



جائزة الملك خالد  
King Khalid Award

RESPONSIBLE COMPETITIVENESS AWARD



# GUIDEBOOK FOR THE INDUSTRIAL SECTOR

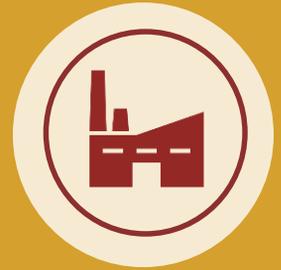




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King Khalid Foundation is proud to present the 2018 Responsible Competitiveness (RC) Award to promote and recognize leading sustainability practices in the Kingdom of Saudi Arabia. This brochure contains relevant information and guidance for the local industrial sector.



## WHAT IS THE RC AWARD?

Run by the King Khalid Foundation, the RC Award aims to empower companies to integrate environmental, social and governance issues into core management decision-making.

The RC Program focuses on aligning CSR practices with business imperatives, such as promoting positive growth, enhancing reputation, and enabling engagement with key stakeholders.

The RC Award will promote healthy competition in the Kingdom's industrial sector and the broader KSA business community, accelerating the Kingdom's economic growth and helping it achieve Vision 2030 goals.

## APPLICATION DETAILS

Timeline edited





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## WHAT IS RESPONSIBLE COMPETITIVENESS?

*"Responsible competitiveness is about forward looking corporate strategies, innovative public policies and engaged and vibrant civil societies."*

*- Pascal Lamy, Ex-Director-General of the World Trade Organization*



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**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**

## AWARD CORE AREAS

KKF's Responsible Competitiveness was born in 2008 from the notion that organizations can gain a range of competitive advantages from embedding sustainable and responsible business practices and aligning with the Kingdom's broader development goals and Vision 2030.

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.



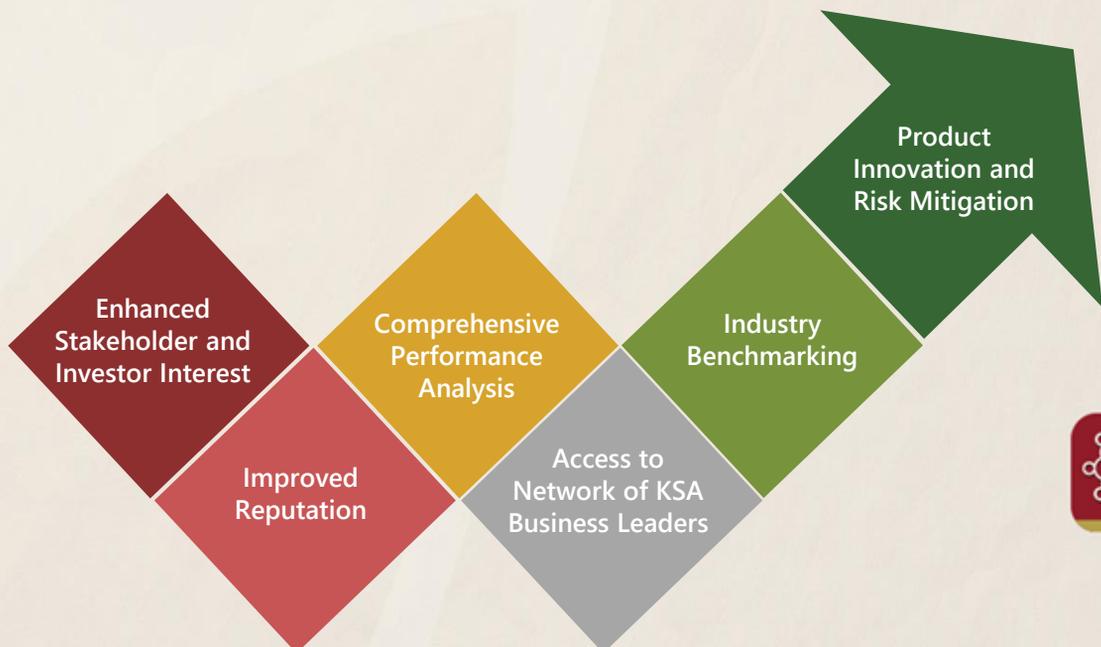
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## BENEFITS OF RESPONSIBLE COMPETITIVENESS

By applying to the RC Award, your factory or company will:

- Increase competitive advantage
- Align with international leading practices
- Increase domestic and foreign investor interest
- Receive recognition for commitment to sustainable practices
- Receive customized analysis and recommendations for performance improvement from a team of experts
- Promote Vision 2030 and its intended outcomes
- Join a KSA-wide network of likeminded peers





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## RESPONSIBLE COMPETITIVENESS & SUSTAINABLE DEVELOPMENT

Sustainability is the ability to sustain or the capacity to endure.

In order to protect the capacity to endure, it is imperative for the industrial sector to integrate responsibility, innovation and efficiency into their practices. The successful SMEs of tomorrow will be those that lead and create value both inside and outside the walls of the organization, in the markets and societies of their operations.

### Benefits of Sustainability to SMEs

-  Reducing Costs
-  Access to Capital
-  Employee Attraction and Loyalty
-  Return on Investment
-  Reducing Risk
-  Improving Efficiency
-  Creating Shared Value
-  Improving Reputation
-  Retaining Customers
-  License to Operate
-  New Markets
-  Increasing Productivity





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## RESPONSIBLE COMPETITIVENESS & VISION 2030

Vision 2030 is a new set of initiatives by the Saudi government to pursue a bright future for the Kingdom. It is built around three themes: A Vibrant Society; A Thriving Economy; An Ambitious Nation, with the following priorities:



- ▶ Global competitiveness
- ▶ Long-term economic sustainability
- ▶ Citizen wellbeing
- ▶ Strong national identity
- ▶ Drive international trade

Vision 2030 has goals directly related to Sustainability and the Industrial Sector:

Increase SME contribution to GDP

Increase women's participation in the workforce

Increase private sector contribution to GDP

Increase foreign direct investment (FDI)

Increase non-oil exports

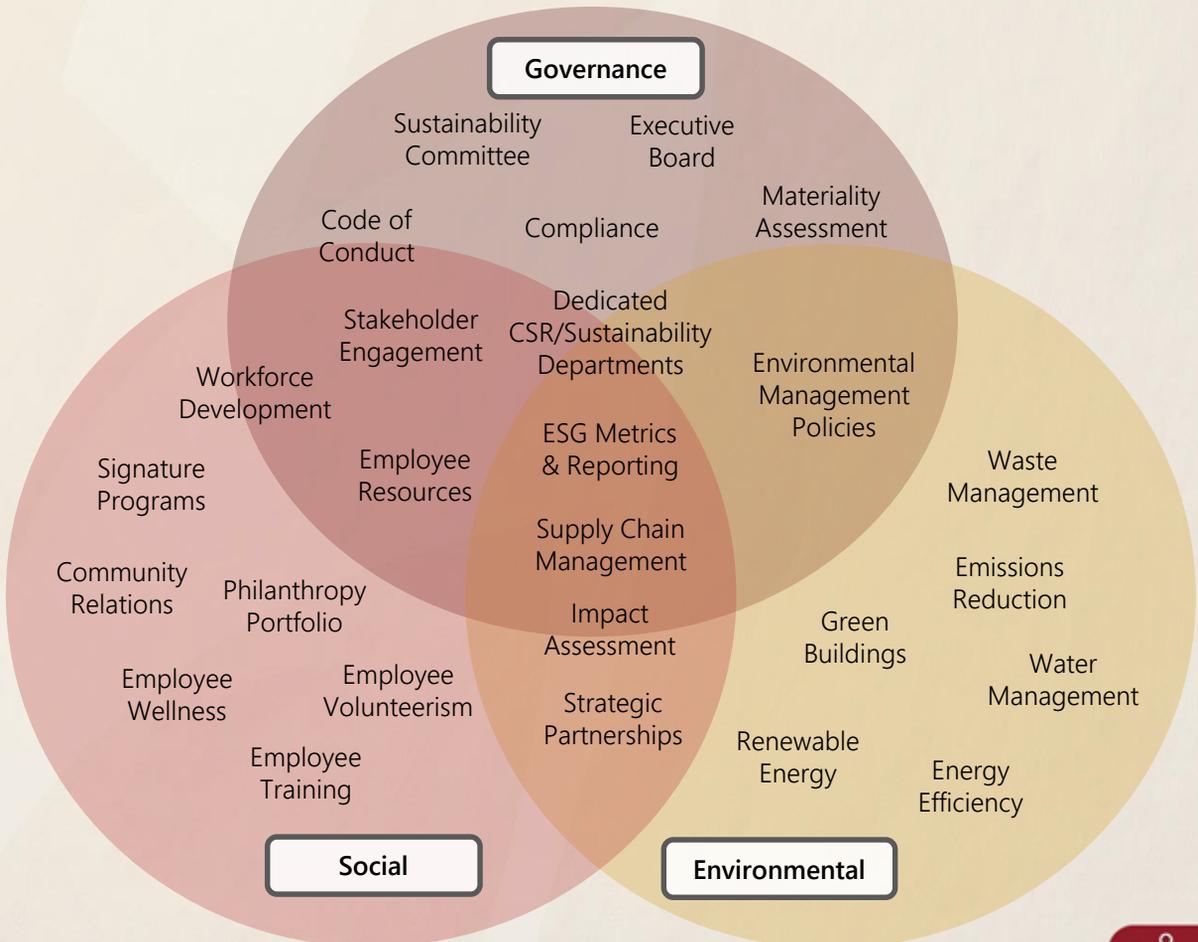
Decrease unemployment





## TOOLS AND METHODS FOR RESPONSIBLE COMPETITIVENESS

Responsible competitiveness involves the management of social, environmental, economic, and governance impact for improved long-term business performance of your factory. The following diagram represents some of the tools and methods the industrial sector could adopt to achieve responsible competitiveness.



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Definitions of key terms, tools, and methods used in responsible competitiveness can be found in the RC Glossary, available on the [KKF website](#).

