

## Edison Electric Institute

### EEI Corporate Citizenship Award Guidelines

The EEI Corporate Citizenship Award is the electric power industry's premier award for corporate citizenship. This prestigious award recognizes EEI member companies for their innovative programs that support the growth and development of the communities they serve.

#### **Nomination Instructions**

1. The nomination form must be approved and signed by the company's CEO.
2. The submissions must include a brief executive summary not to exceed 500 words.
3. The submission must include a description of the initiative, not to exceed 3 pages.
  - a. The program description should answer the following questions:
    - What is the corporate citizenship initiative?
    - Who are the relevant stakeholders in the community that were part of this initiative?
    - How does this initiative support the community?
    - How are you measuring the benefit to the community? Please include relevant KPIs, both qualitative and quantitative measurements.
    - Companies also can include quotes from community stakeholders.
4. The nomination form, executive summary, description of the initiative and any supporting documents must be submitted electronically to Alexis Sulentic at [ASulentic@eei.org](mailto:ASulentic@eei.org) in PDF format by Friday, August 16, 2024.

#### **Selection and Judging**

A review committee, comprised of a panel of EEI members, EEI staff, and consultants, will meet each September to select the finalists. The final award winner(s) will be chosen by an executive from EEI's CEO State Policy Committee. Please highlight elements of diversity, equity, and inclusion within each of the criteria where applicable. The following criteria will be considered:

1. 5 points for depth of community engagement
2. 5 points for breadth of community engagement
3. 5 points for quantitative impact
4. 5 points for qualitative impact
5. 5 points for innovativeness of the initiative

6. 5 points for the scale of investment and/or prioritization from the company

**Depth of Community Engagement:** This section should include how deep the initiative goes within the community and for which community groups. Examples include how lasting and impactful the initiative is on a particularly diverse community; how meaningful the impact on those within the community, etc.

**Breadth of Community Engagement:** This section should include how widespread the initiative's impact is. That could include how many individuals or stakeholders are impacted by the initiative. Examples include how many individual constituents will be impacted; how many groups will be impacted; and/or how many groups or parties are involved in the execution of the initiative, etc.

**Quantitative Impact:** This section should focus on the measurable outcomes from the initiative. This can range from the number of individuals impacted to the number of stakeholders and/or diverse groups benefited by the initiative to expected socioeconomic impacts from the initiative.

**Qualitative Impact:** This section should focus on the initiative's impact outside the quantitative measurement guidelines. Examples include anecdotes of relevance of the initiative to the community, stories or testimonies of impacted individuals, and impacts on disadvantaged and diverse groups.

**Innovativeness of the Initiative:** This section should detail what is innovative and unique about the initiative. It should explain how the initiative is community-specific and how it may be different than existing programming. This section should also include whether the nature of the innovation has the ability to set a precedent that could impact and guide future related initiatives. You may also include how the benefit may provide a unique solution for a disadvantaged or marginalized group.

**Scale and Prioritization of the Initiative:** This section is meant to show the relative level of commitment and prioritization of initiative. Respondents should consider whether the company has given meaningful resources, time, thought, and/or human capital to the initiative.