

## **THE SERAS CSR AWARDS AFRICA 2024 CRITERIA FOR JUDGES**

**BEYOND SUSTAINABILITY:  
ENABLING BUSINESS TRANSFORMATION  
THROUGH FULL DISCLOSURE**

### **The SERAS CSR Awards 2024 Categories**

#### **1. Circular Economy**

- ✓ The organisation's commitment to maximising resource efficiency, showing true innovation for creative solutions, and the demonstration of waste reduction, elimination and repurposing(25%)
- ✓ Evidence that the organisation has adopted a 'closed loop' system, engaging with partners, employees and the supply chain in order to implement it. (30%)
- ✓ Verifiable assessments across the activities in terms of minimising use of virgin materials and maximising reuse and repurposing, maximising resource efficiency, integrating sustainable practices, , educating the workforce and engaging supply chain and partners; (30%)
- ✓ An overarching strategy to improve core business practices, sustainability and corporate responsibility with support by senior management. (15%)

#### **2. Environmental Stewardship**

How has sustainability made the management systems within your organization better in relations to –

- ✓ GHG emissions
- ✓ Biodiversity/Environmental excellence
- ✓ Air pollution
- ✓ Efficient energy use
- ✓ R&D
- ✓ Water usage
- ✓ Stakeholder engagement
- ✓ Kindly provide proofs/details/evidence.

#### **3. Financial Inclusion**

- ✓ State how you intervention has created access to finance to the vulnerable groups in the society i.e., women, youths, physically impaired, small-scale businesses, social enterprises etc.
- ✓ Demonstrate distribution of these opportunities.
- ✓ Demonstrate scalability and how you measure to ensure sustainability and replicability.
- ✓ Show numbers reached with the period under reference and the domino effect of your intervention on larger population.



**4. Rural Population Integration**

- ✓ Show from your strategy for CSR/Sustainability intervention how you ensure that communities in rural areas, far away from city or state capitals are also captured.
- ✓ What percentage of your budget outlay is dedicated to rural communities?
- ✓ Provide proofs of some rural communities that your organisations presently have outreaches.

**5. Poverty Reduction**

- ✓ Alignment with the Sustainable Development – Goal 1
- ✓ Does it increase the daily earning of people above \$1.25 a day?
- ✓ How it reduces the number of men, women and children of all ages living in poverty?
- ✓ Does the poor and vulnerable have equal access to economic resources and basic services?
- ✓ Does it increase resilience of the poor and vulnerable to climate-related extreme events, social and environmental shocks? Demonstrate

**6. Promotion of Good Health/Well-Being**

- ✓ Does it reduce maternal mortality? Or improve healthcare and healthcare delivery generally?
- ✓ How does it end preventable deaths of newborns/children under the ages of 5?
- ✓ How does it reduce neonatal mortality?
- ✓ Does it strive to end the epidemics of HIV/AIDS, tuberculosis, malaria and neglected tropical diseases (NTDs) and combat hepatitis, water-borne diseases and other communicable diseases?
- ✓ Does it reduce premature mortality from non-communicable diseases through prevention and treatment
- ✓ Does it ensure universal access to sexual and reproductive health-care services – family planning, information and education?
- ✓ State number impacted using a before and after scenario.

**7. Partnership of the Year**

- ✓ Project must alignment with the objectives of sustainable development goal 17
- ✓ Explain your organisations intervention stakeholder mapping and how you arrived at it? Provide proof of success of your stakeholder engagements.
- ✓ Did intervention foster partnership and better understanding among different stakeholders? Please demonstrate.

**8. Education Intervention of the Year.**

- ✓ Alignment with the sustainable development goals/objectives 4
- ✓ Project must ensure access to education of the vulnerable
- ✓ Project must reduce the number of ‘out of school children’ i.e. demonstrate impact.
- ✓ Project must ensure improvement in quality of education



**9. Reporting and Transparency.**

All entered sustainability reports would be rated based on the following criteria-

- ✓ Ability to show proofs of communicating shortcomings as well as successes.
- ✓ Provide proofs that it serves as a strong management tool to drive systems improvements, as well as a communication with stakeholders.
- ✓ Shows sustainability impacts of your business as a whole.
- ✓ Shows transparency.
- ✓ Shows proof that your organization adopts an integrated approach that convinces that your reports serves more than just compliance requirements.
- ✓ Web presence and wide circulation.
- ✓ Quality of report.

**10. Work-Place Practice**

- ✓ How does your organisations identify and understand risks faced by employees while they are within work premises?
- ✓ Demonstrate how you reduce workplace stress. i.e. long hours, heavy workload, job insecurity and conflicts with coworkers or bosses
- ✓ What are your processes for within facility health and safety? How does this improve staff productivity and overall happiness?
- ✓ How do you promote your staff happiness in the workplace? State the programs you have in place.
- ✓ Does your organization provide a channel for unhappy staff to ventilate without feeling that their employment could be threatened?

**11. Stakeholder Engagement**

This category of considers the following metrics:

- ✓ The effectiveness of communication processes.
- ✓ Level of stakeholder's support of project.
- ✓ Trust and respect in relationship.
- ✓ Smooth project facilitation.
- ✓ Uncertainty and risk mitigation.
- ✓ Management monitoring and response.
- ✓ Cost savings.
- ✓ Better service delivery.
- ✓ Sustainable life cycle performance.

**12. Not-for-Profit of the Year**

- ✓ List the number of initiatives embarked upon by your organization.
- ✓ Fully demonstrate how your initiatives impact targets were reached (if so).
- ✓ Provide proofs and contacts of individual beneficiaries, communities, regions, sectors.
- ✓ Link your initiatives to the relevant SDG goal(s) and explain your contribution to the actualization of this goal within the period under reference.
- ✓ Explain why you believe your interventions are not short-term based i.e. sustainability quotient.
- ✓ Provide the total cost/budget for your intervention(s) and how you measured success and impact.



**13. Deborah Leipziger Africa Prize for Innovation**

- ✓ Explain your BIG IDEA.
- ✓ What does your BIG IDEA drive positive chain in communities, societies, country?
- ✓ Outline your strategy for executing your BIG IDEA.
- ✓ What real and specific challenge does your BIG IDEA address?
- ✓ How does your BIG IDEA/ INNOVATION add positive value to society?
- ✓ How does your BIG IDEA/INNOVATION help you to access new social segments?
- ✓ Which of the UN SDGs would your BIG IDEA/INNOVATION help actualize?  
Explain numbers of expected beneficiaries.
- ✓ State cost of implementation and areas reached.

**14. Gender Equality/Women Empowerment**

- ✓ Alignment with the Sustainable development goals/objective 5.
- ✓ Project must ensure equal opportunity for women and the girl-child.
- ✓ Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.
- ✓ Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.
- ✓ Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life.
- ✓ Ensure universal access to sexual and reproductive health and reproductive rights.
- ✓ Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.
- ✓ Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.

**15. Social Enterprise of the Year**

- ✓ Demonstrate why your organisations qualifies as a social enterprise or community interest company.
- ✓ How does your organization embody local accountability and reinvests profits into the work you do?
- ✓ Social enterprise thrives on the wings of innovation. Provide an innovative idea that was implemented within the period under reference?
- ✓ State the objectives of this innovation(s) and its expected target end-goal.
- ✓ State the cost/ budget for your intervention(s).

**16. Food Security**

- ✓ Alignment with the Sustainable Development – Goal 2
- ✓ Project must ensure safe, nutritious and sufficient food all year round.
- ✓ Does it double the agricultural productivity and incomes of small-scale food producers, particularly women, indigenous people, family farmers through secure and equal access to land and other productive resources?
- ✓ Does it ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production



**17. Water & Sanitation.**

- ✓ How does your organisations intervention ensure achievement of universal and equitable access to safe and affordable drinking water for all?
- ✓ How do you plan to achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations?
- ✓ How does your intervention(s) improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe re-use in your country?
- ✓ How does your intervention substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity?
- ✓ Does your intervention implement integrated water resources management at all levels? How?
- ✓ Does intervention support and strengthen the participation of local communities in improving water and sanitation management? How?

**18. Climate Action**

- ✓ Project must Strengthen resilience and demonstrate adaptive capacity to climate-related hazards and natural disasters.
- ✓ Project must Integrate climate change measures into policies, strategies and planning.
- ✓ Project should Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.
- ✓ Project must demonstrate consisted effort to reduce carbon footprint and energy efficiency.

**19. Infrastructure Development.**

- ✓ Develop quality, reliable, sustainable and resilient infrastructure to support economic development and human well-being, with a focus on affordable and equitable access for all.
- ✓ Promote inclusive and sustainable industrialization and, by significantly raise industry's share of employment and gross domestic product.
- ✓ Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets.
- ✓ upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.
- ✓ Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and



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- ✓ Submit a campaign (maximum of 2) that was run within the period under review that encapsulated your organizations sustainability aspirations, and through use of storytelling, sold these aspirations to the public in a way that generated understanding, support, sympathy, and further boosted your organizations reputation and positively impacted the publics' perception of your organization.
- ✓ Submit a crisis communication situation as a case study- of how your team was able to overcome obstacles to reach your stakeholders and earned their understanding and trust.

#### 24. **Outstanding New Entry**

- ✓ Is yours a new project/program/intervention? Provide proofs/details.
- ✓ Is your project/program/intervention a new innovation or solution? Provide proofs/details.
- ✓ Are you a first-time participant at *The SERAs*?
- ✓ Can your project/program/intervention demonstrate depth of impact on society? Provide details.
- ✓ Is your project/program/intervention replicable?

#### 25. **Most Effective MDA/Parastatal in Sustainable Development**

- ✓ (This category is open to States and Regional governments across Africa).
- ✓ Nominees must-
- ✓ Demonstrate uniqueness of project/program/intervention.
- ✓ Demonstrate far reaching impacts of project/program/intervention of population under review.
- ✓ Demonstrate clear-cut yardstick adopted for impact measurement/ state number of populations reached.
- ✓ Demonstrate contingency plan for continuity.
- ✓ Demonstrate stakeholder engagement strategies adopted and their impacts.
- ✓ State overall cost of projects/programs/interventions and sources of funding.

#### 26. **Diversity, Equity, Inclusion**

- ✓ Entry must address key areas of diversity and inclusion such as recruitment and retention.
- ✓ Provide proof of support to community-based diversity programs designed to improve people's cultural awareness and sensitivity.
- ✓ Provides proof of taking a proactive role in diversity and minority issues or educating citizens on matters of diversity and disparity.
- ✓ Demonstrate your organizations' commitment to promoting and implementing a diversity and inclusion strategy.

#### 27. **Net Zero Transition**

Rational: Reaching net zero emissions means balancing the greenhouse gases we emit into the atmosphere with what we extract. Under the Paris Agreement in 2015, 197 countries pledged to keep temperature rises “well below” 1.5°C to avoid severe consequences of climate change. The Intergovernmental Panel on Climate Change



(IPCC) found in its report of 2018 that “global net human-caused emissions of carbon dioxide would need to fall by about 45% from 2010 levels by 2030, reaching net zero around 2050.

- ✓ Provide proof of plan or a scale of value-chain emission reductions consistent with the depth of abatement achieved in pathways that limit warming to 1.5°C with no or limited overshoot.
- ✓ Evidence in neutralizing the impact of any source of residual emissions that remains unfeasible to be eliminated by permanently removing an equivalent amount of atmospheric carbon dioxide.

### 28. **Technology for Development of the Year**

- ✓ Integration: The digital technology or digital ecosystem deployment which was integrated into the strategy, design, and implementation of any project or activity that contributes in a measurable way toward achieving the development objective(s).
- ✓ Impact & Sustainability: The project or activity must demonstrated significant impact thus far over the project’s life or demonstrated sustainability or replicability.
- ✓ Inclusive Development: it should show significant action to increase equitable use of digital technologies and ensure communities and organizations are using the digital technology securely and responsibly.
- ✓ , it should show significant effort to strengthen and/or support private sector-led engagement in the digital economy and support public institutions' capacity or efforts to strengthen the digital economy.

### 29. **Social Impact/ Human Capital Advancement**

- ✓ Submission must provide proof of pioneering change internally and externally.
- ✓ Must demonstrate in incremental manner data of people and communities reached and how lives and livelihoods are being made better.

### 30. **Impact Investor of the Year**

- ✓ State the motivation behind the expectation of a financial return.
- ✓ State the social or environmental challenges that the investment sought to tackle and the innovation and sustainability quotient of the intervention(s).
- ✓ Demonstrate commitment to measuring and reporting against the intended social or environmental impact.
- ✓ Show with proof of data the situation before and after the first and second cycles of the investments.

### 31. **Africa’s Personality of the Year: Influencer for Good.**

- ✓ This award category is open to notable personalities of African origin based in any country in Africa.
- ✓ Personality can nominate self or be nominated by a third-party.
- ✓ Personality must possess verifiable, large and quantifiable following in media, public space or national life or discourse.





- ✓ Proof must be provided of how the personality is using his/her large following to promote public good in policy, politics, causes, or movements that promotes the actualization of any of the SDGs.
- ✓ This category is open to public voting.
- ✓ Winner is announced at the awards ceremony.

### 32. **Africa's Top Celebrity: Promotion of Justice & Social Good**

- ✓ This award category is open to celebrities in music, entertainment, arts, politics, and sports of African origin.
- ✓ Personality can nominate self or be nominated by a third-party.
- ✓ Personality must possess verifiable, large and quantifiable following in media, public space or national life or discourse.
- ✓ Proof must be provided of how the personality is using his/her large following to promote public good in policy, politics, causes, or movements that promotes justice, equity, and social good.
- ✓ This category is open to public voting.
- ✓ Winner is announced at the award ceremony.

### 33. **International Collaboration for Sustainable Development (Sponsored by World Bank)**

- ✓ This award category is open to all public sector organisations in Africa who are investing in sustainable development with funds provided by international donor agencies promoting sustainable development in Africa.
- ✓ State sector of the SDGs targeted.
- ✓ State amount of funding received and duration.
- ✓ Provide data recording pre and post intervention to show impact.
- ✓ Demonstrate replicability of project or program.
- ✓ State the impacts your intervention would have in the community /country where it is implemented.
- ✓ In 500 words, state why your project deserves to win.

### 34. **CEO of the Year**

- ✓ CEO of the Year- is open to all business leaders that can demonstrate their impacts and influence in sustainable practice within their organisations, and how these ideas have positively impacted society in general. Parameters to be considered include- transparency, leadership, talent management, organization-wide CSR/Sustainability buy-in, sustainability related achievements of organization within period under review, and industry and societal influence.

### 35. **Most Responsible Business in Africa/Overall Winner.**

- ✓ This category is decided solely by the judges committee of *The SERAs CSR Awards Africa* based on the following criteria-
- ✓ Quality of entry i.e. verified information provided and backing evidence.
- ✓ Aggregate score in number of categories entered for in which organization made the list of finalists.



- ✓ Aggregate score based on total number of categories won by each organization.
- ✓ Extra points are awarded by the judges committee for innovation, depth of impact, replicability, and sustainability quotient of entries.
- ✓ (Late entries have one point deducted in final considerations).

