



Anugerah CSR Perdana Menteri merupakan sebuah anugerah berprestij yang dipelopori oleh Kementerian Pembangunan Wanita, Keluarga dan Masyarakat bagi memberi pengiktirafan kepada warga korporat yang telah membawa impak positif melalui sokongan khidmat sosial dalam pelaksanaan program Tanggungjawab Sosial Korporat / Corporate Social Responsibilities masing-masing.

Pada hari ini, warga korporat turut merasai serta memperakui kepentingan dan keperluan bagi mengintegrasikan CSR ke dalam peranan, pelaksanaan mahupun dalam proses membuat keputusan serta aspek-aspek pembangunan operasi mereka. Penilaian dan kebergantungan terhadap masyarakat dan orang ramai semata-mata selaku pengguna dalam pasaran juga telah berubah. Masyarakat menjadi sumber penentu kepada pertumbuhan dan keuntungan jangka panjang syarikat berdasarkan bukan hanya kepada keupayaan syarikat untuk terus mengekalkan proses-proses dan sumber-sumber tetapi juga nilai tanggungjawab mereka dalam menjamin dan mengutamakan kesejahteraan masyarakat.

Untuk itu, Anugerah CSR Perdana Menteri ini merupakan satu pengiktirafan tertinggi negara kepada organisasi korporat yang memberi, menyumbang dan menjiwai tanggungjawab sosial ini sehingga membawa kepada perubahan dalam kehidupan masyarakat Malaysia. Program CSR yang dizahirkan melalui anugerah ini adalah anugerah ideal kepada warga korporat dalam meneruskan iltizam dan komitmen terhadap masyarakat dan persekitarannya.



## GENERAL ENTRY GUIDELINES

### **Eligibility**

All business organisations operating in Malaysia are eligible to submit entries for these Awards. This includes proprietorships and public companies, partnerships and multi-national companies.

### **Categories**

There are eight categories for these Awards. Entrants may participate in more than one award category, but separate entries are required for each category. There will be one main award per category and one overall award for the Best CSR Programme. Winners will receive trophies, while other outstanding programmes will be given honourable mentions at a Gala Awards Ceremony.

### **Overall Criteria**

Entrants should be able to demonstrate a clear commitment to CSR that goes beyond their financial and legal obligations. Judges will be looking for companies that can provide strong evidence of a CSR strategy that integrates CSR concerns into policies, actions or projects that positively impact the community.

### **Judging**

The entries will be evaluated by a panel of distinguished CSR professionals and public figures, and will be chaired by the Ministry of Women, Family and Community Development.

### **Entry Form**

Each entry should be accompanied by an official entry form which can be downloaded from [www.anugerahcsrmlaysia.org](http://www.anugerahcsrmlaysia.org). The entry form may be photocopied if a company is submitting more than one entry.



## CATEGORIES

### **1. Education**

This award recognises companies which have made serious efforts to improve the level of education and skills of their employees and/or members of their community.

### **2. Environment**

Companies recognised for this award should demonstrate leadership and commitment to the improvement, preservation and protection of the environment. This would include successful projects or programmes in areas such as energy efficiency, climate change, waste reduction, green spaces, protecting mangrove/peat swamps, reforestation, protecting lakes, rivers, etc.

### **3. Culture & Heritage**

Malaysia's unique, diverse and vibrant national heritage is found in many different faces of the nation and expressed through customs, folklore, language and traditions. This category recognises companies that support the preservation of Malaysia's heritage.

### **4. Community and Social Welfare**

This award recognises a company's efforts to uplift and support the disadvantaged and marginalised members of the community – via, for example, the care of orphans and the destitute, providing work and study opportunities to the poor and illiterate, and supporting social enterprises that empower these groups to be more independent and self-reliant.

### **5. Best CSR/Workplace Practices**

This category recognises a company that has policies and programmes in place that reflect its respect and regard for its employees. This would include policies that promote diversity in the workplace, family friendly policies, regard for work life balance of employees, dependence care, health and wellness, privacy, employee training, fostering lifelong learning etc.

### **6. Empowerment of Women**

This award honours a company that has enabled women to rise above difficult circumstances and enhance the quality of their lives by improving their economic and social conditions.

### **7. Small Company CSR**

This award is for the small or medium-sized company that does not have the resources of a large company but nevertheless has successfully implemented CSR projects or programmes and shown that it is a socially responsible member of the community it serves.

### **8. Special Award – Media Reporting**

The award recognises the individual or organisation that has provided impactful and insightful coverage of corporate social responsibility programmes.

### **9. Best Overall CSR Programme**



## THE AWARDS

- 1.* Best 2010 CSR Programme: Education
- 2.* Best 2010 CSR Programme: Environment
- 3.* Best 2010 CSR Programme: Culture & Heritage
- 4.* Best 2010 CSR Programme: Community & Social Welfare
- 5.* Best 2010 CSR Programme: Empowerment of Women
- 6.* Best 2010 CSR Programme: Small Company
- 7.* Best 2010 CSR Programme: Workplace Practices
- 8.* Best CSR Media Coverage 2010
- 9.* THE PRIME MINISTER'S CSR AWARD 2010 (for best overall CSR programme)



## OVERALL JUDGING CRITERIA

The following criteria will be used to assess the quality of the CSR Programmes submitted for the Awards.

### **1. Outcomes and Impact of CSR programmes on the communities they serve.**

Programmes will be evaluated for their ability to demonstrate meaningful impact on the communities they serve. This may be represented both in terms of reach - the number of people benefiting from the programme, and depth – the extent to which the programme has changed their lives.

### **2. Sustainability of the programme.**

Lasting impact is the second criteria for assessment. Programmes should demonstrate a sustained and continued commitment on the part of the initiator, that is matched by the active participation of beneficiary groups.

### **3. Effective documentation of the company's CSR commitment.**

Documenting CSR initiatives, challenges and successes has an important role to play in building a shared base of knowledge of experience in community engagement. Good documentation processes help build institutional memory and enlist staff participation as part of a sustained corporate commitment. In addition, quality information dissemination through the media has the capacity to educate the public about quality CSR in practice.



## RULES & REGULATIONS

- Awards are open to all Malaysia-based companies.
- Entries must be for CSR projects and programmes that were implemented or significantly enhanced in 2009 and from January to June 2010.
- The awards committee reserves the right to award more than one prize each year in each category and also to withhold awards if the required standards are not met.
- The awards committee accepts no liability for any loss resulting from the disclosure of information concerning an entry, though all reasonable precautions will be taken to maintain confidentiality.
- The awards committee cannot undertake to return documents or supplementary material submitted with an entry.
- The awards secretariat processes the entries, collates the supporting materials and submits these for consideration by the team of assessors who will come up with a shortlist for final review by a Panel of Judges.
- The Judging Panel may request further documentation or make site visits to authenticate CSR programme achievements. Companies should be prepared to make further information available if necessary.
- The decision of the awards committee on the recommendations of the Panel of Judges is final and no appeal or correspondence will be entertained.
- Supporting materials should be in Bahasa Malaysia or English. These should include a short 3-5 min video clip (in DVD video format) or power point presentation, and a selection of high quality photographs. If in Chinese or Tamil, a translation must be provided.
- The entry form must be fully completed for an entry to be included. If you have more than one project to enter, please photocopy the form. Please visit [www.anugerahcsr.malaysia.org](http://www.anugerahcsr.malaysia.org) for more information and to download the Awards brochure and entry form.
- All submissions must reach the secretariat no later than 5pm, September 1, 2010 to be considered for the Awards.



## ESSENTIAL INFORMATION FOR ENTRIES

An entry to the PM's CSR Awards will only be valid if it is submitted with the official entry form. For each category that you enter, please submit all relevant information as specified in the Rules & Regulations and the official Entry Form, and documentation on the programme or project.

Where possible, please provide information with respect to:

- How the programme was conceived and/or why the company invested in it.
- How the programme evolved and what were some of the motivations behind it.
- How the company tackled some of the challenges and difficulties in implementing the programme.
- How the programme was integrated into the core strategy of the company.

### Supporting Material

You are encouraged to submit materials that will give the judges an insight into the nature of the company's CSR project. Please list all supporting material submitted and label these clearly with the company's name, project title and category. Please note that a 3-5 min video clip (DVD video format) or power point presentation, and a selection of high quality photographs is required.

Download the brochure and entry form at [www.anugerahcsr.malaysia.org](http://www.anugerahcsr.malaysia.org).  
Contact the secretariat for more information at [secretariat@anugerahcsr.malaysia.org](mailto:secretariat@anugerahcsr.malaysia.org).

Please send your entry form and supporting materials to:

The Prime Minister's CSR Awards Secretariat  
Capital Corporate Communications Sdn Bhd  
No. 9, Jalan 11/14  
46200 Petaling Jaya  
Selangor  
Tel: 03 7954 7030  
Fax: 03 7954 6849



# PRIME MINISTER'S CSR AWARDS 2010

## OFFICIAL ENTRY FORM

(For all categories except Best Workplace Practices & Best Media Coverage)

Please complete this entry form and attach as cover page for each entry.

**Deadline: September 1, 2010**

Company Name & Address:

---

---

---

Contact Person:

---

Position:

---

Department:

---

Office Tel:

---

Mobile:

Fax:

---

Email:

Category:

---

Project Title: BRIEF PROJECT DESCRIPTION (MAXIMUM 500 WORDS)

---

---

Please attach your detailed submission (maximum 8 pages), which should answer the following questions:

**1. Expected Outcomes (What did you hope to achieve?)**

**2. Project Details**

- i. Impact on community
- ii. Sustainability
- iii. Management and staff involvement
- iv. National Significance

**3. Implementation (How was this project implemented? What was its coverage in terms of community participation? What was the time period of the project?)**

**4. Percentage of Profits after Tax spent on CSR projects.**

**5. Other Information (Provide any other relevant information about the project that you feel is important to include.)**

\_\_\_\_\_  
Signature of CEO

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date



# PRIME MINISTER'S CSR AWARDS 2010

## OFFICIAL ENTRY FORM (BEST WORKPLACE PRACTICES)

Please complete this entry form in full.

**Deadline: September 1, 2010**

Company Name & Address:

---

---

---

Contact Person:

---

Position:

---

Department:

---

Office Tel:

Mobile:

---

Fax:

Email:

---

Category:

---

Please attach your detailed submission (maximum 5 pages), which should answer the following questions:

**1. Expected Outcomes (What did you hope to achieve?)**

**2. Workplace Practice Details**

i. Implementation (What were the initiatives launched to improve the workplace? )

ii. Impact on Work/Life balance:

iii. Impact on employees:

iv. Percentage of Profits after Tax spent on CSR projects:

v. Other Information (Provide any other relevant information about the project that you feel is important to include.)

\_\_\_\_\_  
Signature of CEO

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date



# PRIME MINISTER'S CSR AWARDS 2010

## OFFICIAL ENTRY FORM (BEST MEDIA COVERAGE)

Please complete this entry form in full.

**Deadline: September 1, 2010**

Company Name & Address:

---

---

---

Contact Person:

---

Position:

---

Department:

---

Office Tel:

---

Mobile:

Fax:

---

Email:

Category:

---

Title of Story/Stories:

---

---

---

---

---

Please attach your detailed submission (maximum 5 pages), which should answer the following questions:

1. Expected Outcomes (What did you hope to achieve?)
2. Extent of Coverage
3. Feedback (if any) as to impact of story/stories

\_\_\_\_\_  
Signature of Editor-in-Chief

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date