

“ADVANCE HUMANITY” CORPORATE AWARD

Recognising Best Corporate Responses for Children & Young People

The United Nations Children’s Fund (UNICEF) country program in Malaysia introduced the “**Advance Humanity**” Corporate Award in November 2005 to celebrate businesses in Malaysia that are leading the way in corporate social responsibility for children and young people.

The Award is a tribute to businesses that demonstrate leadership and innovation in advancing humanity for children and young people as well as for having gone above and beyond in all areas of corporate social responsibility, making positive impacts to the communities they operate in. At the same time, the Award recognises businesses for their sincerity and ongoing vibrancy that reach deep into the company’s own corporate mission.

The annual rotational ten-year Award will be presented to businesses in recognition of their meaningful community partnerships and programs which are directly or indirectly addressing issues of priority to UNICEF Malaysia, namely:

- HIV and AIDS
- Violence against Children
- Disparity

The Award is expected to bring about much awareness and attention to corporate social responsibility and at the same time promote and nurture expanded and responsible business practices for children and young people in Malaysia.



THE AWARD

- the idea:* About the formation of a huge force and power = embracing humanity.
By presenting the Award to a corporate body, UNICEF concurrently promotes its values of partnership to achieve its mission to “Advance Humanity”.
- the concept:* The formation of the 'ribbon' in rotary motions symbolises the unity of Malaysia’s multi racial and cultural community.
- the form:* Derived from the 'ribbon' in rotary motions which ties in continuous and endless effort the development of leadership + innovation to “Advance Humanity” for children and young people. The fluidity of form is aimed at initiating and inspiring a conscious and caring corporate society.
- the material:* The copper plate sheet surface with its natural finish will promote gradual changes of colors in time to suggest the maturity of growth and development relating to UNICEF’s priorities for children and young people.
- the designers:* Ms. Wong Choong Yin and Ms. Marina Mohd (Redots Invention)