nominee a good ambassador for the Western Hemisphere? Identify the aims and objectives of nominee's corporate citizenship initiative and why it matters in society today. (200 words or less)



**U.S. CHAMBER OF COMMERCE FOUNDATION**  
Business Civic Leadership Center

- 2. Business Strategy:** Describe how the program supports the overall business strategy. Explain how the program leverages the company's core competencies to ensure that stakeholders (shareholders, employees, customers) benefit. (200 words or less)



**U.S. CHAMBER OF COMMERCE FOUNDATION**  
Business Civic Leadership Center

- 3. Evaluation and Impact:** How do you measure success? Identify the short-term *and* long term benefits of the initiative and share data supporting your case. (400 words or less)