



# PRIME MINISTER'S HIBISCUS AWARD

Jointly Organised by:

Business Council for Sustainability & Responsibility Malaysia (1473/92),  
Environmental Management & Research Association of Malaysia  
(331/84 [16]), Federation of Malaysian Manufacturers (7907-X), and  
Malaysian International Chamber of Commerce & Industry (1684-V)

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## **PRESS RELEASE**

### **PRIME MINISTER'S HIBISCUS AWARD 2014/2015**

#### ***CALL FOR ENTRIES ENVIRONMENTAL JOURNALISM AWARD***

**KUALA LUMPUR, 3 August 2015:** For the second consecutive cycle, Malaysia's premier private sector award for green sustainability in business and industry, the Prime Minister's Hibiscus Award (PMHA), is seeking to honour the country's best print media in environmental writing.

The media award is supported by the four stewards of PMHA --- Business Council for Sustainability & Responsibility Malaysia (BCRSM), Environmental Management & Research Association of Malaysia (ENSEARCH), Federation of Malaysian Manufacturers (FMM) and Malaysian International Chamber of Commerce & Industry (MICCI) – with some 3,000 member companies combined.

The media award is presented in conjunction with the biennial PMHA that was launched in 1996, making this year the 20<sup>th</sup> anniversary of the country's pioneer corporate environment award.

PMHA 2014/2015 Organising Chairman Tan Sri Mustafa Mansur said the Malaysian media had played an outstanding role in increasing awareness of the urgency of conservation and sustainability.

“The media has not only improved environment literacy among the public but also, expose a lot of issues and happenings that must be seriously addressed by the authorities and other stakeholders. I look forward yet again to a strong response from the media to our award. In the past two years, they have generated interesting and provoking coverage which truly deserves recognition,” he added.

The winner will be announced at the presentation of PMHA 2014/2015 to be held at the end of the year. It will go out to a media organisation in line with PMHA's recognition of excellent industry players and not individuals.

The inaugural award for 2012/2013 went to The Star daily for an investigative series on the degradation of Cameron Highlands.

**PMHA 2014/2015 Environmental Journalism Award:**

- Open to registered print media organisations
- Each media organisation is allowed to submit up to THREE entries. One entry must consist three articles (either single reports or a series of reports/features or a combination of reports/features by one or more writers) published between 1 July 2014 to 15 July 2015
- Submissions accepted in English, Bahasa Malaysia, Chinese or Tamil
- Deadline for submissions: 15 Oct 2015.

The media organization awarded will receive an all-expenses trip to attend World Future Energy Summit 2016 in Abu Dhabi from Jan 18 to 21, which gathers international policy makers, industry leaders and experts to deliberate sustainable solutions to advance future energy, clean technologies and energy efficiency.

The jury for the media award are Tan Sri Mustafa Mansur, Organising Committee Chairman, PMHA; Dato' Kok Wee Kiat, Adviser, PMHA; Tuan Haji Abdul Aziz Long, Past President, ENSEARCH; Datuk Seri Azman Ujang , Former Editor-in-Chief, BERNAMA.

More details, Entry Form and Rules & Regulations can be downloaded from [www.hibiscusaward.com](http://www.hibiscusaward.com)

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**ABOUT THE PRIME MINISTER'S HIBISCUS AWARD**

*Established in 1996, the Prime Minister's Hibiscus Award (Anugerah Hibiscus Perdana Menteri) 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 management and performance, and sharing a common goal to advance the sustainability agenda. They are Business Council for Sustainable & Responsibility Malaysia (BCSRM), Environmental Management & Research Association of Malaysia (ENSEARCH), Federation of Malaysian Manufacturers (FMM) and Malaysian International Chamber of Commerce & Industry (MICCI).*

*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.*

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