



**BECOME AN INNOVATION & SUSTAINABILITY  
CHAMPION!**

## INTRODUCTION

The Malaysian Dutch Business Council (MDBC) Awards Program, initiated in 2011 together with the Netherlands Embassy as the MDBC Sustainability Awards, has since 2017 been known as the **MDBC Innovation & Sustainability Awards (MISA)**. **MISA was created to share the best practices of, and recognize Malaysian and Dutch companies excelling in, sustainability and innovation.**

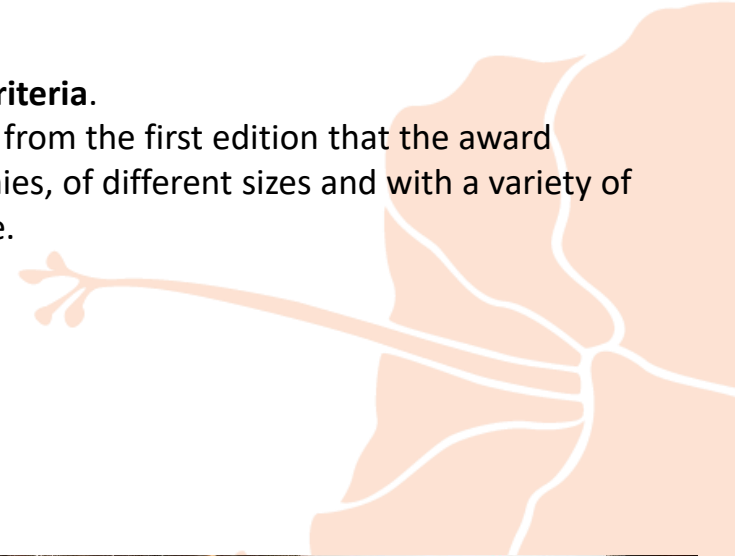
The program evolved to incorporate innovation due to its growing importance within and alongside sustainability. MISA serves as a unique platform to promote a deeper understanding and facilitate progress in these fields, acknowledging the hard work companies put in.



## INNOVATION & SUSTAINABILITY WITHIN THE PROGRAM

**MDBC continually works on the Awards Program concept, categories, and criteria.**

To allow the program to grow and build on what we achieved, it was decided from the first edition that the award categories would be changed every year. This ensures that different companies, of different sizes and with a variety of specializations, have the opportunity to showcase different areas of expertise.





## MISA & SAC: TURNING COMMITMENTS INTO ACTION

### REALIZING A SUSTAINABLE FUTURE

The Sustainable Action Conference (SAC) was successfully inaugurated on 16 November 2023. Building on this success MDBC is happy to announce that SAC 2024 will be co – organized with Control Union for MISA 2024.

SAC aims to transform commitments into action 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. MISA, in conjunction with SAC 2024, will recognize and promote the best practices in sustainability and innovation, facilitating progress and offering valuable networking opportunities.

#### INDUSTRY SECTORS INVOLVED:

- Banks
- Insurance
- Plantation & Agriculture
- Forestry
- Manufacturing
- Energy Industries
- Ministries, Government Agencies
- State Government
- NGO and Sustainability Research
- Retail Industries / Franchise
- Waste Management Companies
- Academia
- Environmental Policy Makers
- Transportation
- CCUS Value Chain Members
- Municipal Council
- Construction

## BECOME AN INNOVATION & SUSTAINABILITY CHAMPION

MDBC depends entirely on corporate sponsorship for financial support of this event. MISA Sponsors have a wide range of opportunities to support the development and understanding of sustainability and innovation within the local business community. With plenty of visibility and exposure opportunities for MISA sponsors, you get the benefit of association with fellow supporters, participating organizations, and competitors.

### GOLD MISA SPONSOR: RM 15,000

- Large company name and logo on pre, event, and post event announcement
- Inclusion of company name in MISA press releases
- Full page full color ad in MISA Program Book & in the MISA Magazine Supplement
- Representative on panel of Judges (for one category) OR Speaking Slot
- Bunting space at MISA
- One complimentary seat at MISA Awards Presentation & Dinner at the VIP table
- Complimentary 6 tickets (one table) for MISA Awards presentation & Dinner
- Promotional materials or merchandise in MISA goody bags
- Use of MISA logo

### SILVER MISA SPONSOR: RM 9,000

- Medium company name and logo on pre, event, and post event announcement
- Inclusion of company name in MISA press releases
- Half page full color ad in MISA Magazine Supplement
- Complimentary 6 tickets (one table) for MISA Awards presentation & Dinner
- Promotional materials or merchandise in MISA goody bags
- Use of MISA logo

### ORANGE MISA SPONSOR: RM 6,000

- Small company name and logo on pre, event, and post event announcement
- Quarter page full color ad in MISA Magazine Supplement
- Complimentary 2 tickets (two seats) for MISA Awards presentation & Dinner
- Promotional materials or merchandise in MISA goody bags
- Use of MISA logo

## BECOME AN INNOVATION & SUSTAINABILITY CHAMPION

For those that leverage off of their sponsorship coverage, they can showcase that they're a connected industry expert, have an easier time networking, and have the opportunity to "Brand Outside the Box". MDBC offers your organization opportunities to match exposure wishes and benefits with varying levels of commitment.

For those who want to support our flagship event, but are looking for something outside the sponsorship packages, MDBC will be happy to discuss a tailor made sponsorship package for MISA. We can be, and are flexible!

You can also consider becoming an MISA Advertiser, an effortless and cost efficient way to gain exposure for your organization and assist in making MISA an extraordinary event. Talk to us at [misa@mdbc.com.my](mailto:misa@mdbc.com.my) to find out more.

MISA Sponsorship Level	Gold	Silver	Orange
Price	RM 15,000	RM 9,000	RM 6,000
Company Name / Logo on pre event announcements (E mail, social media, website, media releases)	Large	Medium	Small
Company name / Logo on event materials at MISA	Large	Medium	Small
Company Name / Logo on post event announcements	Large	Medium	Small
Advertisement in MISA Program Book	Full Page	/	/
Representative on Panel of Judges (for one category) OR Speaking Slot	Yes	/	/
Bunting space at MISA	Yes	/	/
Complimentary seat at MISA Awards Presentation & Dinner on the VIP Table	Yes (1 seat)	/	/
Complimentary tickets for MISA Awards Presentation & Dinner	6 tickets (One table)	6 tickets (One table)	2 tickets (2 seats)
Distribute promotional materials or merchandise in MISA goody bags	Yes	Yes	Yes
Advertisement in MISA Magazine Supplement	Full Page	Half Page	Quarter Page
Inclusion of company name in MISA press releases	Yes	Yes	/
Use of MISA Logo	Yes	Yes	Yes

## WHO IS IT FOR?

**Open to all (MDBC members and non – members, preferably for organizations with a Dutch – Malaysian link), this event provides participants with a way to benchmark their achievements in sustainability and innovation within the local business community.**

Highlighting the knowledge and technology transfer between Malaysia and The Netherlands, MISA remains a unique and groundbreaking awards program that continues to help participants develop a deeper and more complete understanding of innovation and sustainability in business.



## MISA TIMELINE

Every year, **MISA kicks off by announcing the award categories. Companies are invited to submit nominations that align with their area of expertise.** To boost participation, MDBC collaborates with event partners and organizations, to facilitate the participation of their members and associated companies.

After submitting nominations, **entries undergo a validation process to ensure they meet all criteria. Validated nominations are then forwarded to dedicated judging panels, each specializing in a specific category, for an initial round of shortlisting.**

After shortlisting the top entries in each category, **judges do one final round of assessment during the MISA Day Program** where each shortlisted nominee gives a presentation on their submission, in a sort of “pitching session”.



All MISA entries are judged by a highly regarded, independent, expert panel led by the Chief Judge – the Ambassador of the Kingdom of the Netherlands to Malaysia. Judges and audience members alike are allowed to ask questions of each nominee before category judges meet privately to confer and tally up the points.



## MISA TIMELINE

**Winners in each category are announced at the MISA Awards Ceremony and Dinner.** This announcement is inclusive of a Judges Report on the winner's submission highlighting the underlying core concept of MISA – the sharing of best practices, leading to an elevation in the understanding of Innovation & Sustainability.

Post event, a MISA Supplement is also produced highlighting shortlisted finalists as well as more detailed information on the winners of that year's awards. Through this publication, we reach an even larger audience and re – emphasize the sharing of best practices as well as recognize industry trailblazers. It allows organizations and individuals who were not able to attend the event the opportunity to learn from our innovation and sustainability champions.





## QUICK LINKS:

For additional information about MISA, visit our quick links, contact us via [misa@mdbc.com.my](mailto:misa@mdbc.com.my) or call +603 – 2387 0043.

**General Information:** <https://www.mdbc.com.my/mdbc-awards-program/>

General information about MISA and past winners are available here. Once this year's MISA has been launched, all information pertaining to categories, judges, entry information and more will be made available at this location.

**MISA Sponsors & Advertisers:** <https://www.mdbc.com.my/mdbc-awards-program/misa-sponsors-advertisers/>

Be an Innovation & Sustainability Champion and support MDBC's goal of helping the business community develop a more complex understanding of these two topics through the sharing and recognition of best practices. Learn how to become a sponsor or advertiser here.

**MISA FAQ:** <https://www.mdbc.com.my/mdbc-awards-program/misa-faq/>

Any frequently asked questions about MISA are answered on this page. If you have other or more detailed questions about MISA, please feel free to contact us via [misa@mdbc.com.my](mailto:misa@mdbc.com.my)

**Awards History:** <https://www.mdbc.com.my/mdbc-awards-program/awards-history-2/>

Information on all previous editions of the awards program are available here. Judges, categories, winners, and sponsors, write ups, and videos (if available) are also accessible via this link.

**MISA Videos:** <https://www.youtube.com/channel/UCSsyDERFaUQW4aoz8hKswBw>

Check out the MDBC YouTube channel for trailers, highlights, entries, and more from previous MISA editions.