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It is with much pride that we have organised the inaugural MDBC Sustainability Awards 2011 (MSA'11), in conjunction with MDBC's 15th Anniversary this year.

In consideration of a special event to mark MDBC's 15th Anniversary this year, the MDBC and Netherlands Embassy combined forces to initiate the MSA'11. From the beginning of 2011, we worked on the concept, categories, criteria and nomination forms.

MSA'11 was formally launched last June in conjunction with a talk on "Future Energy".

In September, MDBC member-companies submitted their nomination forms and information about their projects for consideration by the panel of independent, expert MSA'11 judges.

These judges have, in turn, carefully considered the nearly 30 nominations and shortlisted the top submissions in each of the four categories.

On 2 November, 2011 the MDBC organised a special day program for the final presentations of the shortlisted companies in the four categories of MSA'11. This was an opportunity for these companies to present their projects in order to share their hard earned knowledge and experiences with other MDBC members and guests. It also provided the judges with a final opportunity to review each nomination and make their final decision on the winners of this year's awards.

This knowledge sharing of best practices and indeed, the MSA as a whole, are in line with the efforts of the MDBC and the Netherlands Embassy over the past years to be involved in events and share information in areas such as CSR, Corporate Gov-

ernance, Best Practices, Green Technology, Sustainable Development, etc.

The sharing of these best practices is continued through the publication of this MSA'11 supplement.

Winners in each category were presented with awards and 'sustainable' paintings during the evening program as a part of the MDBC 15th Anniversary Dinner celebrations.

Our sincere thanks goes out to the companies that participated in this inaugural event and to the judges for their time and wisdom.

Judges and VIP guests for a group picture, from left: MDBC Chairman Dato' Jaffar Indot, Dato' Dr Dionysius Sharma, Rikke Netterstrom, MITI Secretary General Datuk Dr Rebecca Fatima Sta Maria, Ambassador Paul Bekkers, MDBC Patron and Minister of International Trade & Industry YB Dato' Seri Mustapa Mohamed, MDBC Patron YB Tan Sri Rafidah Aziz, Dato' Kok Wee Kiat, Dato' Mizanur Rahman Ghani, Anthony Tan, Hans Bodewes, Karamjit Singh and MDBC Executive Director Marco Winter. Tokens of appreciation for judges and VIP guests by Tradewind Treasures.





His Excellency Paul Bekkers
Netherlands Ambassador,
Chief Judge
MDBC Sustainability Awards 2011
2 November 2011

As a small nation with limited natural resources, the Netherlands has ingrained sustainability in our national consciousness to ensure that whatever we do must be good for business, the community and the environment.

In countries where Dutch businesses have a presence, we do

our part to support our local business partners along this journey of sustainability.

We work with our local partners to improve working conditions, minimize our impacts on the environment and improve the welfare of local communities.

The Malaysian authorities and Malaysian companies are thinking along the same lines and we wish to be partners in this journey. This is reflected in the continued Dutch foreign investment into Malaysia and in the increasing Malaysian investments into the Netherlands.

As such, the MDBC Sustainability Awards 2011 is an initiative that the Embassy of the Kingdom of the Netherlands full heartedly supports.

As the largest business network between the Netherlands and Malaysia, the MDBC provides the ultimate platform to bring best practices of its Dutch and Malaysian member companies

and their partners together as a showcase to support more companies in this journey towards responsible, successful and sustainable business practices.

My fellow judges and I have gone through a wide range of quality nominations. The excellent submissions which were shared showed that being sustainable does not lead to less money or lower production.

On the contrary, businesses that aim to be sustainable have staff that are more productive, retain and attract better talent, are more efficient and effective in their processes, have a better reputation and create additional business opportunities.

The quest to be sustainable has driven innovation, resulting in new products and business opportunities. I strongly encourage every business and every individual to follow this lead.



And the winner is....
who is the winner?!



The Chief Judge (back row) with representatives of the shortlisted companies, from left: Superb Impression Creationz, AkzoNobel, GAB, Biodome, Dutch Lady Milk Industries, Basis Bay, GAB, TNT, ING Insurance, Bell Group of Companies and Logica



MSA'11 ACTION



In MDBC's inaugural Sustainability Awards, we have a distinguished panel of judges consisting of highly regarded, independent expert individuals. Each category featured two independent judges led by the **Chief Judge, Netherlands Ambassador H.E Paul Bekkers.**

His Excellency Paul Bekkers has been the Netherlands Ambassador to Malaysia since 2009. Having studied Law (LL.M.), Economics and History before joining the diplomatic service, the Ambassador has been stationed in Ghana, Zaire, South Africa and Turkey. He has a variety of responsibilities in the Hague, most recently as Director for Health, Gender and Civil Society as well as Special Ambassador for HIV / AIDS.

Best Corporate Sustainability for Environment:

Hans Bodewes -

Hans is a former member of the MDBC Board of Directors as well as the former Managing Partner of Shell Global Solutions. Prior to joining Shell, Hans was an assistant lecturer at Delft University, the Netherlands and later, at Ahmadu Bello University, Nigeria. Hans began his career in Shell in 1980 and has since served in various technical and managerial positions in several Shell companies.

Dato' Dr Dionysius Sharma -

Executive Director and CEO of WWF Malaysia since 2007, graduated from Universiti Malaya with a degree in Ecology. A respected wildlife expert, he earned his PhD in Conservation Biology from the Durrell Institute of Conservation and Ecology, University of Kent, England.

Best Corporate Sustainability for Human Resources:

Dato' Kok Wee Kiat -

Dato' served as the Chair of the Environmental Quality Council of Malaysia for the past 9 years. He is a strong advocate of sustainable business particularly within the context of corporate environmental responsibility. He is also the Honorary President of the Business Council for Sustainable & Responsible Development Malaysia. He has served as a Trustee of the Environmental Management & Research Association of Malaysia since 2003 and as a member of the Advisory Board, Asia Pacific Roundtable on Sustainable Consumption & Production since 2004. In recognition of his stellar work in sustainable development, the United Nations Development Program selected Dato' Kok as an UNDP Awardee for Development & Environment in 2001.

in Agriculture Planning and Control at the Commonwealth Development Corporation in Swaziland, before spending 24 years with plantation group, Guthrie Berhad.

Rikke Netterstrom -

Executive Director of CSR Asia based in Malaysia. Rikke has over 10 years multi-sector experience in corporate responsibility strategy, stakeholder engagement and communications. She was responsible for environmental and social issues for two of the world's sustainability leaders - The Body Shop International plc and Novozymes A/S, preparing strategies for over 50 markets globally. Rikke was closely involved in the creation of the Roundtable on Sustainable Palm Oil as an Executive Board member, and continues to provide advisory services to companies in the oil palm sector.



Karamjit Singh -

Karamjit has been with The Edge for 14 years and is now the technology editor with The Edge, specifically of netv@lue 2.0. This section covers the business impact of technology, technopreneurship and policy. He is also the editor of an SME pullout called SME's Going Global and is contributing editor for Manager@Work, a monthly pullout on management, marketing and human capital. In 2001, he won the Malaysian Press Institute Award for Best Telecommunications Journalist.

Best Practices in Sustainability of a Malaysian Partner:

Dato' Mizanur Rahman Ghani -

Dato' is Honorary President of the Business Council for Sustainable Development in Malaysia. He studied at the University of Malaya, University of Leuven and Marketing Management at the USA, Harvard Business School. He is the founder of the Business Council for Sustainable Development and participates in several other Associations.

Anthony Tan -

Executive Director at CETDEM, Centre for Environment, Technology & Development Malaysia. Founded in 1985, CETDEM is an independent, non-profit, training, research, consultancy, referral, and development organization. It is committed to improving environmental quality through the appropriate use of technology and sustainable development.



Best Corporate Sustainability for Community Development:

Azizi Meor Ngah -

A former member of the MDBC Board of Directors as well as the former CEO of the Malaysian Agri-food Corporate Berhad. Azizi is also a Board Director of the Halal Industry Corporation. Azizi was involved in specialized training

BEST CORPORATE SUSTAINABILITY FOR ENVIRONMENT

Basis Bay

Reengineering IT

In this strongly contested category of the inaugural MDBC Sustainability Awards 2011 (MSA'11), Basis Bay emerged victorious.

Basis Bay is an Information Technology (IT) company that provides quality, practical solutions which are customer focused. Since their establishment in 1996, Basis Bay has assisted enterprise level customers across various industries worldwide to manage their strategic IT infrastructure and application needs. Today, Basis Bay is directly present in more than 11 locations across Asia Pacific and Europe with internationally recognized certifications such as the ISO 9001 and MSC status.

Noted by the judges in this category as having *"a unique approach to the environmental challenges that are facing us"*, the Basis Bay approach to sustainability is from a holistic perspective which encompasses the framework on the *"optimisation of acquisition, deployment and management of IT resources with sustainability in mind."*

In fact, this commitment can be seen from the positioning of Sustainability high on the company's business objectives and mission statement. Their mantra, "A Basis for greenit: A Holistic Approach" is reinforced by the company tagline of "Reengineering IT for a Greener World... since 1996".

Their concept of taking a holistic approach to Sustainability is addressed by focusing on a broader perspective of Strategic Enter-

prise IT Planning and developing IT-based solutions with key considerations to environment.

Strategic Enterprise IT Planning is determined by the business needs of an organization. This in turn determines the Applications required along with the appropriate IT platform. Basis Bay then offers solutions based on the following key areas:

- * Smart Procurement
- * Extending Product Life Cycle
- * Green Data Centres
- * Optimisation of Green IT Infrastructure
- * Green Best Practices

Under Smart Procurement and Extending the Product Life Cycle, Basis Bay focuses their attention on addressing the ecosystem by the adherence to their Smart Procurement policy. This policy concentrates on e-waste management by providing solutions that will enhance the lifespan of hardware without any degradation in performance.

Basis Bay's Green Data Centers were designed so that their mechanical, lighting, electrical and computer systems all met the double focus of maximum energy efficiency and minimum environmental impact.

In addition to the Green Data Center solutions, they further optimise their IT infrastructure by utilizing data centre consolidation. This consolidation lowers capital expenditure significantly and streamlines operations. Additional benefits include improving asset utilisation, lowering operation costs, reducing energy consumption and consequent carbon emissions, strengthening security and improving the overall IT service quality level. All of this further substantiates cost savings and efficient utilisation of resources.

As an organisation that is environmentally conscious, Basis Bay have implemented environmentally-friendly policies and at the same time, practice Green standards that have been set in place at the very foundation of their company through Purpose-driven Green people development (traditionally known as human resources).

This adoption of Green Best Practices is in line with the idea identified by Basis Bay as Awareness, Initiative and Management or "AIM".

Awareness:

Basis Bay ensures that knowledge is shared internally through training and development. Through Vendor / Partner / Customer (Supplier Programmes), this sharing of knowledge is also shared with relevant parties as well as relevant stakeholders through public reach programmes.

Initiative:

Basis Bay pursues a culture of continuous innovation and supports internal capabilities

through initiatives to adopt new policies.

They also aim to have a collaborative and sustainable model and ensure that their initiatives cover green sourcing, green infrastructure and systems and is e - Waste conscious as a part of their e Waste management.

All Green projects and practices are made possible through the People Development Department (PDD) in collaboration with the Brand, Marketing and Communications Department. Their Green Angel team implements, reinforces and reminds their team of the company's Green policies. All members of Basis Bay take their Green tendencies seriously in both the work environment and at home.

All of these measures stimulates eco-thinking for employees, business partners and clients. This results in a proven track record of improvements in the Sustainability agenda and a quantifiable impact on the environment.

Ambassador Bekkers and Dato' Seri Mustapa presenting Basis Bay representative Jan Roelf Pinkster with the award in the category Best Corporate Sustainability for Environment



BEST CORPORATE SUSTAINABILITY IN HUMAN RESOURCES



Winner of the MSA'11 Best Corporate Sustainability in Human Resources category, Guinness Anchor Berhad (GAB) was incorporated in 1964 and has been listed on the Main Market of Bursa Malaysia since 1965.

GAB produces, packages and distributes beer and stout products in Malaysia and is the clear market leader with an iconic portfolio of brands which include Tiger, Guinness, Heineken, Anchor, Kilkenney, Angliam Malta, Paulaner, Strongbow and Sol.

So what makes GAB stand out in this highly competitive field? Foremost, GAB continuously strives to be an employer of choice with the aim of being the best in Malaysia. But being successful in HR is not just about wanting to be a good employer. According to judge Dato' Kok Wee Kiat, "HR, to be successful must achieve mutuality of benefit for both the employer and the employee. Together with the benefit of the other important stakeholder, the Customers, they form the trinity that determine sustainability for the Company as an entity."

Towards this aim, GAB invested heavily into their employee welfare, training and development knowing that ultimately, their people form the foundation and future of the Company.

In 2007, GAB developed its so-called 7 HR Pillars initiative to enhance their efforts to improve, empower, motivate and reward their employees for great performance.

These pillars are:

- * Grows People
- * Pays Well
- * Cares for People
- * Fair & Reasonable
- * Great Two-way Communication
- * Lives its Values
- * Deliver Great Performance

Under each of these pillars, various initiatives were planned and implemented to encourage productivity and creativity, as well as to ensure a work-life balance.

To "Grow our People," GAB established a year long training calendar where their commitment to the employees is that each person must attend at least one day of training a year.

In 2011, the average hours of training per employee was 47 hours. They also ensured that career opportunities were made available internally prior to external recruitment.

Additionally, in line with their commitments to Pay Well, be Fair & Reasonable and to Reward Great Performances, they established a pay policy using the Hay format, benchmarked themselves against leading FMCG companies, adjusted salaries and allowances to ensure that all employees were paid fairly.

GAB also started a Leadership Team comprising of the Management Team and their direct reports in order to build a talent pipeline for the future. They also implemented a Management Trainee Programme to attract talent at entry levels.

In promoting 2 way communication, they have put into place various activities such as regular Q&A sessions and focus group meetings where the Management Team are at hand to answer any queries.

To encourage face to face communication and faster decision making, all employees, regardless of seniority work in an open plan environment.

GAB also conducts an annual survey to collect improvement feedback from employees; action plans are then formulated and implemented in response to the survey results, ensuring continuous improvement.

Under their Cares for People pillar, GAB implemented flexi-hours and go home early Wednesdays to help their employees achieve better work - life balance. Also initiated was Drink Sensibly, their sensible drinking programme for employees.

All of this points to a strong commitment that GAB has to ensure that their employees are happy and given the opportunity to grow. The proof is in the fact that the average years of service at GAB is 15.5 years with more than half of their total workforce having served the organization for more than 10 years!

As Dato' Kok mentioned in the judges report, "Whatever social, training and financial incentives the Company may have, a realistic measure would be the low rate of employees turnover. In this respect, the unusual length of time (average 15.5 years; longest 35 years) majority of the employees stayed on in GAB is very telling. When employees stay for such a long time in a company, that organization must have surely have done right by them. Apart from profitability, it would be a true measure of corporate sustainability."

What difference does this make on the business overall? GAB acknowledges that their dedicated workforce is the major building block of their success. They have successfully delivered 10 consecutive years of growth in revenue, profit and market share.

All told, not a bad reason to start looking at improving your organization's HR practices.

GAB representative Selvadass Amaladas (far right) receiving the HR award from Dato' Kok Wee Kiat, Ambassador Bekkers and Dato' Seri Mustapa



BEST CORPORATE SUSTAINABILITY FOR COMMUNITY DEVELOPMENT



Guinness Anchor Berhad (GAB) formed the GAB Foundation in July 2007 to spearhead the organization's Corporate Social Responsibility (CSR) activities, at a time when arm's length philanthropy was no longer enough. It has since embarked on several projects that directly engage and benefit the public.

Within GAB, they thought long and hard about how their Foundation could bring about positive changes. GAB also determined that the organization must provide something unique when they worked on behalf of the under privileged, or in areas like education and conservation. They also ensured that it resonates with GAB's corporate values of striving for excellence, acting with integrity and having a genuine respect for people, society and its diversity.

The GAB Foundation focuses its activities under three main pillars: Environmental Conservation, Education and Community. Through their programmes and investment they aim to empower the community by equipping them with the means and knowledge to fulfil their potential and achieve goals.

Under the Environmental Conservation Pillar, the GAB Foundation set up a project called Working Actively Through Education and Rehabilitation or W.A.T.E.R. project. Initiated in collaboration with local NGO Global Environment Centre (GEC) in December 2007, the W.A.T.E.R. Project is a three year project to rehabilitate

and improve the water quality of the Sungai Way river from a Class IV - V (extremely polluted) to Class III.

This initiative aims to emphasize the importance of water source conservation as well as engaging and empowering the community to take ownership of their river. An added bonus to this project is that it also educates future generations to adopt good water usage habits.

Within three years, W.A.T.E.R. has successfully improved the water quality of Sungai Way to a Class II. It has also improved the quality of life for the communities living along the river. Before the project commenced, the river reeked of sewage. Today, the river no longer smells and bio-diversity has improved tremendously with fish, birds and insects returning to the river.

The GAB Foundation also empowered the local communities living by the river by encouraging them to supplement their income through sales of items made from recyclable materials. The project has also encouraged the community to take charge in conserving their environment. The communities are now clearing the rubbish traps on a voluntary basis, as well as conducting constant water quality tests on the river.

Under the Education Pillar, the GAB Foundation focused on improving English proficiency as their main education cause. The Foundation set up an English Programme to provide primary school students (including those in East Malaysia) with additional English lessons over and above their regular curriculum to help students expand and improve their command of the English language.

In addition, the Foundation donated reading corners to vernacular schools in a further effort to champion English language proficiency among students. In January 2010, the GAB Foundation provided six schools and a community library for the Bidayuh Community with reading corners worth more than RM 70,000.

The GAB Foundation has also reached out to help underprivileged but high potential students further their dreams through their scholarship programme. They believe that empowering the next generation is the key to improving the standard of living of a community.

With their Community Pillar, the GAB Foundation reached out to the community by initiating "The Big Day Out" project. Started in 2010, it is a day specifically organized to empower GAB employees to play an pro-active role in contributing to the environment by providing them with the means and opportunity to mix with the community and to make a difference.

Each team is provided with seed money and given the freedom to come up with the project of their choice and decision on how they want to spend it. In the first year of its implementation, more than 500 employees nationwide participated in 31 different community projects. This year's "Big Day Out" initiative was even bigger than ever before. It saw the involvement of 550 GAB employees and 100 business partners who went out in 33 teams to conduct community activities across Malaysia.

These activities include conducting basic health screening for village folks in Hulu Selangor, the planting of 200 mangrove tree seedlings in Sepang, the building of a physical therapy area for a school in Petaling Jaya for children with special needs and a blood donation drive to replenish the Malaccan blood bank. The GAB Foundation's effectiveness and success won GAB their second award for the evening in the Best Corporate Practices in Community Development category.

Ambassador Bekkers with Kelly Ch'ng of GAB and Dato' Seri Mustapa during the presentation of the award for the category Best Corporate Sustainability for Community Development



BEST PRACTICES IN SUSTAINABILITY OF A MALAYSIAN PARTNER



In what was considered by the judges as a tough category to assess due to the different types of submissions, Biodome Asia Sdn. Bhd. was selected as the winner in the Best Practices in Sustainability by a Malaysian Partner category for this year's MSA'11.

Biodome was nominated by the Bell Group of Companies, an established privately own palm oil industry group with both upstream processing and downstream manufacturing activities.

With Bell Group's commitment to the environment, the Group has undertaken biomass and biogas projects to generate renewable energy to the national grid under the Small Renewable Energy Power Programme (SREP). The first biogas project was set up in Johor and a biomass power project is also in the pipeline.

Bell Group will also set up biomass and biogas projects in Melaka, Negeri Sembilan and Sabah. With the generation of power from both biogas and biomass projects, Bell Group hopes to achieve its mission of being a Renewable Energy Developer to continue to the betterment of the environment by providing clean and renewable energy to the national grid and assist the country to achieve its goal to produce green energy.

Due to the numerous biomass and biogas projects that are being undertaken in Malaysia and especially these by Bell Group, BIODOME's parent company

KIRK Environmental decided to establish BIODOME Asia Sdn. Bhd with headquarters in Malaysia and as a Malaysian registered company.

Established in the UK in 1905, KIRK Environmental has been maintaining & improving sustainable operations in Anaerobic Digestion (AD) for more than 35 years.

AD is a series of processes in which microorganisms break down biodegradable materials in the absence of oxygen, used for industrial or domestic purposes to manage waste and / or to release energy.

AD is useful because it reduces the emission of landfill gas into the atmosphere and is widely used as a source of renewable energy. This process produces two main products: digestate and biogas. The nutrient rich digestate can be used as fertilizer and the biogas (consisting of methane and carbon dioxide) can be used directly as cooking fuel, in combined heat and power gas engines or upgraded to natural gas quality biomethane.

With BIODOME Asia setup, it was possible to continue transferring & sharing sustainable practices in anaerobic digestion/biogas for Palm Oil Mill Effluent (POME) amongst other organic waste treatment/ renewable energy generation.

The equipment that BIODOME Asia provides is cutting-edge in the capture of biogas as compared to standard practices and has numerous benefits like smaller project footprint, less materials consumed, long operating lifespan with little maintenance & more efficient operational standards.

It is this forward thinking on sustainable practices as well as efficient operations which minimizes time & cost needed for maintenance that convinced the Bell Group of Companies to use the glass-fused-to Steel Anaerobic Digestion Tanks and Biodome Double Membrane Biogas Holders at their palm oil mills in Sri Lingga in Melaka and in Batu Pahat, Johor.

Biodome Asia's effort in ensuring the technology & experience transferred here to be customized to suit local practices had also pleased the judges.

The transfer of extensive expertise in AD to the region in completing 2 biogas projects for the Bell Group of Companies in Malaysia contributed to the Bell Group's mission to turn the palm oil industry into a no waste industry. At the same time, reduce green house gas emission, lower carbon footprint and produce green electricity. Bell Group's drive is to make the conventional open pond and digester systems a thing of the past. Methane gas from these plants are now captured and channeled to pro-

duce clean energy for in-house consumption and to sell to the national grid.

This partnership has helped to drastically lower carbon footprint, convert waste to wealth and change the aesthetic perception of the industry. In time, Bell Group can also benefit from the sale of carbon credits (CER). All this means is that Biodome Asia has been a partner in ensuring effective waste management, generating extra revenue and supporting green and sustainable efforts for their partner.

It was noted by judge Dato' Mizanur Rahman Ghani that, "As a major palm - oil producing country, the company, by transferring and sharing sustainable practices, is contributing to the production of clean and renewable energy as well as carbon neutral palm oil."

Also appreciated by the judges was the fact that the technology can be utilized by other organic waste industries as well as to encourage good practices towards supporting the local renewable energy industry.

Ambassador Bekkers and Dato' Seri Mustapa presenting Huey Yoong of Biodome Asia with the award for the Best Practices in Sustainability of a Malaysian Partner



SHORTLISTED COMPANIES

Best Corporate Sustainability for Environment:



In 1986, Bell Company was formed when it took over a palm oil mill in receivership. The order of business then was to extract crude palm oil from the palm fruits. Inherent to the palm oil industry is the huge amount of process wastes which bring about tremendous disposal as well as environmental problems.

Empty fruit bunches were dumped into a pit and liquid waste was thrown into a pond. Kept in the pond for several months, then channeled back to the river, this was the traditional process for waste disposal.

Alternative energy, climate change, global warming and greenhouse effects were not critical issues in the 1980s. However, as environmental problems and natural disasters increased in frequency and magnitude, the world woke up to man's degradation of the environment. Governments around the world recognized the need to address these problems associated to the respective industries in their countries.

In Bell's drive and commitment to find environmentally friendly solutions and to work together with international organization on global climate change, we have pushed beyond our boundary to try and achieve firstly, zero carbon, zero waste and in the process, produce alternative energy – green electricity.



Logica is a leading business and technology service company. Logica's foundation in Asia was established in 1986 and is headquartered out of Kuala Lumpur. In 2009, Logica started to embed sustainability into everything that they do, from the service they give their clients, to the way they run their business and their relationships with everyone in their ecosystem: colleagues, clients and peers.

Logica also shares insights from their own internal environment programme with their clients. In 2010, they launched a new

Sustainability service, bringing together their expertise from across their whole business. This new service shows their clients how to build sustainability into their strategy, to create value for their businesses, people and customers.

Both Gartner and Verdantix, the independent industry analysts, have called Logica a leading provider of sustainability services.

Logica continues to measure the environmental effect by following through on their ambitious carbon reduction targets across the group. Their corporate focus on people, profit and planet creates value that will lead to a sustainable future for all of us. This is at the core of their strategy – and the way they think about corporate responsibility.

Best Corporate Sustainability in Human Resources:



Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is a stock listed dairy company formed in 1973 that manufactures, imports and sells a wide range of quality nutritious dairy products and fruit juices for the home and export market. Dutch Lady Malaysia previously had an ambitious plan to grow aggressively across all segments of the dairy market. This resulted in too many projects which were sub-optimally executed and simply lacked focus. As a consequence, revenue declined which had a demoralising effect on the workforce. Staff turnover, particularly

in the management and executives levels became an issue. Talents left and people who stayed behind began to lose their pride and sense of belonging to the company.

In 2010, under the leadership of the new Managing Director, Mr. Bas van den Berg, Management set out to re-energise the organisation with a clear focus on getting the company back on the path of expansion and growth. Management looked for a new strategy to create a sustainable change but also to regain pride and belief for its people. This process not only included business and strategy development but also a way of working that brings out the best in people, increases their personal effectiveness and enhances their leadership skills and organisational culture.



TNT Malaysia has 6 sites located within Peninsula Malaysia. With the distribution of these sites throughout the country, a lot of time and energy was spent in coordinating Health, Safety & Environmental (HSE) programs and activities for the sites.

A lot of traveling was involved. With the distance, employees were not involved in decision making and were disinterested in participating in these programs.

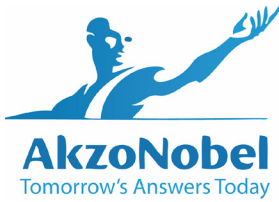
There was no ownership and a lot of finger pointing back to HQ

General Service and HSE departments when systems failed and accidents occurred.

In 2010 TNT HSE department strategized to increase the engagement of employees in the day to day running of their departments relating to Corporate Responsibility (CR) issues. Through volunteering and appointment, the TNT management had managed to carefully put together a group of enthusiastic workers from each site to run and manage the CR Committee.

This new strategy empowered all employees and contractors to take responsibilities for their respective areas over safety & health, environmental issues, social; accountability and corporate responsibility issues.

Best Corporate Sustainability for Community Development:



AkzoNobel is the largest global paints and coatings company and is a leading producer of specialty chemicals. They are committed to delivering sustainable products and solutions to their customers and have integrated sustainability into every area of their business – for the benefit of their clients, shareholders, employees and the world around us.

AkzoNobel made a commitment to their employees and their health and safety. Guided by their core common values, they also set down their commitment

to the environment, including how they aim to improve their energy efficiency.

Sustainability isn't just about producing more sustainable products and finding new ways to do things. With this in mind, they've designed their own eco-efficiency strategy. They also have a program of sustainable innovation, using sustainability tools to measure their success.

AkzoNobel is creating opportunities for our people to make a difference and in supporting community program and projects around the world. They're constantly looking to minimize their effect on the world and its resources, focusing on materials efficiency, energy & climate, water usage and cleaning up the land and air around us.



ING Insurance Berhad (ING Insurance) has been working with the Cleft Lip and Palate Association of Malaysia (CLAPAM) since 2003 to provide financial aid for children born with the cleft lip and/or palate condition to undergo corrective surgery.

In 2009, seeing the importance of engaging Malaysians at large, ING Insurance embarked on a more concerted effort to elevate the cause and get the public involved in raising awareness about the condition and the financial help that is available. An initiative called Spread the Smile

movement was introduced; bringing together a corporation, medical practitioners and an NGO linked by a common goal – to educate the public on this often misunderstood condition which is treatable and to raise awareness that financial assistance is available for underprivileged cleft individuals keen to undergo surgery.

The Movement managed to put many families and individuals in need of help with cleft lip and palate in contact with CLAPAM for information and support. Similarly the Movement also created a platform for members to interact, encourage, share experiences and provide support to the cleft lip and palate community. There is even a Spread the Smile Facebook fan page that provides more information.

Best Practices in Sustainability of a Malaysian Partner:



Superb Impression Creationz

Superb Impression Creationz (SIC) is an Interior Design/ Fit Out Solutions Provider. With over twelve years hands on experience, their project profile and international clientele are a testimonial of their dedication, commitment and fascination in the ID Industry.

Their highly creative, dedicated and responsible team covers Project Development Programming, Interior Designing, Contract Construction and Project Management. Nominated by Shell People Services (Asia) Sdn Bhd, SIC committed to Shell's

health and safety goal of No Harm to People.

They pursued sustainability goals in reducing carbon footprint and long term operating costs of the space by reducing utility costs.

SIC was also able to deliver a modern, effective, engaging and technology enabled workplace for Shell and achieved speed in delivery and commercially sound products / services for Shell's business needs.

SIC impressed Shell with their commitment to high standards in Health and Safety as well as their contribution in improving the general industry capability on building sustainability design and construction.

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