



**LOERIES 2021
Shared Value Category**

Form Version: 17 February 2021

NOTE: A completed and signed copy of the questionnaire on Page 4 must accompany each entry submitted for the Shared Value Category

Doing good while doing good business – The concept of Shared Value recognises that business and society can mutually benefit from the implementation of a shared value strategy.

What is Shared Value?

The Shared Value category recognises **companies that deliver value** to shareholders, **while positively impacting society and/or the environment** through their business models and practices.

The Loeries defines Shared Value as a programme that shows a tangible **Business Result** and delivers real **Social or Environmental Benefit**.

The **Business Result** must be for a commercial entity and can be in any form; for example increased revenue, increased market share, improved productivity, reduced operational costs, secured supply, brand awareness, brand loyalty, customer retention, and new customer acquisition. The **Social Benefit** should be measurable and includes the reach, nature and sustainability of the company's impact on one or more social or environmental problems; it can also come in various forms, for example: lifestyle improvement, access to services, education, improved patient care, improved nutrition, improved education, reduce carbon footprint, reduced energy use, reduced water use, improved job skills, improved incomes, increased job creation, etc.

Upliftment and transformation of underprivileged communities is a major focus of the Shared Value award, however Social Benefit is not necessarily limited to underprivileged communities or those in financial need. For example, Social Benefit may be in the form of lifestyle, health and environmental benefits.

Areas for consideration include:

- Adaptation of products and markets to make a greater impact on, or contribution to society, whilst continuing to meet or exceed shareholder expectations;
- Re-consideration of practices within the value chain (inbound logistics, operational processes, outbound logistics, procurement policies and processes, sales and marketing activities and service delivery) to implement social and/or environmental innovation;
- Collaboration with industry associations, charitable organisations, other businesses and/or external partners to address societal challenges while benefitting the brand;



Eligibility: What can be entered?

Check the following to determine if your entry is eligible:

1. The programme must be developed and implemented in our region.
2. The Shared Value award is not for an ad campaign nor for a charity programme.
3. Entries must have a Commercial Brand involved in the programme – entries only involving a not-for-profit entity are not eligible.
4. The programme must align with the business of the Company, and demonstrate positive business and social benefits.
5. **Entries must be active during the period of 1 July 2020 to 30 June 2021.** The implementation may have started prior to this date, but the programme must be running during at least a portion of this eligibility period.
6. **Entries can be re-submitted each year as long as the programme remains active.** Previous winners may be considered every year for an award as long as the programme remains at the same high standard.

Who can enter?

Entries can be submitted directly by any company (Brand) or the entity that partnered in the implementation of the initiative/project or its representative agencies.

How Shared Value will be judged

A single panel of specialists will judge the entries. Judging of the Shared Value category will follow the same principles as all other categories of the Loeries:

- **Innovation** – it is crucial that the entry demonstrates innovation and the practice of shared value. It is not good enough to implement something that has been tried and tested, even if in another market or region.
- **Quality of execution** – the integration and implementation of all elements will be evaluated. Could it have been done better? Could more have been done?
- **Relevance to brand, target audience, and chosen medium** – Who are the overall stakeholders/beneficiaries and how did they benefit? What was the Business impact and the societal impact? This includes providing as much data and results as possible.
- **Strong Measurement** – a clearly defined and realistic measurement approach is included and the organisation is measuring both business and societal impact
- **Clear Business Result while addressing a significant social and or environmental issue** – there must be a clear business value that is being derived, and a demonstrable social/environmental impact.

In order to facilitate the judging of entries in the Shared Value category, the Loeries partners with the Shared Value Africa Initiative, the regional partner of the global Shared Value Initiative to independently evaluate the entries. The Shared Value Africa Initiative will provide an independent report of each entry based on the information supplied by entrants, and which will be used by the jury in their evaluations.



Entry Format

Entrants for the Shared Value category **must complete the questionnaire AS WELL AS provide an overview of the entire programme in electronic format**. Please check the “Entry Guide” on the website for more information (under “The Awards-How to Enter-Categories”).

Please provide comprehensive information on the background of your entry. If possible, provide a walkthrough explaining all aspects of your entry, including the strategy, innovative ideas, target audience and results you have measured. **We strongly recommend an overview video that demonstrates and tells the story of the programme (maximum 2 minutes)**.



QUESTIONNAIRE – SHARED VALUE

THIS FORM MUST BE COMPLETED. To help us better understand the positive contribution that your entry has made, please answer the following questions. **Be specific and answer all questions – entries with incomplete information will be ineligible.**

CONFIDENTIALITY REQUIREMENT: IF YOU WOULD LIKE ANY INFORMATION TO REMAIN CONFIDENTIAL AND NOT BE PUBLISHED, PLEASE MARK THIS INFORMATION IN YOUR ENTRY. Judges will see this information but the Loeries will never publish it.

1. **ENTRY TITLE:**
2. **BRAND:**
Provide the name of the Commercial Entity (Brand) that benefits from this programme
3. **ENTRY ID** (you will get this from the online entry system):
4. **OVERVIEW:**
Provide a brief overview, including how this programme added value whilst meeting the business objectives. Specifically, explain the overall business objective and strategy upon which the initiative is founded.
5. **TIMELINE: When was this initiative implemented, and what is the planned timeframe, including future/ongoing plans?**
(Explain if this is a once off project, or an on-going programme, and supply specific dates and duration, as well as future plans)
6. **SOCIAL/ENVIRONMENTAL BENEFIT: What target audience/consumer/community/environment benefits from this programme and how specifically have they benefitted – i.e. what is the “doing good” element of this programme?**
7. **BRAND BENEFIT: What is the benefit to the Brand – i.e. what is the “doing good business” part of this programme?**
8. **IMPACT ASSESSMENT: How did you assess whether this programme has positively impacted both your business and the targeted community or audience – i.e. what measurable results can you provide?**
(Provide a simple, clear impact model or sufficient argument to evidence these benefits based on authentic measurements. This could include a direct financial benefit, product development, value chain improvement (inbound logistics, operations, outbound logistics, marketing, sales, service, beneficial partnerships created, customer loyalty, etc.). Here you can address issues such as brand growth, increased revenue, increased market share, improved profitability, new customers, increased sales, improved productivity, reduced operating costs, improved quality, improved distribution infrastructure, etc.
9. **Provide two contactable references from beneficiaries and/or partner organisations of this programme:**



Contact person	Position	Name of organisation	Email address	Telephone number



ENTRY CONFIRMATION

I, the undersigned person, confirm that I am authorised to complete this questionnaire on behalf of the entrant; all the information provided is true and correct, and meets all the entry requirements, terms and conditions of the Loeries.

PRINTED NAME: _____

POSITION: _____

COMPANY: _____

SIGNATURE: _____

DATE: _____

(PLEASE SUBMIT A PDF COPY OF THIS ENTRY FORM VIA THE ONLINE ENTRY SYSTEM AT LOERIES.COM)