



# THE ASSET ESG AWARDS 2019

THE GLOBAL  
RECOGNITION FOR  
ESG EXCELLENCE

LEADING IN ESG FOR 20 YEARS



**RULE BOOK**

## THE ASSET ESG AWARDS 2019

The Asset ESG Awards is one of the world’s leading and longest-running awards on ESG (Environmental, Social, and Corporate Governance). It offers a rigorous benchmarking service for listed companies with regard to corporate sustainability. A range of metrics are used to assess the companies’ qualities of corporate governance, social responsibility, and environmental responsibility, taking into consideration a corporate’s unique business environment – its industry and the regulations of the market it belongs to.

Financial performance is used as a proxy for gauging management acumen. Companies are also evaluated according to the quality of their social and environmental responsibility and investor relations.

### ELIGIBILITY

Companies that have been listed for at least 18 months will be eligible to make a submission for the awards.

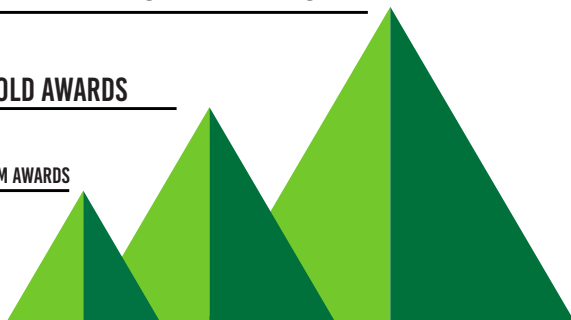
## BENCHMARK AWARD FOR EXCELLENCE IN ENVIRONMENTAL, SOCIAL, AND CORPORATE GOVERNANCE

All companies achieving a threshold score in the relevant categories will be eligible for the awards. The awards entitle companies to display The Asset ESG logo in their marketing materials. The award categories are:

### THE ASSET PLATINUM AWARDS

### THE ASSET GOLD AWARDS

### THE ASSET TITANIUM AWARDS



## METHODOLOGY – BENCHMARK AWARD (PLATINUM, GOLD, AND TITANIUM):

The benchmark award is designed to recognize excellence in ESG. This year, every submission will be considered under the Benchmark Award for Excellence in Environmental, Social, and Corporate governance. Once a company achieves a certain passing threshold score in all categories, it will be considered for the Asset Titanium Award. If the company is able to show additional efforts and initiatives to achieve higher standards in ESG, Gold or Platinum Awards will be granted.

There are two steps in the benchmarking process: quantitative phase and qualitative phase.

In the quantitative phase, companies are invited to complete the online questionnaire related to different ESG topics and are scored according to our methodology. Corporates are encouraged to answer as extensively and accurately as possible.



In the qualitative phase, Asset Benchmark Research consults institutional investors, analysts and industry experts for their professional views and insights.

This year, The Asset ESG Awards have strengthened the focus on the environment “E” and social “S” aspects. High-level environmental and social criteria will be evaluated. In addition, we will be benchmarking companies’ ESG performances against their peers. We will recognize the companies which outperform their peers and go the extra mile in their ESG efforts.

## THE ASSET CORPORATE INITIATIVES

The Asset recognizes companies' efforts to launch exemplary initiatives in innovation, social responsibility, and environmental responsibility as well as diversity and inclusion. We are giving out the following awards:



### BEST INITIATIVE IN INNOVATION

Winners will have designed and applied a business strategy that has taken the company to the next level. This can include product or service advancements or digital enhancements that embrace new ways of doing business.



### BEST INITIATIVE IN SOCIAL RESPONSIBILITY

Winners will have implemented a project in social responsibility aimed at developing a positive relationship with the society in which they operate including stakeholders such as consumers, employees, investors, and communities



### BEST INITIATIVE IN ENVIRONMENTAL RESPONSIBILITY

Winners will have executed a scheme in environmental responsibility aimed at protecting the environment through recycling, waste management, water management, renewable energy, reusable materials, or sustainable supply chains among others.



### BEST INITIATIVE IN DIVERSITY AND INCLUSION

Winners will have adopted policies, programmes and practices that promote and strengthen diversity and inclusion within the organization as well as in the community and industry in general.

# METHODOLOGY— THE ASSET CORPORATE INITIATIVES AWARDS:

The Asset Corporate Initiatives awards recognize the resourcefulness of companies to achieve results in specific projects in the fields of innovation, social responsibility, environmental responsibility and diversity and inclusion within the last 12 months.

The Asset Corporate Initiatives awards are conferred on a submission basis. The submission document should provide the company's response to the following questions:

## 1 NATURE AND ORIGINATION PROCESS

Companies that have been listed for at least 18 months will be eligible to make a submission for the awards.

- ▶ What is the initiative? Has it launched or is it still in a planning stage?
- ▶ What is the beginning purpose commitment for launching the initiative?
- ▶ How was this idea generated? Which department(s) are/is responsible or involved in the process?
- ▶ Which part of the initiative is original?
- ▶ How is the initiative unique or novel compared to other innovation initiatives in the industry?
- ▶ Ideally, how is the initiative adding value to the company and society?

## 2 EFFECTIVENESS AND IMPLEMENTATION PROCESS

- ▶ What is the current opportunity the initiative seeks to address?
- ▶ Who is the target beneficiary?
- ▶ How was the initiative implemented? Which department(s) are/is responsible or involved in the process?

- ▶ What is/are the outcome(s) of the initiative?
- ▶ How do you measure the effectiveness of the initiative(s) launched?
- ▶ What proportion of GHG emissions has been reduced? (Environmental Initiative)
- ▶ Could the initiative be easily replicated by other companies?
- ▶ Could you provide testimony from the company's staff who implement the initiative?
- ▶ Could you provide beneficiaries' feedbacks on the effectiveness and positive impact of the initiative?

## 3 COMMITMENT AND EFFICIENCY

- ▶ What are resources applied or utilized to launch the initiative?
- ▶ What is your company's estimation of resources put to launch the initiatives?
- ▶ How do you make sure the proceeds are used on the beneficiary? (Diversity and Inclusion award)
- ▶ How do you measure the efficiency of the initiative(s) launched?
- ▶ How do you ensure the initiative is sustainable in the coming years?

## 4 MANAGEMENT OF EXTERNALITIES

- ▶ Who are the possible negatively affected stakeholders?
- ▶ How do you compensate the negatively affected stakeholders?
- ▶ How do you measure the efficiency of the initiative(s) launched?
- ▶ Could you provide feedbacks of some negatively affected stakeholders on the impact of the initiatives?

### ELIGIBILITY

Any listed company is eligible for The Asset Corporate Initiatives awards.

## THE ASSET BEST CEO AWARD

The Asset Best CEO Award acknowledges the leadership qualities of a chief executive officer

### ELIGIBILITY

The CEO or president of a listed company is eligible for the award. He or she should have served as CEO or president of the company for at least two years.

### METHODOLOGY

The Best CEO Award will reward a range of skills and attributes including inspirational leadership, strategic thinking, team- and relationship building, effective communication and change management. CEOs are invited to apply by submission outlining their achievements.

## THE ASSET BEST INVESTOR RELATIONS TEAM AWARD

In recognition of the importance of the team that provides an efficient interface for their company with investors and analysts, The Asset is recognizing the best IR team.

### ELIGIBILITY

The IR Team of any listed company in Asia is eligible.

### METHODOLOGY

Teams are invited to make a submission outlining their day-to-day activities as well as examples of successful troubleshooting and initiatives they have taken in newer arenas such as social media and web-delivered services.

### PROCEDURE

Submissions may be made between 2 July 2019 and 30 August 2019.

### PROCESSING FEE

There is a processing fee of US\$ 3,288 per company submission, which covers the administration, research and analysis of the applications regardless of the number of awards applied for. The awards entitle companies to display The Asset ESG logo in their marketing materials. In addition, the winners will get a year's subscription to The Asset magazine and access to premium online content on ESG. Successfully benchmarked companies will be mentioned as winners of The Asset ESG Awards 2019 in The Asset magazine which will be given to winners of this year's awards.

The payment of the fee, however, does not guarantee an award. Companies will be invoiced when the submission has been completed.

### QUESTIONS

Please direct your questions to [esgawards@theasset.com](mailto:esgawards@theasset.com).

*For further information, please contact Simon Yau at (852) 2165-1678*



**Asset Publishing and Research Limited**

Suite 1203-1205, 12th Floor  
Chinachem Exchange Square  
1 Hoi Wan Street, Quarry Bay  
Hong Kong SAR, China

Tel: (852) 2573-6078 / Fax: (852) 2573-7436