

## ENTRY FORM

This award recognises projects that exemplify best practice in strategic CSI in South Africa. Strategic CSI is defined as CSI that has positive developmental impact, as well as a significantly positive impact on the business, beyond reputational impact, as shown in Trialogue's CSI positioning matrix, below.

### Entries close on 18 July 2017.

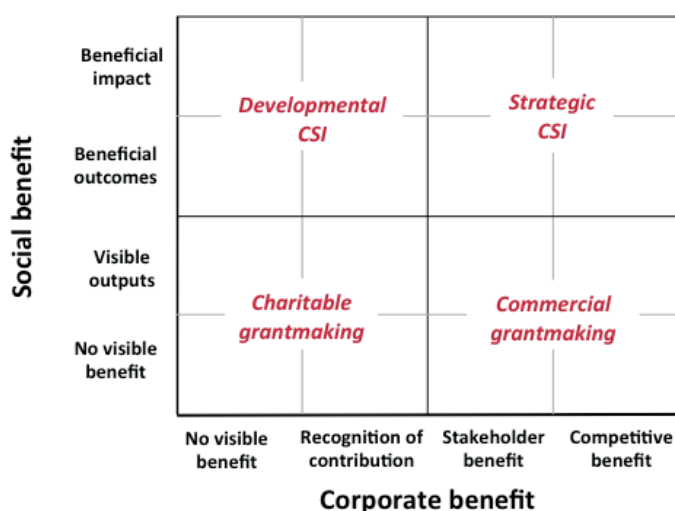
Please email your completed entry form to Trialogue:

- Email: mahlo@trialogue.co.za

For any queries on submitting an entry, please contact Mahlo Maku on 011 026 1308.

Please note the following strategic CSI award guidelines:

- All entries need to be typed into the writable pdf entry form and emailed or faxed as per the details above.
- All entries need to be made by corporate entities.
- A maximum of **two** entries can be made by a single corporate; a separate entry form needs to be completed for each CSI project being entered.
- Companies can enter the same project in multiple years.
- Entries should be signed off by a CSI manager or executive.
- Entries should be for well-defined projects/streams of work, rather than large complex programmes where the specific benefits are more difficult to define.
- Points are awarded for proof/evidence of positive outcomes – both on the corporate and social side. Please ensure that you include proof of the social and business results your project has achieved.
- Enterprise development (ED) projects that work with small and medium enterprises (SMEs) in the corporate value chain (procurement or distribution) are excluded from this award. ED projects working with SMEs not in the value chain may be included.



All entries will be reviewed by two independent judges who will select a single CSI project as the winner of the award. The winning project will be profiled in a **double page case study in the 20th edition of *The Business in Society Handbook* (formerly known as the *CSI Handbook*), a prize worth R72 000.** The project will also be profiled at the **2018 Trialogue CSI conference.**

### COMPANY DETAILS

Company name	
Person making entry	
Job title	
Telephone number	
Cellphone number	
Email address	
Website	

## PROJECT DETAILS

Project name	
Year project commenced	
Developmental focus area(s)	
Province(s)	
Names and roles of project partners (Government, NPOs, corporate partners)	
Project objectives (specific objectives with targets and measurable indicators where possible)	
Project description (products/services provided and beneficiaries served)	
Total project expenditure in 2016/17	
Company expenditure on project in 2016/17	
Total company expenditure on project to date	

## 1. SOCIAL BENEFIT

This section focuses on the social impact of the CSI project. It is based on the Kellogg Foundation's logic model and uses the following terms:

- **Outputs:** Direct products of activities. Short-term results that are immediate, visible, concrete (e.g. number of houses built, number of people trained, supplies or pamphlets distributed, community members treated, hours of service delivered).
- **Outcomes:** Specific changes in behaviour, knowledge, skills or wellbeing. Medium-term developmental results that are the consequence of achieving a specified combination of short-term outputs (e.g. behaviour change, attitude change, new knowledge or skills, improved grades, reduced isolation, improved access to health services, improved self-esteem).
- **Impact:** Broader long-term consequences of the project. Community, society or system-level changes that are the logical consequence of a series of medium- and short-term results (e.g. improved effectiveness of education system, reduction in HIV prevalence, new social norms, more educated/healthier population, inclusive decision-making, lack of stigma, increased capacity).

### 1.1 Please specify the actual outputs of the project in 2016/17.

<b>Project outputs 2016/17</b> (frequency and depth/ duration of services offered; number of beneficiaries of each activity or number of units delivered; cost per beneficiary)	
<b>Level of evidence</b> (type in one option)	theory of change logic/anecdotal information/case studies/quantified data/externally verified data

Please attach supporting evidence of project outputs to your entry form.

### 1.2 Please specify the actual outcomes of the project in 2016/17.

<b>Project outcomes 2016/17</b> (quantified/measured changes in the lives of the beneficiaries; outcomes over time and relative to other projects)	
<b>Level of evidence</b> (type in one option)	theory of change logic/anecdotal information/case studies/quantified data/externally verified data

Please attach supporting evidence of project outcomes to your entry form.

### 1.3 Please specify the actual impact of the project.

<b>Project impact</b> (measured long-term community, system or societal change)	
<b>Level of evidence</b> (type in one option)	theory of change logic/anecdotal information/case studies/quantified data/externally verified data

Please attach supporting evidence of project impact to your entry form.

## 2. CORPORATE BENEFIT

This section focuses on the business impact of the CSI project. It is based on Trialogue's CSI positioning matrix and uses the following terms:

- **Recognition of contribution:** Recognition of the project that improves the company's reputation. This can include recognition of expenditure as SED in the BBBEE scorecard and internal and external communications of the project.
- **Stakeholder benefit:** Meaningful engagement with a key stakeholder group in the project funding, design or management that improves the company's relationship with that stakeholder group. Stakeholders can include communities, regulators, government, suppliers, customers or employees.
- **Competitive benefit:** Project benefits that enhance the competitiveness of the business. This can be done by securing a licence to operate, opening up new markets for the business, introducing new products, reducing costs by developing suppliers and/or leveraging corporate resources, or securing specialised talent.

**2.1 Please specify how the project was recognised in 2015/16.**

Recognition of contribution (internal and external communication/ contribution to SED points scored/PR value of media coverage of project/ reputational index scores/ awards won)	
Level of evidence (type in one option)	theory of change logic/anecdotal information/case studies/quantified data/externally verified data

Please attach supporting evidence of recognition of contribution to your entry form.

**2.2 Please specify how the project has improved relationships with key business stakeholders.**

Stakeholder benefit (reduced community unrest /improved employee morale and retention/ enhanced customer satisfaction and retention/ better relations with suppliers etc.)	
Level of evidence (type in one option)	theory of change logic/anecdotal information/case studies/quantified data/externally verified data

Please attach supporting evidence of stakeholder benefit to your entry form.

**2.3 Please specify how the project has improved the competitiveness of the business.**

Competitive benefit (value of new markets or products/quantity of specialised employees/ value of corporate resource leveraged/costs saved etc.)	
Level of evidence (type in one option)	theory of change logic/anecdotal information/case studies/quantified data/externally verified data

Please attach supporting evidence of competitive benefit to your entry form.

**3. SIGN OFF**

Name of senior CSI manager /executive signing off	
Job title	
Telephone number	
Cellphone number	
Email address	
Date reviewed	