

Prime Minister's Hibiscus Award

First launched in 1996, the Prime Minister's Hibiscus Award 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 Honorary Prime Minister of Malaysia, YAB Dato' Seri 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 & Industry (MICCI)

The Award is endorsed by the Ministry of Science, Technology and Environment, Malaysia (MOSTE), 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 economic growth and are rightfully the key players in environmental protection. 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 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 ;
- Stimulate business and industry initiatives in assuming a proactive role in environmental protection ; and
- Recognise the achievements of exemplary participating organisations for other similar organisations to emulate.

Categories of Awards

Winners of the Prime Minister's Hibiscus Award will be recognised and awarded as one of the three levels of Achievers, 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:

- NOTABLE ACHIEVEMENT in Environmental Performance (*Pencapaian Membanggakan*)
- EXCEPTIONAL ACHIEVEMENT in Environmental Performance (*Pencapaian Istimewa*)
- EXCELLENT ACHIEVEMENT in Environmental Performance (*Pencapaian Cemerlang*)

For the small and medium scale enterprises (SME), the SME Special Award will be awarded to the best performing SME participant. In addition to these awards, there will be an Annual Challenge Trophy which will be awarded to the participating company with the highest performance for the year.

Benefits to the Winners

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

- Recognition as an exemplary organisation committed to environmental protection;

- A Plaque and Certificate of Participation;
- Eligibility to use the Award's logo for publicity purposes;
- A 20% discount for course fees for one environmental protection/awareness program from each of the organisers, i.e. BCSDM, ENSEARCH, FMM and MICCI (this discount is valid only for the year of the award).

Industry Coverage

Participation is open to all industrial and services sectors. Within each industry and service group, there will be two categories of participants:

- **Large Enterprises (LE)**
Companies with full time employees exceeding 150 or with annual sales turnover exceeding RM25 million.
- **Small and Medium Enterprises (SMEs)**
Companies with full time employees *NOT* exceeding 150 and with annual sales turnover *NOT* exceeding RM25 million.

This sub-division ensures a level playing field and eliminate disparate comparison between industries. The sub-division is determined by the paid-up capital and number of employees.

How the Award Assessment is Carried out

For the successful implementation of the Prime Minister's Hibiscus Award, it is contingent upon assessment procedures to be simple, unambiguous, 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 Technical Committee.

Stage II : **Site visit to obtain a first-hand understanding of the implementation of the company's environmental management 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) on the site visit. At the end of the site visit, the assessors debrief the applicant on the assessment findings.

Each site assessment team will comprise not less than two members. The duration of each site visit would not exceed one day.

Stage I – Assessment of All Participants

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

- **Company / Corporate Priority and Commitment**
To ascertain the existence of an environmental policy and related information.
- **Environmental Issues in the Facility & Operations**
To review the environmental impacts of the company's facility and operations, and its monitoring programs.
- **Process of Improvement**
To understand the company's specific improvements in its environmental performance over the last two years.

- **Environmental Issues Relating to Products and Services**
To review the impact of the company's products and/or services.
- **Employee Training and Involvement**
To ascertain the motivation provided by the company for its employees to encourage better environmental performance.
- **Internal Communication**
To ascertain the company's environmental awareness programs and how they are communicated to all interested parties (customers, suppliers, contractors, regulatory bodies, etc).
- **Emergency Preparedness/Crisis Management**
To understand the company's emergency responses programs put in place.
- **Contribution to Common Effort**
To understand the company's community involvement programs.
- **Regulatory Compliance and Reporting**
To ascertain incidences of non-compliance and availability of environment-related licenses and approvals.

As can be seen, these cover a broad range of environmental issues that companies should be addressing. Each heading is provided with a numerical score which allows the Technical Committee 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 on 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 – Assessment of Shortlisted Participants

The Technical Committee 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 at the most two days per site. The teams will consist of 2 or 3 assessors. They will assess the accuracy of the written submission (provided at Stage I) by walking through the site and conducting interviews of 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 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 briefed on the findings of the assessment at the end of the site visit. All decisions will be taken by the Award Organising Committee, after considering the findings and recommendations of the Technical Committee and assessors.

Contact Details

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