

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 Hon. 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 Natural Resources and the Environment, Malaysia (MNRE), 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.**

PARTICIPATION IN THE AWARD

By taking part in the Award, companies demonstrate to all interested parties (their customers, suppliers, regulatory bodies, etc) - their **commitment to environmental performance**. Award finalists are given an independent site assessment of their environmental performance and winners enjoy the prestige of being awarded the **PRIME MINISTER'S HIBISCUS AWARD**.

CATEGORIES OF AWARDS

Recipients 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:

1. **NOTABLE ACHIEVEMENT** in Environmental Performance
(*Pencapaian Membanggakan*)
2. **EXCEPTIONAL ACHIEVEMENT** in Environmental Performance
(*Pencapaian Istimewa*)
3. **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 and State Awards will be presented to the best awardee from participating States. In addition to these awards, there is a **CHALLENGE TROPHY** to be awarded to the overall awardee with the highest performance for the cycle.

BENEFITS TO THE WINNERS

Recipients 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 2 categories of participants:

1. **LARGE ENTERPRISES (LE)**
Companies with full time employees exceeding 150 or with annual sales turnover exceeding RM25 million.
2. **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.

ORGANISATION OF THE AWARD

The approach adopted by the Award Organising Committee (AOC) is to assess a company's overall commitment to reducing the impact of its own operations or activities on the environment. This method has been loosely based on the principles of the International Chamber of Commerce (ICC)'s *Business Charter for Sustainable Development*, and in line with emerging environmental management systems standards (particularly the ISO14000 series). This approach enables the Organising Committee to compare the commitment of each applicant company against the award criteria. To "level the playing field", the judging criteria is designed to distinguish between the large enterprises and the small and medium enterprises (SMEs).

To ensure that the award operates to the highest standard possible, the AOC established a Technical Committee (TC) that is responsible for developing and operating the award methodology. The TC is supported by an expert panel consisting of 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 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 TC.
- 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 summary of the assessment findings. *Each assessment team will comprise not less than two members. The duration of each site visit would not exceed two days.*

STAGE I - ASSESSMENT OF ALL PARTICIPANTS

The Stage I Questionnaire requires the company to provide information in nine 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:

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 Stewardship
8. Employee Participation
9. Supply Chain
10. Social Responsibility
11. Environmental Accounting
12. Life Cycle Assessment
13. Eco Design
14. Eco Labeling
15. Research and Development Contributions

As can be seen, these cover a broad range of environmental issues that companies should be addressing. Each heading is provided 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 to 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 be run to the highest possible professional standard. All submissions to the award organisers and any additional information provided by participating companies, are treated in the strictest confidence and will not be seen by any third party. The site management will be briefed on the summary of the assessment findings of 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.

The schedule of activities for this award is as follows:

ACTIVITIES	SCHEDULE
<i>Launch of Award</i>	<i>23 June 2004</i>
<i>DEADLINE for Submission of Stage I Questionnaire</i>	<i>January 2005</i>
<i>Stage I - Questionnaire Assessment</i>	<i>February 2005</i>
<i>Stage I - Site Visits and Final Assessment</i>	<i>May 2005</i>
<i>Award Presentation Ceremony</i>	<i>September 2005</i>

FOR FURTHER INFORMATION / ENQUIRIES

The Secretariat

Prime Minister's Hibiscus Award

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