



Scoring of entries

Our aim is to provide a robust and transparent judging process that provides clarity and confidence to all involved.

Entries are scored using predetermined criteria, with written entries being used to provide shortlisted finalists who then also make 15-minute presentations to a panel of judges. Scores are generated from a combination of the written entry and the live presentations.

Winners from each category are identified based on the highest score. An overall winner, one across initiative and organisation will be identified from the highest scores overall.

All entrants receive feedback reports to help continuously improve their business performance. Finalists will receive evaluation feedback reports showing their performance vs other finalists, including winners.

Scoring grid

| Scoring stages | By whom | Basis of assessment | Outcome | Impact on scoring |
|---------------------------------------|---|---|------------------------|--|
| 1. Shortlist | | | | |
| | Shortlist judging panel 3 – 5 Judges | Written entry Criteria 1 - 8 <i>Summary will be especially important</i> | Shortlist of finalists | Score not carried forward |
| 2. Assessment of the finalists | | | | |
| | Category judging panels 3 – 5 Judges each | Written entry Criteria 1 - 8 | Score | 50% of weighting of final score for all Categories |
| | Category judging panels 3 – 5 Judges each | Live presentation Criteria 2 - 8 | Score | 50% of weighting of final score for all Categories |

There are a standard set of 8 criteria across all of the categories.

Each criterion has 100 marks available. All 8 criteria will be used for both the shortlisting of finalists (by the judging panel) and for scoring written entries by the finalist judging panel. Finalist presentations will be scored against criteria 2-8 only.



GULF SUSTAINABILITY™ AND CSR AWARDS 2020

Scoring criteria

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Overall maximum word count allowed is 2000 words including the summary

The case for recognition

1. Summary

Provide an overview of the entire initiative, capturing the most important information from beginning to end. NB. This will be used for shortlisting finalists and the scoring of the written entries but is not relevant to finalist presentations.

The following 6/7 criteria are relevant to all stages of judging: shortlisting written entries and Finalist Presentation. Each criterion requires a compelling, fully evidenced description.

2. Business strategy

What was the background to the initiative? How did it meet the strategic needs of the business?

3. Goals and objectives

What were the specific goals and objectives of the initiative? What business benefits did the initiative set out to achieve?

4. Planning and implementation

What steps did you take to plan the initiative? How was the initiative implemented? Who was involved and how was communication maintained? What was the target, budget and timeframe. Show results of any challenges along the way and the results against target, budget and timeframe

5. Stakeholder engagement

What was the leadership model and who were the relevant stakeholders? How were their needs identified and understood, and how were they engaged in the process?

6. Innovation and creativity

What was especially creative and innovative about the initiative? Was there anything unique or which proved an interesting twist and contributed to the overall success?

7. Impacts and benefits

What has been the resulting impact on the business? What other benefits have been achieved in relation to the goals and objectives, and were there any additional unforeseen benefits?

8. Accountability and commitment within the Team*

To what extent did each person understand their individual and the team's goals and objectives? How did they hold themselves and others accountable for delivery and teamwork? Could they depend on one another to deliver their own responsibilities?

* ONLY RELATES TO THE TEAM OF THE YEAR CATEGORY. NB For the Team of the Year category, the entry should relate to a particular initiative and will be scored based on the team's approach to the initiative. This is included in the questions on the entry form for these categories.



GULF SUSTAINABILITY AWARDS 2021™

Scoring Guidelines

| Rating | Description of how well the entry meets the criteria | Score available |
|--------------------|--|-----------------|
| Outstanding | Compelling, robust, fully evidenced description | 80 - 100 |
| Strong | Very good story with some strong evidence | 60 - 79 |
| Adequate | Good, well evidenced description | 40 - 59 |
| Limited | Some weak areas, would have benefited from more evidence | 20 - 39 |
| Weak | Unconvincing, weakly evidenced description | 0 - 19 |