

# AmCham CARES 2023 - SMEs

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Start of Block: Introduction

## \* AmCham CARES 2023 - SME Application

AmCham CARES is back again! The annual AmCham CARES program by AmCham Singapore is a platform to benchmark corporate social responsibility (CSR) efforts, share innovative best practices, and inspire member companies to improve their existing CSR programs.

Recognition as an AmCham CARES award recipient is evaluated based on four main elements – **Communications, Measurement, Strategy, and Sustainability** – which assess the effectiveness and impact of our member companies' CSR programs.

Demonstrate your commitment to creating long-term economic and social value in Singapore through responsible and sustainable business operations. This is your chance to stand out as a leader in CSR!

Applications will close at **6:00 PM on Friday, March 10, 2023**.

Successful applicants will be notified on a rolling basis, with priority to reserve corporate tables at our Annual General Meeting for the award ceremony. Tables are reserved on a first come, first served basis.

To apply for the award, please complete this Qualtrics survey. Applications must be submitted via Qualtrics to qualify.

Please note that a description of your CSR program and related photos will be requested in the survey.

Please reach out to the AmCham Special Projects Team at [sp@amcham.com.sg](mailto:sp@amcham.com.sg) for any queries.

End of Block: Introduction

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Start of Block: Company Profile

Q1 Has your company undertaken CSR activities in Singapore for at least one year?

Yes

No

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Q2 How many employees does your organization have **globally**?

0 - 25

26 - 50

More than 50 (Please take the MNC version of this questionnaire.)

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Q3 Please upload a high-resolution version of your company logo. (Format: PNG, transparent background)

End of Block: Company Profile

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Start of Block: Who is completing this questionnaire?

Q4 What is your full name?

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Q5 Which organization do you represent?

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Q6 What is your job title?

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Q7 What is your email address?

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Q8 What is your phone number?

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End of Block: Who is completing this questionnaire?

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Start of Block: Describe Your CSR Program

Q9 In 1,500 characters or less, please describe your organization's CSR program and its impact, including any contact information for people to find out more. (This will be adapted for AmCham's marketing materials.)

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Q10 Please include links to at least 3 high-resolution photos (1920px x 1080px) showcasing your organization's CSR activities. (This will be selected and used accordingly for AmCham's marketing materials)

- Photo 1 \_\_\_\_\_
- Photo 2 \_\_\_\_\_
- Photo 3 \_\_\_\_\_
- Photo 4 \_\_\_\_\_
- Photo 5 \_\_\_\_\_

Q11 What is the primary focus of your CSR program? Please select only the top 2 if more than one option is applicable.

- Corporate philanthropy (corporate giving)
  - Employee volunteerism
  - Social contribution programs - education, community health, economic development etc.
  - Environmental contribution programs - conservation, environmental education etc.
  - Corporate sustainability - corporate energy-saving initiatives, ethical business practices, supply chain guidelines and auditing etc.
  - Others (please specify)
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Q12 From whom in the organization do CSR initiatives most frequently originate? Select all that apply.

- Owner / Founder
- Senior Management
- Staff
- Various stakeholders (employees, investors, regulators, customers, members of the public)
- Headquarters
- CSR team

End of Block: Describe Your CSR Program

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Start of Block: Strategy

Q13 Which of the following best describes your CSR program?

- Various ad hoc projects
  - Two or three types of CSR projects
  - One focused on-going CSR signature project
  - One CSR signature project and other unrelated projects
  - One ongoing CSR umbrella program with related projects
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Q14 What is the degree of integration between CSR programming and the organization's mission?

- CSR program is not related to the corporate mission statement
  - CSR program is basically in line with the spirit of the corporate mission statement
  - CSR program is linked with the spirit and the letter of the corporate mission statement
  - CSR program was developed with the corporate mission statement in mind
  - CSR program was a specific outcome of the corporate mission statement
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Q15 What is/are the main driver(s) of your CSR programming? Select all that apply.

- I don't know
  - Public relations
  - Government relations
  - Support for company's mission
  - Commitment to doing good for society
  - CEO's interest
  - Staff morale
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Q16 How are the beneficiaries selected? Select all that apply.

- We canvas our employees for their preferences
  - We select recipients based on the preferences of our board members
  - We identify organizations whose objectives complement our own
  - We seek independent guidance from trusted advisors concerning which organizations have the most impact
  - We base selection on assessments of the communities or industries where we operate
  - We have developed a process with specific criteria for assessing performance of external organizations.
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Q17 Approximately what share of your resources identified for CSR programs is devoted to cash donations to charities and needy causes?

- None (0%)
  - Some (1 - 50%)
  - Most (More than 50%)
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Q18 How are CSR-oriented communications budgeted for?

- Specific CSR-oriented budget for communications
  - CSR communications are included in the project budget
  - CSR communications are included in the general PR budget
  - No specific budget for CSR communications
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Q19 If your organization were to withdraw support (both human resources and financial support) for your CSR program, what is the risk?

- Significant. The CSR activities could not continue should we withdraw support
  - Significant to moderate. It is questionable whether the activities could continue given current partner capacities
  - Minimal. We have built in capacity and planned for our withdrawal of support
  - Possibly none. The partner would need to take more initiative and commit to continuing without our support
  - None. Sustainability of programming activities has been planned and our partner organization has the ability to continue the work on its own
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Q20 Is AmCham Singapore's Corporate Community Day integrated into your annual CSR planning?

- Yes
  - No
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Q21 Has your organization ever participated in AmCham Singapore's Corporate Community Day?

- Yes
- No
- I don't know

**End of Block: Strategy**

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**Start of Block: CSR Program Impact / Deliverables**

Q22 How much employee involvement is there in your company's CSR planning?

- Employees are not engaged or informed about CSR program activations
  - Employees are reactively informed about CSR program activations
  - Employees are asked for input into company CSR program mechanics
  - Employees are invited to join CSR program activations on their own time
  - Employees are invited to join CSR program activations on company time
  - Employees are actively engaged in CSR program planning and activations on company time
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Q23 How often do you partner with other organizations (not beneficiaries) in your CSR programs?

- Consistently
  - Sometimes
  - Never
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Q24 Is your CSR program part of your organization's formalized recruitment and retention program?

- Yes
  - No
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Q25 How is your organization's CSR program communicated?

- No communications
  - Passive. Post on company website and/or produce brochures that are placed in the company office
  - Somewhat passive. Issue press releases or photos of CSR activities to local media
  - Somewhat active. Invite media and other interested parties to observe CSR activities
  - Active. Hire consultants specifically to communicate the organization's CSR activities/programs, undertake an active media relations program related to CSR activities
  - Very active. Undertake a multi-channel CSR communications approach, such as: active media relations efforts, including social media; program speaking engagements by organization executives; encourage visits by members of the public to CSR sites/activities; distribute CSR-oriented collateral such as brochures, flyers, DVDs, posters, factsheets, reports, etc. to members of the public; speaking opportunities at forums and roundtables; panel sharing sessions; 1:1 conversations etc.
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Q26 In line with the Singapore Green Plan 2030, has your organization made any CSR efforts towards achieving net zero emissions?

- Yes, before 2050
- Yes, but not before 2050
- Not yet, but we have a plan to achieve net zero emissions in future
- No, our CSR activities do not aim to achieve net zero emissions

End of Block: CSR Program Impact / Deliverables

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Start of Block: Stakeholder Engagement

Q27 How aware or engaged are employees in the company's CSR program?

- Employees are aware when notified by management and encouraged to participate
  - Employees are aware and actively seek to participate in CSR programs
  - Employees are given time off for non-company sponsored volunteer activities
  - Company provides training and additional support for employees involved in specific CSR initiatives
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Q28 What is the level of engagement with your employees, management, and implementing partners in the various phases of your CSR activities, especially planning?

- No stakeholder engagement in the activation
  - Reactive information-sharing with stakeholders
  - Proactive information-sharing with stakeholders
  - Engagement with stakeholders in program activation
  - Proactive engagement with stakeholders in planning and execution of activation
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Q29 Does your organization proactively share its CSR best practices through a range of communications channels (such as corporate websites, sustainability reports, public relations/media relations activities, presentations at community or industry forums)?

- Never share best practices
- Undertake limited CSR best-practice communications using one or two channels (but do not present at forums)
- Undertake CSR best-practice communications using multiple communications channels (but do not present at forums)
- Actively communicate CSR best practices across multiple communications channels including presenting at forums

End of Block: Stakeholder Engagement

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Start of Block: Measurement and Evaluation of CSR Programming

Q30 To what extent does your CSR program incorporate aspects to establish and evaluate the outputs, outcomes, and/or impact of the programming?

- Not incorporated
  - Basic targets defined
  - Evaluation approach developed and return on CSR investment (or other applicable impact target) specified
  - Evaluation approach implemented and return on CSR investment specified, with provision for regular data input
  - Evaluation approach implemented and return on CSR investment specified, with provision for regular data input, and specific results-driven after-action steps
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Q31 How effective do you feel your CSR-focused public communications are?

- We do not undertake CSR-focused public communications
  - Not effective at all
  - Somewhat effective
  - Effective
  - Very effective
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Q32 Do you collect data and conduct assessments on your CSR program?

- Data is not collected
  - Data is collected but not assessed
  - Data is collected and assessed for one or two project factors
  - Data is collected and assessed for various project factors
  - Data is collected and robustly and systematically assessed
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Q33 Do you measure if your employees value the organization's CSR initiatives?

- Yes
  - No
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Q34 How are your CSR program measurements used? Select all that apply.

- Used to convince management to provide further funding
- Used to make adjustments to CSR programming
- Used to demonstrate to internal (e.g., staff) or external (e.g., government agencies or communities) stakeholders the value of the project
- Used in public relations
- Used in sustainability reporting

End of Block: Measurement and Evaluation of CSR Programming

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