

More Than A Market Awards 2023 Nomination Kit

同心、同力、同行 2023 奖项说明

Application Period: June 20, 2023 – September 8, 2023

奖项申请期：2023 年 6 月 20 日至 2023 年 9 月 8 日

1.Objectives 目标.....	2
2.Eligibility 参选资格.....	2
3.Awards Agenda 奖项日程	2
4. Award Categories 奖项类别	3
4.1. Award Category - ESG Performance 奖项类别 – ESG 绩效	3
4.2. Award Category – CSR 奖项类别 – 企业社会责任.....	4
4.3. Award Category – Innovative Sustainability Product 奖项类别 – 创新可持续产品.....	5
5. Procedure for Participation 参与流程.....	6
6.Transfer of Rights 权利转让.....	7
7.Contact 联系方式.....	7

1.Objectives 目标

The German Chamber of Commerce in China and the Missions of the Federal Republic of Germany in the People's Republic of China are again hosting the More than a Market Awards in 2023. The More than a Market initiative was launched in 2015. Its aim was to showcase the best corporate social responsibility (CSR) initiatives by German enterprises in China and their added value for the Chinese society. From 2015 to 2021, with support from members and partners, the More than a Market Awards ("Awards") were successfully organized six times, with over 400 best practice cases submitted.

在德国驻上海总领事馆和其他德意志联邦共和国驻中华人民共和国使领馆的大力支持下，中国德国商会于2015年发起“同心、同力、同行”倡议，其目的是展示德国企业面向中国社会实施的最佳企业社会责任倡议及其附加价值。在此期间，在会员和合作伙伴的大力支持下，我们成功举办了六届“同心、同力、同行奖”（奖项）。期间收到了超过400个最佳实践案例，并选出了27家获奖公司/组织。

In 2023, the "More Than A Market Awards" return to celebrate the progress and achievements of German companies in China with an expanded focus, namely in the field of environmental, social, and corporate governance (ESG). The Awards aim to not only provide a platform for enterprises, but also to help them (especially for SMEs) to better understand ESG, where they stand, and what more they can do to promote and implement ESG actions.

“同心、同力、同行奖”未来将每两年举办一届，以鼓励德国企业在中国的环境、社会和治理方面取得的进展和成就。奖项不仅为企业提供平台，更有助于企业（特别是中小型企业）更好地了解 ESG，推动可持续进程。

By participating in the Awards:

参加奖项可以：

1. **Increase company visibility by showcasing your best ESG initiatives and demonstrating your added value to the Sino-German community.** Submitting your projects can help your business gain recognition and establish yourself as a responsible leader in your respective industries.

展示企业在 ESG 的责任举措和对中德社区的附加价值，提高公司在中德社区的知名度。参与奖项可以帮助企业获得认可，并在您所在的行业中树立负责任的领导形象。

2. **Promote potential business cooperation and partnerships.** The Awards provide a platform for companies to connect and network with other leading German enterprises in China. This can lead to fruitful collaborations and partnerships that benefit all parties involved.

推动潜在商业合作。参与奖项的评选将为企业提供一个与其他领先德企建立联系的平台，这将帮助企业促进潜在的商业合作和伙伴关系。

2.Eligibility 参选资格

German companies and members of German Chamber of Commerce in China operating anywhere in China and actively pursuing ESG targets are welcome to apply for the Awards.

欢迎所有在华营商的德国企业并积极推进环境、社会和治理（ESG）目标的中国德国商会会员企业申请奖项。

3.Awards Agenda 奖项日程

Application: From June 20, 2023 to September 8, 2023.

申请阶段：2023年6月20日至2023年9月8日

Review Procedure: All applications will first be reviewed for eligibility and completeness.

审核程序：所有申请首先将被审核是否符合资格和材料提交的完整性。

- Any incomplete applications may be disqualified.
任何不完整的申请可能会被取消资格。
- 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.
评估小组可能会联系企业进行后续材料核实。因此申请中需要清楚地提供一个负责人的联系方式以便于提供更多信息。

The More than a Market Awards Ceremony will take place in Shanghai during the AHK Xceleration Days on November 9, 2023.

“同心、同力、同行奖”颁奖典礼将于 2023 年 11 月 9 日在上海举行，届时将作为德中经济峰会的环节之一。

4. Award Categories 奖项类别

There are a total of 3 award categories:

本次共用 3 个奖项类别：

1. **ESG Performance ESG 绩效**
2. **CSR 企业社会责任**
3. **Innovative Sustainability Product 创新可持续产品**

All cases and descriptions used to apply for the awards need to occur within years 2022 and 2023.

所有用于申请该奖项的案例和描述必须发生在 2022 年至 2023 年期间。

4.1. Award Category - ESG Performance 奖项类别 – ESG 绩效

This category focuses on the overall operations and strategy of the company.

该奖项类别侧重于公司的整体运营和战略。

Submission 提交

Participating companies are required to complete a ESG Performance Self-Assessment Template available for download.

企业申请需要下载并填写环境、社会和治理（ESG）绩效自我评估模板。

Assessment Criteria 评审标准

The scoring criteria for evaluating ESG self-assessment forms are based on recognized ESG metrics, verifiable data, and facts. An independent reviewing body (TÜV Rheinland) will evaluate the form based on the following weighted ESG indicators:

ESG 绩效自我评估的评分标准是基于公认的 ESG 指标、可验证的数据和事实。由独立的审查机构（德国莱茵 TÜV）根据以下加权进行评估：

Environment 环境

- Climate Change 气候变化 (15 Points 分)
- Natural Resources and Energy 自然资源及能源 (10 Points 分)
- Prevention of Pollution 防止污染 (10 Points 分)
- Other Actions Taken for Environmental Protection 其他对环境保护的行动 (5 Points 分)

Social 社会

- HR Development and Engagement 人力资源发展和参与 (10 Points 分)
- Diversity, Equity and Inclusion 多样性、平等及多样性 (5 Points 分)
- Product Liability 产品责任 (10 Points 分)
- Supply Chain 供应链 (5 Points 分)
- Community Engagement 社区参与 (5 Points 分)

Governance 治理

- Governance Organizational and Mechanism 组织治理及机制 (10 Points 分)
- Innovation Sustainability 创新可持续 (15 Points 分)

Scoring rule for ESG self-assessment ESG 绩效自我评估的评分标准:

Score 分数	Definition 定义
0%	No answer in the respective field or no valid entry. 没有填写或填写无效内容。
50%	Comments showing reasonable understanding of the questionnaires and clear description of the ESG action taken, but supporting documents inconsistent or incomplete. 填写内容显示对问卷有合理的理解，对所采取的 ESG 行动有清晰的描述，但证明材料不一致或不完整。
100%	Comments showing a good understanding of the questionnaires and clear description of the ESG Strategy and action taken, with sufficient and valid supporting data and documentation. 填写内容显示对问卷有很好的理解，对所采取的 ESG 策略和行动有清晰的描述，有充分及有效的支持数据和文件。

The evaluation is based on the companies' submitted ESG self-assessment form. The review board may contact applicants and request further details or more specific additional documentation. Companies with the highest scores according to categories of company size will be selected as winners.

公司提交的 ESG 绩效自我评估表将作为评估依据。评估小组可能会联系申请人，要求提供进一步的细节或补充文件。奖项根据公司规模分组，得分最高的公司将获得奖项。

4.2. Award Category – CSR 奖项类别 – 企业社会责任

This category aims to recognize outstanding corporate social responsibility initiatives that were implemented in 2022/2023 and that have made a significant impact on society and the environment.

该奖项类别旨在表彰在 2022 至 2023 年期间实施的、对社会和环境产生重大影响的杰出企业社会责任举措。

Submission 提交

Companies submit their best CSR practices in the CSR Case Template for download, by providing a brief case description and accompanying photos.

企业需要下载企业社会责任案例模板，在模板中填写其最佳企业社会责任实践的项目描述，并附上项目照片。

Assessment Criteria 评审标准

The assessment criteria for evaluating CSR performance are based on the following principles:

企业社会责任奖项的评估标准基于以下原则:

- **Innovation:** How original/unique is the approach?
创新性: 项目是否具有原创性或独特性?
- **Scalability:** Can the project serve as an example for other enterprises?
可扩展性: 该项目能否作为其他企业的榜样?
- **Corporate Competences:** Does the company engage its employees and use its know-how and resources?
公司能力: 公司是否让其员工参与其中, 并利用其技术和资源?
- **Social and Environmental Impact:** Is the project and its results long-term oriented to have a social and environmental impact?
社会和环境的影响: 该项目及其结果是否长期对社会和环境产生影响?

The review board will select a shortlist of entries that will be presented to an independent jury. The shortlist will be structured according to different company sizes. The jury will consist of German and Chinese representatives from the fields of Foundation and philanthropy.

评估小组将选出一份入围名单, 提交给独立评审团。入围名单将根据公司规模分组。评审团由来自基金会、慈善领域的德国和中国代表组成。

4.3. Award Category – Innovative Sustainability Product 奖项类别 – 创新可持续产品

This award category focuses on innovative and sustainable products and services within a company's product portfolio. The submitted products or services should adhere to the principles of circular economy, and aim to enable and inspire companies to embrace sustainable practices, resource efficiency, and waste reduction.

该奖项类别侧重于企业创新可持续产品或服务。创新可持续产品或服务应遵守循环经济的原则。该奖项旨在促进和鼓励企业采纳可持续实践、提高资源利用效率和降低废弃物产生。该奖项类别侧重于企业创新可持续产品或服务。创新可持续产品或服务应遵守循环经济的原则。该奖项旨在促进和鼓励企业采纳可持续实践、提高资源利用效率和降低废弃物产生。

Submission 提交

The company needs to explain how its products/services comply with the principles of circular economy according to the Innovative Sustainability Product PPT Template:

公司需要根据创新可持续产品 PPT 模板, 介绍其产品/服务如何符合循环经济原则:

- P1: Introduction of the company and its products/services.
第一页: 公司及产品介绍
- P2: General explanation of the positive environmental impact and socio-economic benefits brought by its circular economy practices.
第二页: 对其循环经济实践所带来的积极环境影响和社会经济效益介绍。
- P3: Highlights of the lifecycle stages.
第三页: 产品/服务声明周期各阶段亮点

Assessment Criteria 评审标准

The assessment criteria for evaluating are based on the following principles:

创新可持续产品奖项的评估标准基于以下原则:

- **Innovation and Creativity:** The degree to which the company demonstrates unique and creative approaches to implementing circular economy principles.
创新和创造力: 公司在实施循环经济原则方面表现出独特和创造性的方法的程度。
- **Scalability:** The potential for the company's practices to be scaled up in other industries or organizations.
可扩展性: 公司的做法在其他行业或组织中推广的潜力。
- **Environmental Impact:** The extent of positive environmental impact achieved through circular economy practices.
环境影响: 通过循环经济实践而实现的, 对环境影响的积极程度。
- **Social and Economic Benefits:** The measurable social and economic benefits generated through circular economy initiatives.
社会和经济效益: 通过循环经济措施产生的可衡量的社会和经济效益。

The review board will select a shortlist of companies to be invited to the More than a Market Awards for a pitching contest. Each selected company will have five minutes to pitch their product/service to all onsite participants. Additionally, an onsite expert panel will challenge the companies' pitch presentations. The winner will be selected by vote of the onsite audiences.

评估小组将从所有提交的产品及服务中筛选出入围名单, 邀请入围企业参加“同心、同力、同行奖”的路演比赛。每家入围企业将有五分钟的时间向现场观众介绍其产品/服务, 并接受现场专家组的提问。最后将由现场观众投票产生赢家。

5. Procedure for Participation 参与流程

Participants are invited and encouraged to apply for more than one award category.
我们邀请并鼓励企业参与多个奖项类别。

Application Process: 奖项申请流程

Step 1: Fill out and submit the online award application in following link:

<https://forms.office.com/r/N7zCgZCag8> and select the award categories you are applying for.

第一步: 在线填写奖项申请: <https://forms.office.com/r/N7zCgZCag8>, 并选择参与的奖项类别。

Step 2: Download and complete the submission template according to the award category chosen by the company to apply for.

第二步: 下载并填写参与奖项的对应模板。

- For ESG Performance, please fill in the ESG Performance Self-Assessment Template
对 ESG 绩效奖项类别, 请填写 ESG 绩效自我评估模板
- For CSR, please fill in the CSR Case Template
对于企业社会责任奖项类别, 请填写企业社会责任案例模板
- For Innovative Sustainability Product, please fill in the Innovative Sustainability Product PPT Template
对于创新可持续产品, 请填写创新可持续产品 PPT 模板

Step 3: Please send the **completed submission template** and **signed declaration agreement with company seal** to esgalliance@china.ahk.de by 6:00 PM on September 8, 2023.

第三步: 请于 2023 年 9 月 8 日下午 18:00 前将填写完成的模板及公司签字盖章的申报协议发送至: esgalliance@china.ahk.de

Submission Documents Downloads: 提交文件下载地址:

[[Download 下载](#)] ESG Performance Self-Assessment Template ESG 绩效自我评估表模板

[[Download 下载](#)] CSR Case Template 企业社会责任案例模板

[\[Download 下载\]](#) Innovative Sustainability Product PPT Template 创新可持续产品 PPT 模板

[\[Download 下载\]](#) Declaration Agreement 申报协议

6. Transfer of Rights 权利转让

For details about the Transfer of Rights, please refer to the declaration agreement.

更多权利转让信息请查看申报协议。

7. Contact 联系方式

If you have any questions, feel free to contact us:

如果您有任何疑问，请联系：

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Visit the ESG Alliance website: esg.china.ahk.de

访问 ESG 联盟网站: esg.china.ahk.de