

## **EC LUMENS AWARDS**

Let there be Light...the first divine act in the biblical story of Creation, everything else follows. Every activity participates in the creative process; appropriate therefore naming excellent activities of ECs as *LUMENS*.

As the ANVIL is for public relations, while the Philippine movie industry has its FAMAS and the United States has its Oscars, the ECs will now receive the **EC LUMENS AWARDS**, signifying their distinctive place among the roster of local and of international awards.

The Award captures the peak performance of the recipient EC. Anchored on the word “lumen” which is an internationally accepted unit of measurement in science & technology, or to be definite, a unit of luminous flux (a measure of the perceived power of light and the flux being the rate of flow of energy across a given area), the award is a recognition of excellence in the industry, manifesting the dynamism that radiates from the center or the core services that the ECs project.

It is a fact that it is illumination that brings vibrancy to the unlit communities and that brightness, as perceived by various beneficiaries and stakeholders, is a prism of varying wavelengths in colors representing the combined aspirations in one harmonized environment.

*LUMENS* elevate the regular awards to a higher level and shall be given to those who are and which are luminaries in the field of rural electrification...those who and which continue to inspire and make a difference. The Performance Measures are benchmarked against the standards in the industry, such as the Distribution Code, and shall focus on five distinct areas namely, Service Excellence; Operational Performance; Corporate Social Responsibility; Sustainability and Best Practices.

Public image and customer satisfaction are key factors in mobilizing business performance. Thus, the grant of these awards intends to include a board of evaluators, consisting of representations from clients, and a cross section of the business community & local leaders, before NEA puts its imprimatur.

The **EC LUMENS AWARDS** shall be given every April of the calendar year starting this year.