

ENTRY PACK 2016/2017



**Prime Minister's
Hibiscus Award**



INFORMATION PAPER

HISTORY OF THE AWARD

The **PRIME MINISTER'S HIBISCUS AWARD** (Anugerah Hibiscus Perdana Menteri), first launched in 1996, is the premier private sector environmental award for business and industry in Malaysia. The Award, previously known as "Hibiscus Award", was upgraded to the Prime Minister's Hibiscus Award, following the approval of the former Prime Minister of Malaysia, YAB Tun Dr Mahathir Mohamad, in June 1998.

The Award is jointly organised by four of Malaysia's leading private sector non - profit organisations concerned with corporate environmental issues, namely:

- **Business Council for Sustainability and Responsibility Malaysia (BCSRM)**
- **Environmental Management & Research Association of Malaysia (ENSEARCH)**
- **Federation of Malaysian Manufacturers (FMM)**
- **Malaysian International Chamber of Commerce & Industry (MICCI)**



FMM



The Award is endorsed by the **Ministry of Natural Resources and Environment (MNRE)**, Malaysia and supported by the **Department of Environment (DOE)** and the private sector.



Ministry of Natural Resources and Environment



Department of Environment

AIMS AND OBJECTIVES

Business and industrial sectors are principal sources of investment and drivers of economic growth and are **rightfully the key players in ensuring sustainability in environmental management.**

This Award presents an opportunity for public recognition of business and industry's environmental accomplishment and leadership and serves to create environmental awareness amongst enterprises that have yet to demonstrate environmental stewardship.

The Award will assist enterprises in identifying areas for improvement in these industries. Indirectly, this initiative facilitates capacity building and development of partnerships to meet increasingly stringent environmental requirements and global environmental challenges.

The specific objectives of the Award are to:

- Provide business and industry with the opportunity of an independent evaluation of their environmental commitment, management and performance;
- Stimulate business and industry initiatives by encouraging them to assume a proactive role in sustainable environmental management practices; and
- Recognise the achievements of participating organisations as exemplary model for others to emulate.

PARTICIPATION IN THE AWARD

By taking part in the Award, companies demonstrate to all interested parties (their customers, suppliers, regulatory bodies, etc) - their commitment towards ensuring environmental performance excellence. Participants are given an independent holistic overview of their management practices in addressing environmental issues besides the unique opportunity to measure their performance and benchmark their practices against competing industries.

CATEGORIES OF AWARDS

Recipients of the Prime Minister's Hibiscus Award will be accorded recognition for one of the three levels of achievements, based on their environmental performance and commitment, adjudged at the end of a 2-staged assessment. The three levels of achievement and award, in ascending order, are as follows:

1. **NOTABLE ACHIEVEMENT** in Environmental Performance
2. **EXCEPTIONAL ACHIEVEMENT** in Environmental Performance
3. **EXCELLENT ACHIEVEMENT** in Environmental Performance

For the small and medium scale enterprises (SMEs), the SME Special Award will be awarded to the best performing SME participant and State Awards will be presented to the best awardee from participating States. In addition to these awards, there is a **CHALLENGE TROPHY, WHICH** will be awarded to the overall awardee with the highest performance for the cycle.

ASSESSMENT



Prime
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BENEFITS TO THE AWARDEES

Recipients of the Prime Minister's Hibiscus Award will receive the following:

- **Recognition as an exemplary organisation committed to environmental management**
- **A Plaque and Certificate of Participation**
- **Eligibility to use the Award's logo for publicity purposes**
- **Attend one complimentary one - day seminar / briefing / workshop on sustainable development held by each of the organisers, i.e. BCSRM, ENSEARCH, FMM and MICCI (this discount is valid for the period until the next award cycle)**

INDUSTRY COVERAGE

Participation is open to all industrial and services sectors. Within each industry and service group, there will be 2 categories of participants: Large Enterprises and SMEs. This sub - division levels the playing field and eliminates disparate comparison between industries. The sub - division is determined by the paid - up capital and number of employees:-

1. LARGE ENTERPRISES (LE)

a. Manufacturing (including Agro - Based) & Manufacturing - Related Services

Companies with full time employees exceeding 200 or with annual sales turnover exceeding RM50 million.

b. Service Sector (including ICT)

Companies with full time employees exceeding 75 or with annual sales turnover exceeding RM20 million.

2. SMEs

a. Manufacturing (including Agro - Based) & Manufacturing - Related Services

Companies with full time employees NOT exceeding 200 or with annual sales turnover NOT exceeding RM50 million.

b. Service Sector (including ICT)

Companies with full time employees NOT exceeding 75 or with annual sales turnover NOT exceeding RM20 million.

ORGANISATION OF THE AWARD

The approach adopted by the Award Organising Committee (AOC) is to assess a company's overall commitment to reducing the environmental impact

of its own operations or activities. This method is consistent with the principles of the International Chamber of Commerce (ICC)'s Business Charter for Sustainable Development, and in line with the environmental management systems standards (particularly the ISO 14000 series). This approach enables the Organising Committee to compare the commitment of each applicant company against the award criteria.

To ensure that the award operates to the highest standard possible, the AOC established a Technical Committee (TC) responsible for developing and operating the award methodology. The TC is supported by experts comprising individuals with extensive experience and expertise in environmental management systems and environmental auditing. These individuals are drawn from some of Malaysia's leading companies with expertise in environmental management. Ultimately, decisions on the winning companies are given by the AOC, taking into account the findings and recommendations of the TC and expert panel.

HOW THE AWARD ASSESSMENT IS CARRIED OUT

For the successful implementation of the Prime Minister's Hibiscus Award, it is important for assessment procedures to be simple, clear, efficient and reflective of current trends in environmental management practices.

The assessment is carried out in two stages:

Stage I: Submission of a written questionnaire by the participating company.

The responses are evaluated against a set of criteria drawn up by the TC.

Stage II: Site visit to verify Stage 1 submission and the company's environmental performance and commitment.

Participants short - listed for Stage II are required to provide additional facility information if necessary (e.g. site layout, history and etc) for the site visit. A team of not less than two members will assess each site.

The duration of each site visit would not exceed two days. At the end of the assessment, the assessors would debrief the participant on the site assessment, in accordance to the guidelines provided to the assessment team.



STAGE I-ASSESSMENT OF SUBMISSION

The Stage I Questionnaire requires the company to provide information in fourteen broad areas. These areas are based on some key principles issued by the International Chamber of Commerce (ICC)'s Business Charter for Sustainable Development and are:

1. Leadership, priority and commitment
2. Managing environmental issues
3. Training and communication
4. Legal and other compliance
5. Environmental emergencies
6. Environmental improvement
7. Product / service communication
8. Employee Participation
9. Supply chain
10. Environmental social programme
11. Environmental accounting
12. Life cycle analysis
13. Eco - design
14. Eco – labelling
15. Carbon Footprint

The above cover a broad range of environmental issues that companies should be addressing. Each heading is provided a numerical score which allows the TC to carry out the initial screening of applications and to select the companies that will proceed to Stage II.

A company does not have to score highly in every section. The Questionnaire has been designed to be flexible so that weaknesses in some areas can be counterbalanced with strengths in other areas.

STAGE II – SITE ASSESSMENT OF SHORTLISTED PARTICIPANTS

The TC will assign members of the expert panel into small teams to visit the sites of each of those companies that meet the selection requirements of the Stage I Assessment. The site visits will be limited to at the most two days per site. The teams will consist of two or three assessors who will assess the accuracy of the written submission (provided at Stage I) by walking through the site and interviewing relevant personnel at random.

A confidential assessment report for each site visited will then be produced based on this site assessment. The report is an internal Hibiscus Award document and will not be made available to the company or any third party.

The Award will be run to the highest possible professional standard. All submissions to the award organisers and any additional information provided by applicant companies, are treated in the strictest confidence and will not be seen by any third party. The site management will be debriefed on the site assessment at the end of the site visit. All decisions will be taken by the AOC, after considering the findings and recommendations of the TC and assessors.

The typical schedule of activities for this Award will take about 18 months, as follows:

Launch of Award	September
DEADLINE for submission of Stage I Questionnaire	March
Stage I - Questionnaire assessment	April
Stage II - Site visits	May - July
Finalisation of results	August - September
Award presentation ceremony	November

FOR FURTHER INFORMATION / ENQUIRIES

**The Secretariat
Prime Minister's Hibiscus Award**

c/o Malaysian International Chamber of Commerce
& Industry (MICCI)
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2, Jalan Kiara, Mont' Kiara, 50480 Kuala Lumpur
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Contacts: Ms Kavitha Muthiah

PRIME MINISTER'S HIBISCUS AWARD 2016/2017

Pre-Registration For Participation Form



Prime
Minister's
Hibiscus
Award

To: **The Secretariat, Prime Minister's Hibiscus Award**

c/o Malaysian International Chamber of Commerce and Industry (MICCI)

Level 8, Block C, Plaza Mont' Kiara, 2 Jalan Kiara, Mont' Kiara, 50480 Kuala Lumpur

Tel : 03-6201 7708 Fax : 03-6201 7705 e-mail: kavitha@micci.com (Kavitha Muthiah)

We would like to register our application to participate in the Prime Minister's Hibiscus Award.

Location of Site/Facility:

Category* : Large Enterprises SME

Industry Sector* :

1) MANUFACTURING

- Basic Metal
- Chemical
- Electrical & Electronics
- Fabricated Metal
- Food & Beverages
- Machinery & Equipment
- Non-metallic Mineral products
- Paper, Paper products & Printing
- Petroleum & Petrochemicals
- Plastics & Plastics products
- Rubber & Textile products
- Wood & Wood products
- Agro-Based Industries (Plantations)
- Others _____

(please specify)

2) SERVICES SECTOR

- Banking & Financial Services
- Construction & Property
- Hotels & Resorts
- Healthcare
- Others _____

(please specify)

Submitted by

Signature :

Contact Person :

Designation :

Enterprise :

Address :

Tel : Fax :

E-mail :

Date :

* (Please X where applicable)