



PRIME MINISTER'S HIBISCUS AWARD

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 Sustainable Development in Malaysia (BCSDM)***
- ***Environmental Management & Research Association of Malaysia (ENSEARCH)***
- ***Federation of Malaysian Manufacturers (FMM)***
- ***Malaysian International Chamber of Commerce and Industry (MICCI)***

The Award is endorsed by the Ministry of Energy, Science, Technology, Environment and Climate Change (MESTECC) Malaysia, and supported by the Department of Environment (DOE) and the private sector.

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

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. 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 and with annual sales turnover exceeding RM50 million.

b. Service Sector (including ICT)

Companies with full time employees exceeding 75 and 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 fifteen 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:

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

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:

<i>Launch of Award</i>	<i>April</i>
<i>State Roadshow</i>	<i>Jun-August</i>
<i>DEADLINE for submission of Stage I Questionnaire</i>	<i>November</i>
<i>Stage I - Questionnaire assessment</i>	<i>January</i>
<i>Stage II - Site visits</i>	<i>March- May</i>
<i>Finalisation of results</i>	<i>July-August</i>
<i>Award presentation ceremony</i>	<i>October</i>

FOR FURTHER INFORMATION / ENQUIRIES

The Secretariat

Prime Minister's Hibiscus Award

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

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