

Nomination Kit

How to join the More than a Market Awards 2019



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1. Objectives

The More than a Market initiative provides a platform for sharing and developing best practices of social engagement by German companies in China. The initiative is hosted by the German Chamber of Commerce in China and Bertelsmann Stiftung and supported by the German Consulate General Shanghai. Since 2016, the annual “More than a Market Awards” have been shining a light on exemplary approaches of German companies engaging with Chinese society.

The organizers invite all German companies in China to submit their projects and apply for the fourth round of the More than a Market Awards in 2019.

The underlying principle of the award process is to recognize social projects or initiatives in China, undertaken by individual companies or jointly with partners. Projects may be in any area that is of social relevance and goes beyond the immediate scope of business. Topics may include but are not limited to: Social, cultural or environmental activities, 1) e.g. for and with your staff, equality and inclusion, health prevention, awareness rising, volunteering in the community, 2) within your value chain/supply chain including e.g. environmental protection and resource efficiency in operations and logistics, labor rights, transparency, supplier and customer engagement in social projects, 3) within the larger community and society including environmental, philanthropic, health or educational activities, etc. Commitment to a good cause is what counts!

2. Award Categories and Evaluation Criteria

Award Categories

The awards will be presented in the following categories:

1. Small enterprises (<500 employees in China)
2. Medium enterprises (500-5,000 employees in China)
3. Large enterprises (>5,000 employees in China)
4. Special Category 2019: “Environmental Protection” (open to all company sizes, open to single companies or cooperation projects of several companies)

The organizers intend to find successful, innovative and creative projects. The implementation of the projects should be ongoing (or only recently finished) and should have shown visible results. The focus on individual projects implies that companies with a range of activities should focus their application on one particular activity, but may want to put it into the context of their overall strategy. Projects may be implemented within the own staff, company and value chain and/or within the larger community/society. Based on the overall applications, the jury may



decide to adjust the categories and give out additional awards. (In the past this was done for education and social inclusion projects).

Special Category 2019: “Environmental Protection”

Since the environment is important for all, the government, business enterprises, and consumers alike have a collective responsibility to protect it from being destroyed. In this context, this year’s special category encourages companies to hand in best practices in developing and integrating solutions to correct environmental problems or avoid pollution. As supply chains often represent a large percentage of an organization’s environmental footprint, candidates should be committed to meeting or exceeding relevant environmental regulations and other environmental related requirements, both in internal operations and throughout the supply chain. The strategies might involve modifications in production processes, substituting hazardous materials, programs to measure and engage stakeholders for environmental improvement, or other innovative approaches that reduce or even eliminate environmental pollution and protect environmental resources.

Evaluation Criteria

The reviewing bodies will evaluate applications based on the following **criteria**:

- **Relevance and creativity:** Is the project relevant in Chinese society today? How original is the approach?
- **Transferability:** Can the project serve as an example for other enterprises?
- **Corporate competences:** Does the company engage its employees and use its know-how and resources?
- **Sustainability:** Are the project and its results long-term oriented?
- **Partnerships:** Does the project engage partners from the public or non-profit sector?
- **Lessons learned:** No project is perfect: Which lessons did you learn along the way?

These evaluation criteria serve as guidelines only. Applicants are not obliged to address all mentioned criteria. The evaluation will be based on the companies’ submitted application. The review board may contact applicants and ask for further details or more specific documentation.



3. Procedure for Participation

Eligibility and Entry Deadline

All German companies with operations anywhere in China that actively pursue social projects are welcome to submit an application for the awards.

➔ **Entry deadline for applications is 1st February 2019**

The project must have already been implemented in the real world. Theoretical treatments or declarations of intent will not be eligible for the award. The entry documentation must outline the development and implementation of the concept as well as the results.

All applicants that applied for the previous awards are invited and encouraged to apply again, either with a new or the continuing project. Winners of previous More than a Market awards (i.e. first prize in a category) are welcome to apply again but should submit a new project.

Submission

Each company may submit only one project for the awards. **For submissions, please use the application form.** The organizers may ask for additional documentation for verification. All answers in the application form must be in English (but insert in Chinese if indicated). The completed application form should not exceed five pages (word file).

In addition to the application form, please send us the following (*for publication and event backdrops*):

- Company logo (ai or eps format, plus jpeg file, high resolution, minimum 300 dpi)
- Photos (for book publication), supporting material (optional)

Applications are to be submitted before 1st February 2019 to:

morethanamarket@sh.china.ahk.de

Review Procedure

All applications will first be reviewed for eligibility and completeness by a board of independent experts at Bertelsmann Stiftung based on the application in English. Any incomplete applications may be disqualified. The review board might contact companies for follow-up research and verifications. It is therefore important that applications clearly state a responsible contact person who will be able to provide further information.

The review board will select a short-list of entries that will be presented to an independent jury. The jury will consist of German and Chinese representatives from the fields of academia, business and philanthropy. The jury will meet in spring 2019 to select the winners in each



category. The Jury has the possibility to give out additional awards in special categories. Applicants cannot assert a claim against the decisions of the jury. There is no right of appeal.

The More than a Market Awards Gala 2019 will take place in Shanghai on 30th May 2019.

Award winners will be announced at the event.

Selected application materials may be included in publications on the initiative.

4. Transfer of Rights

By submitting materials, companies authorize the organizers to use these at both the Awards Gala and in related publications and activities. Thus, the applicants grant the organizers the right to use all materials free of charge, anywhere, in perpetuity and in any media. The right of use applies to all types of applications, not only in connection with the More than a Market Awards 2019, but also in connection with other related publications. At the request of the press or other comparable institutions and for the purpose of reporting on the More than a Market Awards 2019, the organizers shall be entitled to pass on those contributions.

The organizers will have ownership of the evaluation reports (full and summary) as well as the materials developed based on the entry forms.

5. Contact:

At the German Chamber, please contact:

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For further information about the initiative, please also visit: www.morethanamarket.cn

