

For Immediate Release

Malaysian Rubber Council Won Bronze For The Global CSR Award

KUALA LUMPUR, 19 November 2021 – Malaysian Rubber Council (MRC) won Bronze for the Best Community Programme Award in the 13th Annual Global CSR Virtual Summit and Awards 2021, Asia’s Most Prestigious Recognition Awards programme for Corporate Social Responsibility.

“The programme recognises and honours companies for outstanding, innovative and world-class products, services, projects and programmes implemented in the past or present,” said Nor Hizwan Ahmad, CEO of MRC.

He added that the programmes considered for the awards must demonstrate a company’s leadership, sincerity and ongoing commitment to incorporating ethical values, compliance with legal requirements, and respect for individuals, communities and the environment in how they do business.

In 2021, MRC’s CSR initiatives were targetted at the Community and the Industry Players which looked at gaps, issues, and challenges across Economic, Environmental, Social and Governance (EESG) considerations, such as emerging risks caused by the Covid-19 pandemic, leading to a paradigm shift in the economy that challenged business progress and value creation.

A budget allocation of more than RM35 million for 2021 has benefitted the plantation and industry sectors workers, frontliners such as the Ministry of Health and National Disaster Management Agency (NADMA) as well as the community at large including underprivileged families under the B40 category whose livelihoods are affected by the Covid-19 pandemic. Under MRC E-Learning Programme, 2,000 students have received digital devices with a free internet data plan as well as online tuition for 10 subjects to assist them in learning.

Following MRC’s rebranding exercise in September 2020, MRC’s aims to pivot the industry to focus on design and development, diversification, automation, and digital technology to establish a strong foothold in the global value chain.

MRC focuses on holistic sustainability in line with the mission and objectives of the Ministry of Plantation Industries and Commodities (MPIC) and the rubber industry, in turn positioning Malaysia as a competitive agricommodity leader with high value and sustainable agricultural products in the global market.

“Resilience through change, we are ready to further our commitments by establishing and accomplishing mid and long-term plans and goals to grow the sector, in tandem with the nation’s aspiration to achieve a developed nation status,” Nor Hizwan Ahmad also added.

Social compliance is also integral for MRC, as it will work together with industry players and internal stakeholders towards the path of achieving industry best practices.

MRC has organised various programmes to encourage social compliance for capacity building, namely technical training, seminars and webinars for technical and soft skills, as well as the Hiring Malaysian Workers fund (HMWF), whereby it encourages the rubber industry players to hire more locals.

The global CSR awards were organised by The Pinnacle Group International who is a leader in the conference industry in Asia, designing and launching its brand of conferences and events.

Other winners for the Best Community Programme Award include PepsiCo Foods Vietnam for the Platinum award, Procter & Gamble Vietnam for the Gold award, and DP World Berbera for the Silver award.

This year, there were 350 entries across Asia and a final selection of 50 companies were awarded top honours in the 16 main award categories, namely Best Country Award for Overall CSR Excellence, Best Environmental Excellence, Best Community Programme, Excellence in Provision of Literacy & Education, Empowerment of Women, Best Workplace Practices, CSR Leadership, Product Excellence, Best CEO, Best Corporate Communications & Investor Relations Team and Best Governed & Most Transparent Company.

Previous winners from Malaysia for the Global CSR Awards include Tenaga Nasional Berhad, Kulim Malaysia Berhad, YTL Corporation, Maybank, RHB Bank Berhad, Sarawak Energy Berhad, KLCC Property Holdings Berhad and Cahya Mata Sarawak Berhad.

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