



Assalamualaikum warahmatullah hiwabarakatuh dan salam sejahtera,

Sukacita dimaklumkan bahawa Kementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPWKM) mempelawa penyertaan bagi Anugerah Tanggungjawab Sosial Korporat (CSR) Perdana Menteri 2011 kepada semua syarikat korporat di negara ini.

Anugerah ini adalah manifestasi Kerajaan, khususnya KPWKM untuk memberikan pengiktirafan dan penghargaan kepada syarikat korporat yang telah sekian lama prihatin terhadap aspek kebajikan dan kemasyarakatan sebagai sebahagian daripada operasi perniagaan mereka.

Mendukung pembangunan sosioekonomi yang inklusif serta sejajar dengan gagasan 1Malaysia, usaha perlu dipertingkatkan bagi memastikan tiada golongan yang tersisih daripada arus perdana pembangunan negara. Sehubungan itu, keprihatinan dan tanggungjawab sosial sektor korporat adalah kritikal bagi mencapai hasrat Kerajaan untuk melahirkan sebuah masyarakat yang dapat menikmati faedah pembangunan secara saksama selaras inisiatif yang dilaksanakan melalui Program Transformasi Kerajaan.

Justeru, saya dengan sukacitanya menjemput semua syarikat korporat untuk menyertai **Anugerah CSR Perdana Menteri 2011**. Anugerah kepada semua pemenang akan disampaikan oleh YAB Perdana Menteri pada satu majlis yang dijadualkan pada bulan November 2011 kelak. Penyertaan syarikat tuan dalam Anugerah ini amatlah dialu-alukan.

Sekian, terima kasih.

**DATO' SRI SHAHRIZAT ABDUL JALIL**  
Menteri Pembangunan Wanita, Keluarga dan Masyarakat



Kementerian Pembangunan  
Wanita, Keluarga dan Masyarakat



*Assalamualaikum warahmatullahi hiwabarakatuh* and greetings,

It is my pleasure to announce that the Ministry of Women, Family and Community Development is seeking participation from all private sector organisations for the coveted Prime Minister's Corporate Social Responsibility (CSR) Awards 2011.

These awards reflect the commitment of the Government, especially the Ministry of Women, Family and Community Development, to recognise and appreciate corporate entities that have endeavoured to uphold benevolent community centric initiatives as a part of their daily operational activities.

In our journey towards socio-economic development that is inclusive and in line with the spirit of 1Malaysia, all efforts need to be stepped-up to ensure that no one is sidelined. Therefore, the concern and social responsibility demonstrated by the nation's corporate sector is crucial in creating a community that will benefit from equitable and holistic progress through the Government Transformation Program initiative.

I would like to invite all corporate organisations to participate in the **Prime Minister's CSR Awards 2011**. The Hon. Prime Minister is due to present the awards to the winners at a gala ceremony in November 2011. We welcome your support and involvement.

Thank you.

**DATO' SRI SHAHRIZAT ABDUL JALIL**

Minister of Women, Family and Community Development





## GENERAL ENTRY GUIDELINES

### Eligibility

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

Foundations that are set up and funded by companies in order to carry out CSR activities are also eligible.

### 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 and two honourable mentions per award category and one overall award for the Best CSR Programme. Winners will receive trophies, while other outstanding programmes will be given honourable mentions at the Awards Ceremony.

If for any reason the panel of judges decide there is no outstanding entry in a particular category, no winner will be declared.

### Overall Criteria

Entrants should be able to demonstrate a clear commitment to CSR that goes beyond their financial and legal obligations. In each category, the panel of judges will be looking for companies that can provide evidence of a strong CSR programme that positively impacts the community.

### Judging

The entries will be evaluated by a panel of distinguished CSR professionals and public figures that 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.anugerahcsr.malaysia.org](http://www.anugerahcsr.malaysia.org). The entry form may be photocopied if a company is submitting more than one entry.

Please note that special entry forms have been assigned for submissions in the Best Media Coverage and Best Workplace Practices categories.





## CATEGORIES

### **1. Education**

This award recognises companies which have made serious efforts to improve the level of education and skills of the community at large.

### **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, health and wellness, privacy, employee training, fostering lifelong learning etc.

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

This award honours a company that has enabled women to enhance the quality of their lives by improving their economic and social conditions in their families and communities.

### **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. Small and medium-sized companies can be defined as companies that have between 5 – 150 employees, and annual sales turnover of between RM200,000 and RM25 million.

### **8. Special Award – Best Media Coverage**

The award recognises the media companies that have provided impactful and insightful CSR coverage. This would include efforts to build awareness of and interest in CSR, as well as coverage of community development initiatives by other organisations. Media companies that have their own CSR projects should submit these under the relevant categories.

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

The panel of judges will select the most outstanding project from among the winners of the eight categories.





## THE AWARDS

1. Best 2011 CSR Programme: Education
2. Best 2011 CSR Programme: Environment
3. Best 2011 CSR Programme: Culture & Heritage
4. Best 2011 CSR Programme: Community & Social Welfare
5. Best 2011 CSR Programme: Empowerment of Women
6. Best 2011 CSR Programme: Small Company CSR
7. Best 2011 CSR Programme: Workplace Practices
8. Best Media Coverage 2011
9. THE PRIME MINISTER'S CSR AWARD 2011 (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. Impact on the Community**

- What is the direct impact of the programme on its target communities, including the less positive effects to give a clear, balanced and well informed impact assessment?

### **2. Sustainability of the Programme**

- Do your programmes demonstrate long term sustainability and continued commitment on the part of the initiator?
- Do your programmes demonstrate an implementation process that has clear strategies to ensure continuity which include empowerment of beneficiaries to attain independence of the resource contribution?

### **3. Effective Documentation of the Company's CSR Commitment**

- Is your programme well documented to help build institutional memory and encourage staff participation as part of a sustained corporate commitment?

### **4. Management & Staff Involvement**

- Do your programmes demonstrate clear evidence of significant direct involvement of management and staff?
- Do your employees participate in the programmes during paid working hours and are they fully trained for a long-term engagement in the programme?
- Is there proper assessment of employee input and outcomes reflecting the views of the beneficiary groups?

### **5. National Significance**

- Do your programmes align to a major national agenda?
- Does it set clear targets and make significant and unique contributions to the national agenda?





## 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 2010 and from January to June 2011.
- 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 materials 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.com.my](http://www.anugerahcsr.com.my) for more information and to download the Awards brochure and entry form.
- All submissions must reach the Secretariat no later than **5pm, September 5, 2011** 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 Materials

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 materials 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 are required.

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



Kementerian Pembangunan  
Usaha, Kewangan dan Masyarakat



## ADDITIONAL CATEGORIES

The Prime Minister's CSR Awards Secretariat is pleased to announce the introduction of two new award categories for 2011. These include:-

### **1. Family Friendly Workplaces**

Today, employees' lives are getting busier as we speak. Faced with the constant struggle to balance work responsibilities with personal commitments, they are looking to their workplace to provide support and practical solutions to their busy lives. Organisations who work with their employees to find and implement solutions to these issues will find that providing a workplace that fosters work-life balance is beneficial to the bottom line of the organisation.

This category recognises companies that have contributed significantly towards the development of policies and procedures that foster family friendly workplaces.

### **2. Outstanding Opportunities for People with Disabilities**

This category recognises companies who have significantly contributed to employment opportunities for people with disabilities. It is anticipated that their example will inspire others and that this recognition will encourage employers to emphasize ability (rather than disability) as the important factor in employment, promotion and advancement within the company.

For more information about these categories please refer to our website at [www.anugerahcsr.malaysia.org](http://www.anugerahcsr.malaysia.org)

Contact the Secretariat for more information at

**The Prime Minister's CSR Awards Secretariat**  
**Capital Corporate Communications Sdn Bhd**  
9, Jalan 11/14,  
46200 Petaling Jaya,  
Selangor  
T: 603 7954 7030  
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