



SEAL
AWARDS

SUSTAINABILITY,
ENVIRONMENTAL
ACHIEVEMENT
AND LEADERSHIP

AWARD CRITERIA & METHODOLOGY

2017 BUSINESS SUSTAINABILITY



SUSTAINABILITY,
ENVIRONMENTAL
ACHIEVEMENT
AND LEADERSHIP

This document is a written approximation and representation of the electronic application form.

To access the electronic application form please visit:

<https://sealawards.secure-platform.com/a>



SEAL Award for Organizational Impact

The SEAL Award for Organizational Impact celebrates the world's leaders in sustainability and environmental progress. Applicants are judged on benchmark metrics across Corporate Governance, Corporate Strategy, Supply Chain ESG/CSR, Disclosure and Accountability, Performance, and Corporate Citizenship and Engagement.



1. Corporate Governance:

Corporate governance initiatives ensure that a company is effectively managed in the interests of all stakeholders including our planet.

Companies are measured across three governance categories:

- CSR/EHS-linked CEO incentive compensation
- Established Corporate Code of Conduct
- Executive education programs on CSR/EHS issues

1) Is CEO compensation linked to? ¹

- a) Environmental Metrics (e.g. carbon footprint, corporate emission reduction indicators)
 - i) Yes - Please include specific metrics
 - ii) No
 - iii) Unable to Disclose
- b) Social figures (e.g. corporate health and safety metrics)
 - i) Yes - Please include specific metrics

¹ Please only include metrics that apply to CEO compensation, not metrics that are selectively used for specialists or senior managers at a lower level of the company structure (such as Sustainability or Environmental Managers). Linkage defined as a portion of the CEO's compensation - fixed and/or variable - is based upon on achievement of such metrics.

- ii) No
 - iii) Unable to Disclose
- 2) Do you have a Corporate Code of Conduct?
 - a) Yes
 - b) No
- 3) Does your Corporate Code of Conduct include?
 - a) Environmental factors and/or principles?
 - i) Yes
 - ii) No
 - b) Health factors and/or principles
 - i) Yes
 - ii) No
 - c) Safety factors and/or principles
 - i) Yes
 - ii) No
- 4) Do Board Members / Senior Executives (e.g. CEO/COO/CFO) receive regular, ongoing (defined as within the last two years) risk-specific training and education in environmental /sustainability topics to ensure that they are informed about the latest risk management practices and are equipped to assess the various forms of risks?
 - i) Yes
 - ii) No
 - iii) Unable to Disclose

2. Strategy:

World-class companies have established clear, focused and measurable strategies that reach or exceed stated goals and objectives in sustainability efforts.

- 1) Describe your most important business strategies/initiatives with respect to ESG / Sustainability.
 - a) Up to 5 strategies may be presented.
- 2) Provide the long-term metrics / targets used in the above described strategies/initiatives
 - a) To the extent possible, discussion of your achievement to date of targets is encouraged

3. Supply Chain ESG / CSR:

Supply chain operations that enhance and improve environmental, social and governance metrics through every step of the process - from supplier selection through product delivery.

- 1) Supplier Selection: Does sustainability factor into the decision of selecting suppliers (CSR/ESG is included in supplier selection)? Examples include ESG included within RFPs or Company use of a third party ESG database to assess suppliers.
 - a) Yes
 - b) No
 - c) Unable To Disclose
- 2) Supply Chain Initiatives: Please describe any ESG supply chain initiatives you are pursuing.

(Entrant Response)

4. Disclosure of ESG Metrics:

Companies that hold themselves accountable by providing transparency into their environmental impact with public reporting and integrated assurance measures.

- 1) Assurance Standards: Are AA1000AS and ISAE3000 Assurance Standards in place?
 - a) Yes
 - b) No
- 2) Does your company report on supply chain management sustainability KPI's and provide the targets linked to those indicators?
 - a) Yes
 - b) No



5. Performance Metrics:

Companies that make a commitment to positive environmental impact, and follow through with measurable results proving that commitment, including direct GHG emissions, year to year improvement, total energy consumption and water usage.

1) **Total GHGs:** Do you report total direct GHGs? (***As measured in metric tons of CO2 equivalents***)

a) Yes

i) If Yes, please complete the following table:

Total GHGs	
% Change 1 Year	
% Change 3 Year	
Comparative Metric ²	

a) No

² In your own view, please provide the most relevant comparative metric to benchmark your performance.

Examples include against revenue, total employees, units produced, etc.

2) **Indirect GHGs:** Do you report indirect GHGs? (**As measured in metric tons of CO2 equivalents**)

a) Yes

i) If Yes, please complete the following table:

Indirect GHGs	
% Change 1 Year	
% Change 3 Year	
Comparative Metric	

b) No

3) **Waste:** Do you report total amounts of waste generated? (**As measured in metric tons of waste**)

a) Yes

i) If Yes, please complete the following table:

Total Waste	
% Change 1 Year	
% Change 3 Year	
Comparative Metric	

b) No

4) **Water:** Do you report total amounts of water usage? (**As measured in million cubic meters**)

a) Yes

i) If Yes, please complete the following table:

Total Water Usage	
% Change 1 Year	
% Change 3 Year	
Comparative Metric	

b) No

OPTIONAL DISCLOSURE OF ADDITIONAL PERFORMANCE METRICS:

Relevant performance metrics for each company and industry can vary from those categories presented above.

In this optional field, please provide performance metrics you believe are relevant in considering your organization’s overall sustainability achievement.

6. Corporate Citizenship and Engagement:

Companies that make measurable contributions to a healthy environment, and work with their partners, stakeholders and community to promote a sustainable future..

- 1) Best Practices: Does your company disclose and share strategic sustainability best practices?
 - a) Yes
 - i) If yes, please describe:

(Entrant Response)
Key Questions:
What best practices are you sharing?
How do you share those?
Who do you share them with?

- b) No
- 2) Causes and Research: Does your company make contributions to causes and/or research relevant to environmental sustainability?
 - a) Yes
 - i) If yes, please describe:

(Entrant Response)
Please describe your financial contributions, potentially including the organizations or researchers supported.

- b) No
 - c) Unable to Disclose

SEAL Award for Environmental Initiatives Criteria

Progress happens incrementally. The SEAL Award for Environmental Initiatives recognizes and honors individual programs that move the needle on environmental progress, and demonstrate leadership and commitment to a sustainable future.

In the space below, provide a brief description of a specific initiative your organization has initiated to drive environmental progress and impact global sustainability.

Examples of qualifying initiatives include:

- Greenhouse Gas Reduction in Specific Projects
- Energy Sources - Use of Renewables
- Sustainable Materials Usage
- Water Usage Reduction
- General Waste Reduction
- Sustainable Packaging
- Supply Chain Process Improvement
- Specific Business Process Changes



Entrant Initiative Description:

(Describe Initiative Here)



Evaluation Criteria:

Using a blend of quantitative and qualitative metrics, the SEAL Award for Environmental Initiatives measures environmental progress across a range of criteria. These include:

- Impact Metrics
- Innovation / Uniqueness of the Initiative
- Sharing of Insights and Best Practices
- Investment of Organizational Leadership Capital

Please include alignment with any global external initiatives, such as the 2030 United Nations Sustainable Development Goals (SDGs) or any industry specific targets.

Impact Metrics:

What is the environmental impact of the initiative?

When did the initiative begin?

What are the tangible environmental benefits of the initiative?

How have they been measured?

Provide specific metrics that support and are relevant to the initiative. Data is to be current (dated) and part of an active initiative.

(Entrant Response)

Innovation / Uniqueness of the Initiative:

What makes this initiative innovative?

What is your company doing to solve this environmental problem and why is this initiative unique?

How viable and sustainable is this initiative?

(Entrant Response)

Sharing of Insights and Best Practices:

What are the best practices learned from the initiative?

How is this best practice being shared?

How far-reaching is the scope of the initiative?

(Entrant Response)

Investment of Organizational Leadership Capital:

What level of organizational leadership was shown in the decision to carry out this initiative? More simply, why was this a “tough decision” that required a real commitment to get implemented?

How does this leadership encourage innovation to promote environmental stewardship?

(Entrant Response)

FINAL WORDS

"BE SO GOOD THEY CAN'T IGNORE YOU"

- STEVE MARTIN

WE ENCOURAGE YOU TO MAKE YOUR ENTRY
SO CLEAR AND SO COMPELLING THAT IT
SPEAKS FOR ITSELF. GOOD LUCK.

