



جائزة الملك خالد  
King Khalid Award

# RESPONSIBLE COMPETITIVENESS AWARD

## RC AWARD CORE AREAS

The RC Award methodology involves a self-completion questionnaire consisting of 64 questions, which are categorized into five core areas. The scoring process includes sector-adjusted weighting across the five themes for different sectors and industries.

**BUILDING A NATIONALLY  
COMPETITIVE WORKFORCE**

**INNOVATING SOLUTIONS FOR  
SUSTAINABLE DEVELOPMENT**

**EMPOWERING LOCAL SUPPLIERS**

**MAKING A COMMITMENT TO GOOD  
GOVERNANCE AND HIGH QUALITY**

**RESPONSIBLE ENVIRONMENTAL  
MANAGEMENT**



## KEY BENEFITS OF RESPONSIBLE COMPETITIVENESS

- ✓ Improved reputation and brand loyalty
- ✓ Increased competitive advantage against industry peers
- ✓ Increased productivity and reduced costs
- ✓ Improved risk management and efficiency
- ✓ Attraction of employees and investors
- ✓ Reduced waste
- ✓ Improved social and environmental footprint
- ✓ Mitigation of negative impacts
- ✓ Social and economic development

## THE RC AWARD

The Responsible Competitiveness Award, led by the King Khalid Foundation and project partner AccountAbility, aims to help businesses strengthen their competitiveness while enhancing their environmental, social and governance performance. The Award focuses on aligning sustainability practices with business imperatives, such as promoting positive growth, improving reputation, and enabling engagement with key stakeholders.

Building on its ten-year legacy, the 2018 RC Award will boast the largest pool of applicants to date and recognizes the Kingdom's leading businesses in responsible competitiveness. The Award has previously attracted many of the Kingdom's high-profile companies, with past winners including the Arabian Drilling Company, the Saudi Investment Bank, Binzagr Unilever Limited, the National Commercial Bank (NCB), Cisco and the National Petrochemical Industrial Company (NATPET).

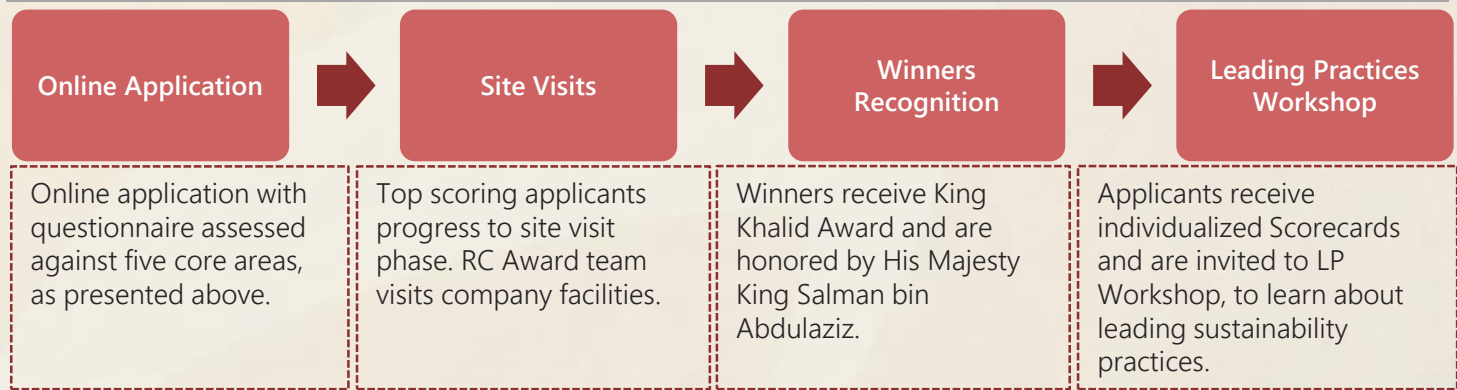
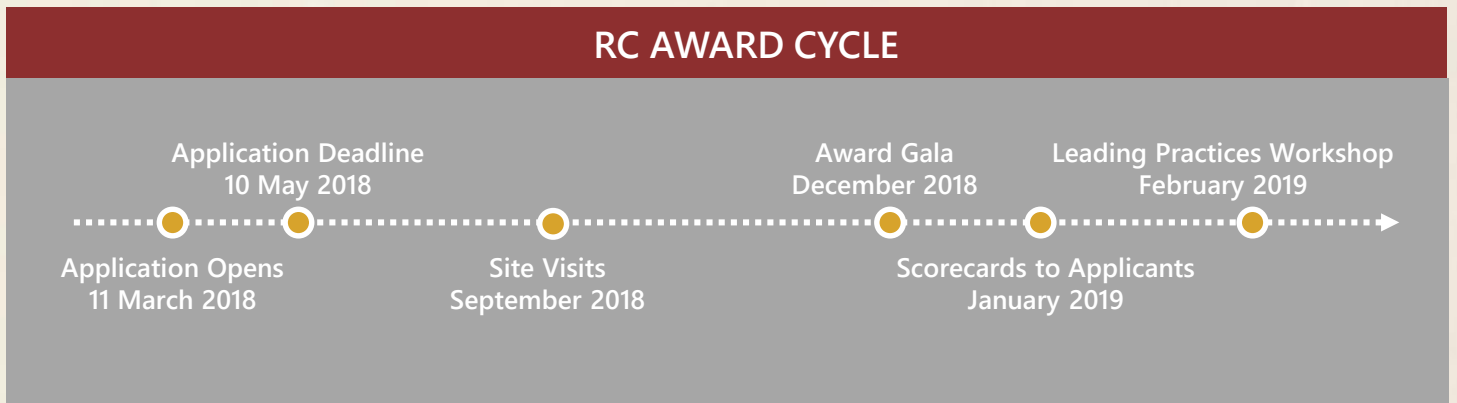
Through participating in the Award, applicants gain a better understanding of which sustainability strategies can enhance investor and stakeholder interest, and increase bottom lines and competitive advantages. Applicants are provided with a customized Scorecard Report presenting an overview of their performance, and identifying gaps and opportunities to improve their business. Furthermore, participants become a part of a KSA-wide network of key business leaders within the Kingdom.



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## RC AWARD CYCLE



## CUSTOMIZED ANALYSIS AND SCORECARDS

## LEADING PRACTICES WORKSHOP

All RC Award applicants receive tailored analysis of their RC performance, as well as overall recommendations for improvements with supporting industry references.



Participants have the opportunity to learn emerging and leading practices from peers and sustainability experts, and have the chance to discuss their performance and scorecards during one-on-one sessions.





## SUPPORT SERVICES FOR APPLICANTS\*



### APPLICATION SUPPORT

The King Khalid Foundation and project partner AccountAbility offer one-on-one applicant support, via individual sessions to answer questions and provide guidance in terms of completing the application.

Applicants can further inquire for an in-person meeting with the AccountAbility analyst team, when the application launches, during the month of March.



### WEBINARS

Join our online webinars, offered during the application period, to learn more about the Award's process and contents, as well as the assessment methodology.

Visit the Resource Center, for information on the specific dates RC webinars are hosted.



### APPLICATION COMPLETENESS REVIEW

The Application Completeness Review check provides applicants with an assessment of how complete their application is, and offers:

- Review of the questionnaire's completeness
- Final check to make sure the application has been properly filled out
- Supporting documentation has been successfully submitted
- Highlight any missing data and supporting documentation



### SCORECARD REVIEW SESSION

We encourage all applicants to get in touch with the Award team to schedule a dedicated session to go through their Scorecard Reports, and discuss the key areas for improvement.

Scorecard sessions are offered either the day of the Leading Practices Workshop, or remotely via conference calls.



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The 2018 Application will remain open from March 11<sup>th</sup> to May 10<sup>th</sup>, 2018, and is accessible through the [KKF website](#)

## KEEP IN TOUCH



### RC RESOURCE CENTER

Visit our [Resource Center](#) for further resources, information on the process & timeline, and online webinars hosted.



### RC NEWSLETTER

Subscribe to our [RC Newsletter](#), to remain up to date with our RC news and case studies.



### APPLICATION SUPPORT

Contact us directly for any questions regarding the RC Award or your application.



فرع التنافسية المسؤولة



## CONTACT INFORMATION

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