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MDBC 24-01

MALAYSIAN DUTCH BUSINESS COUNCIL (MDBC) OPENS THE MDBC INNOVATION & SUSTAINABILITY AWARDS 2024, HELD CONCURRENTLY WITH THE SUSTAINABLE ACTION CONFERENCE 2.0.

KUALA LUMPUR, 10 October 2024 – **MDBC, one of the leading Dutch Chambers of Commerce worldwide, recently opened their cornerstone awards program – the MDBC Innovation & Sustainability Awards (MISA) 2024 for submissions and announced the collaboration with the Sustainable Action Conference 2.0.**

A well – known and respected awards program, MISA is now in its 10th edition, and is teaming up with the Sustainable Action Conference (SAC) 2.0, “**Turning Commitments Into Action: Realizing a Sustainable Future**” for maximum impact. The events will be organised on Thursday 21 November 2024.

MISA is a platform to showcase the best practices of companies in the areas of Innovation and Sustainability. Meanwhile, SAC, organised by prominent Dutch company Control Union, aims to transform commitments into actions for a sustainable future. Together, they showcase solutions, share success stories, foster collaborations, and fund sustainable projects. This means that the collaboration between these two events will help elevate the common goals of expanding the understanding of Sustainability, transforming commitment into action, and facilitating practical, implementable initiatives.

This year, MISA will focus on Environmental, Social, and Governance (ESG) initiatives. The core of ESG – the consideration of extra information to enable better decisions that lead to sustainable economic growth – is good management of materiality risks and makes good business sense. As regulation continues to evolve and fines are issued, organizations must comply, meaning that the integration of ESG in an organization’s core business is a sound investment and a long term necessity.

The three MISA categories up for competition this year are:

**1. Category 1: Best Sustainable Built Environment
ESG Category: Environmental**

Our understanding of sustainability is improving and organizations are daring to look further than cutting their emissions or recycling plastic waste. Various approaches have been adopted and are being explored in the advancement of sustainability; one of these approaches is a sustainably built environment - encompassing innovative building designs, sustainable resource management, and eco - friendly infrastructure that minimizes environmental impact and has a positive social impact. A sustainable built environment protects our natural environment by reducing greenhouse gas emissions, supporting

circular economy principles, and tackling the climate crisis – World Green Building Council.

Who Should Apply?

In the “Best Sustainable Built Environment” category, competitors can demonstrate their commitment to innovative and sustainable building design, resource management, and infrastructure. Competitors should highlight the creative strategies they have implemented to enhance their own office or the surrounding environment in an environmentally conscious way. They may showcase how these efforts have positively impacted the local ecosystem, such as improving the physical and mental well - being of employees and boosting overall productivity.

2. Category 2: Best Workforce Sustainability Engagement Program

ESG Category: Social

Sustainability initiatives are oftentimes more effectively adopted with a top down approach. However, the success of any organization’s sustainability efforts are dependent on their employees commitment and requires widespread support and participation throughout all layers of the organization. Informing, rewarding, and providing training programs helps incentivize employees to take up these sustainability initiatives.

Who Should Apply?

In the “Best Workforce Sustainability Engagement Program” category, nominees share the innovative programs that motivate and empower employees to actively participate in achieving the organization’s sustainability goals. It showcases the programs and initiatives that have helped the organization make an impact, and proved effective in incentivizing and mobilizing their workforce.

3. Category 3: Best Sustainability Communication

ESG Category: Governance

A key aspect of good governance is communication, especially when addressing sustainability. It ensures transparency, accountability, and inclusiveness, which are vital for building trust and engaging with stakeholders. By communicating your organization’s sustainability objectives, you foster informed decision - making and empower stakeholders to contribute meaningfully to sustainability goals. Internally, communication helps align the organization’s mission and vision on sustainability, while enhancing collaboration and driving engagement. Externally, it strengthens your reputation, differentiates your organization, and builds long - term loyalty by showcasing your commitment to responsible practices.

Who Should Apply?

In this category, we invite organizations that prioritize effective communication on their sustainability objectives and ensure that their goals are clearly communicated, understood, and supported by all stakeholders. These organizations demonstrate transparency,

accountability, and active engagement, through clear, consistent, and inclusive communication and are therefore driving better governance outcomes.

This category celebrates organizations that make communication a core part of their governance strategy, fostering a culture of openness, collaboration, and accountability in sustainability efforts.

With the submission period open from now until 30 October 2024, competitors are invited to submit nominations via the MDBC website at <https://www.mdbc.com.my/mdbc-awards-program/>. According to Marco Winter (Executive Director, MDBC), "MISA is open to all (general Malaysian businesses as well as MDBC members) to compete. As long as the project has some form of Malaysian and Dutch links, they are welcome to submit it for consideration. MISA has always provided a platform for everyone to learn and share knowledge about Innovation & Sustainability, drawing large and diverse crowds of those eager to share and learn. Previously, the awards program has been a part of events such as the International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM), as well as Dutch government initiatives such as Orange Factory (one of two initiatives under Orange ASEAN by the Dutch Government to connect Dutch and ASEAN entrepreneurship to accelerate sustainable innovations). We are therefore excited to be partnering with Control Union's SAC given the shared goal of extending the understanding of innovation and sustainability, helping to realize a sustainable future.

He added "MISA has always consisted of two components - the MISA Day Program, and the MISA Awards Ceremony & Dinner. This year the MISA Day Program will be integrated into the SAC's core program, with the MISA Awards Ceremony & Dinner taking place immediately after. This format is ideal for the sharing of best practices, benchmarking efforts, and providing a conducive environment for future business collaborations and joint ventures. Through our consistent and effective safeguarding of the program's integrity, our participants get more value out of the awards program. They know that they are also an integral part of educating and expanding the wider business community's understanding of key topics affecting how the world does business."

MISA '24 is supported by:

Event Partners: the Embassy of the Kingdom of the Netherlands, Control Union

Sponsors: KLM Royal Dutch Airlines, Ayvens

Participants can find out more information and fill in the nomination forms via the MDBC website at <https://www.mdbc.com.my/mdbc-awards-program/misa-enter-now>.

Participation is open to all (except where indicated) and the deadline for submissions is 30 October 2024.

With the growth of MISA, MDBC is also encouraging organisations who are interested in supporting the growth and development of the general business community's understanding of these key topics, to become a MISA Sponsor or Advertiser. Information about these branding / exposure opportunities are available at <https://www.mdbc.com.my/mdbc-awards-program/misa-sponsors-advertisers>. Additional partnership packages for SAC are also available.

All are welcome to attend and participate in MISA; additional information, including competition guidelines, etc. are available at <https://www.mdbc.com.my/mdbc-awards-program>.

For more information or to get in contact with an MDBC representative, visit www.mdbc.com.my or call +603 – 2387 0043.

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About MISA

MDBC's unique and innovative Awards Program is a platform to showcase the best practices of companies in the areas of Innovation and Sustainability, recognizing them for their excellence and trailblazing spirit in these fields. Initiated in 2011 together with the Embassy of the Kingdom of the Netherlands, the Awards Program started out as the MDBC Sustainability Awards (MSA) and was expanded to the MDBC Innovation & Sustainability Awards (MISA) in 2017. It has steadily grown and provides a way for companies to benchmark their efforts against leaders in these fields.

Now in its tenth edition, MISA continues to prove itself to be both innovative and sustainable with the continued growth and evolution of the awards program. The Awards give an ever growing range of companies the opportunity to participate and develop their own understanding of the topics.

For more information on the MDBC Awards Program, please visit:
<https://www.mdbc.com.my/mdbc-awards-program>

For more information on the MISA Awards Criteria & Assessment, please visit:
<https://www.mdbc.com.my/mdbc-awards-program/misa-assessment-criteria>

About MDBC

The Malaysian Dutch Business Council (MDBC) is all about providing business services, representation, and networking. We forge business ties between Malaysia and The Netherlands. Established in 1996 by Malaysian and Dutch companies, MDBC is a private, well established, trade support organisation with over 280 member companies. It is considered one of the most active councils in Kuala Lumpur and in Malaysia as a whole.

In 2021, MDBC won the 'Best Bilateral Business Services Provider – Malaysia' award from APAC Insider. In 2019, MDBC became the second Dutch Chamber in the world to receive the NLinBusiness quality mark. In addition to being acknowledged as a 'best – in – class' leader, MDBC is now officially a member of the new NLinBusiness network of business hubs. This is a sign to Dutch entrepreneurs that they can be guaranteed a 'soft landing' in Malaysia as they seek to enter the Malaysian and / or wider ASEAN market. In 2018, MDBC won the APAC 2018 International Chambers of Commerce Membership Engagement Program of the Year Award.

With the audacious goal of becoming the full - fledged service provider for all members and businesses with Malaysian – Dutch links, the MDBC achieves its high standards through the successful execution of its three objectives (Business Services, Representation,

and Networking). Our core values are to be Entrepreneurial, Independent, Accessible, Responsible, and Service Oriented.

BUSINESS SERVICES:

MDBC provides business services and information to our members. MDBC assists members and newcomers to the Malaysian market on issues related to setting up a company or a representative office here. MDBC keeps members updated on the latest developments in the business world and members' news through our quarterly magazine (the MDBCCONNECTS), the organisation of informative & educational events and through this website, electronic newsletters (the e – Update), and e mails. MDBC also publishes a Business Directory every 18 months.

REPRESENTATION:

MDBC serves as a link to other bilateral Business Associations and Chambers of Commerce. We participate in a dialogue amongst European Union member states in Malaysia and in EU – related programs. We also have established relations with various government institutions. The common business interests of our members, as well as individual needs of companies, are voiced through MDBC to the appropriate authorities in Malaysia. The Council also looks into combined efforts for representation at exhibitions and into commercial partnerships with Malaysian and Dutch government authorities on behalf of our members.

NETWORKING:

Through our regular (monthly) events, members are able to develop good business contacts with the Dutch – Malaysian business community in Malaysia, as well as with other foreign companies, Malaysian counterparts and government bodies. On an annual basis, MDBC members receive several dozen event – invitations, including signature events such as the MDBC Sustainability Awards and the Human Resources Forum. Numerous social networking events are organised together with other Business Associations and Chambers of Commerce to further extend networking opportunities.

Together with the Economic Department of the Netherlands Embassy and industry associations, the MDBC will, whenever possible, participate in Trade Exhibitions, Dutch missions to Malaysia, and matchmaking sessions. At exhibitions, MDBC members are invited to present their products and services within a larger "Holland Pavilion". We also support Malaysian missions to The Netherlands.

MDBC is also one of the founders of the ASEAN Dutch Chamber Network (ADCN), a collaboration that consists of six Dutch Chambers of Commerce — Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam — that represent a diverse range of Dutch businesses in the region. Within ADCN, we share best practices. Since this year, ADCN has been developing some common exposure, highlighting our activities and events to entrepreneurs in The Netherlands, better streamlining of membership, and providing increased opportunities for respective members to attend events from Dutch chamber colleagues that could especially be of interest for many regional representatives in ASEAN.

More information about the Council is available at:

www.mdbc.com.my

www.facebook.com/mdbc.com.my

[www.linkedin.com/company/malaysian-dutch-business-council-mdbc-](https://www.linkedin.com/company/malaysian-dutch-business-council-mdbc)

www.twitter.com/MYMDBC

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About SAC

The Sustainable Action Conference (SAC) was successfully inaugurated on 16 November 2023. Building on this success, SAC 2.0 will be co – organized with MDBC’s Innovation & Sustainability Awards (MISA).

SAC aims to transform commitments into actions for a sustainable future. It provides a platform for industry players from diverse sectors, including government, state government, municipal councils, finance, manufacturing, plantations, forestry, energy, construction, and more, to discuss the latest sustainability trends, raise awareness, and overcome industry challenges. The conference will showcase solutions, share success stories, foster collaborations, and fund sustainable projects.

About Control Union

In Malaysia and globally Control Union is the leader in assurance services related to palm oil, biomass, organic and good agriculture practices, textiles and recycling, food safety, aquaculture, fisheries, social compliance and recycling, and a leading player in forestry, environmental services and ESG assurance in accordance with the AA1000 Assurance Standard.

Sustainability stands as a fundamental cornerstone for Control Union. They delve deeply into comprehending the intricate interconnections between sustainability and various facets such as manufacturing processes, energy generation methods, the pivotal roles of agriculture and forestry, the implementation of sustainable supply chain solutions, and the integration of sustainable financing practices.

In alignment with this commitment, Control Union is dedicated to offering third - party sustainability verification and assurance services. Their objective is to provide a robust framework that empowers businesses to validate and authenticate their sustainable practices, contributing to a more environmentally conscious and responsible global landscape.

More information about the Council is available at:
www.controlunion.com

For media enquiries about Control Union please contact:

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