

Ansted Social Responsibility International Awards (ASRIA) 2007 in the field of Heritage and Culture

Ansted University is a private open international university and research institution incorporated in the British Virgin Islands. It has established a totally non-residential, distance-learning degree programme based on leading adult learning theory and practice. It offers programmes worldwide, utilizing, modern communication technologies, in order to provide students with the opportunity to study anywhere, anytime, and at their own pace.

Ansted University is an alternative to traditional higher education institution for those who cannot experience a classroom education for multiple reasons. Its academic programmes provide lifelong learning opportunities involving life/work experience in occupationally-related programmes leading to degree qualifications. It is deeply committed to the creative understanding of nature and human society as an essential element of the learning process. One of the main aspects of human society is that of citizenship of our global community, which implies a sense of Social Responsibility (SR) and a giving back into the community at least as much as is taken out.

SR has implications not just for us as individuals but also for communities and society at large. The concept also needs however to apply to organizations such as corporations and governments. Education is one way to bring about change and this is central to the purpose of this university.

In many developed countries, the term “Corporate Social Responsibility (CSR)” is most commonly used, but some people are increasingly adopting the shorter “Corporate Responsibility (CR)” instead. In developing countries, the term CSR has suffered criticism on the grounds that it exaggerates the private sector’s “responsibility” for society’s problems. “Corporate citizenship”—and “socially sensitive corporate” in some developing countries—appear to be less problematic, though less widely used.

Receiving the **Ansted SR International Awards (ASRIA)** created in 2004 is not only a kind of recognition of an Individual, Corporate, Organization and Community success but also serves to further enhance its reputation. Award recipients will be featured in our forth coming ‘**SRW Social Responsibility World of RecordPedia’ World Book of Records** with a focus on CSR aspect in over 100 countries. **The ASRIA awards 2007 nomination is open now. Welcome to submit your application.** For additional information, please contact **Prof. Dr. Roger Haw** or **Prof. Dr. Mark Esposito** at email: bnhaw@tm.net.my or info@ansteduniversity.org

The awards ceremony to be held on 6 December 2007 in Penang, Malaysia promotes each winner’s social contribution spirit, career and challenges and inspires everyone to be responsible for one’s acts any time and anywhere.

Knowledge of other peoples’ **history and culture** should help reduce prejudices, promote a better understanding and contribute to peace as part of the SR practices. Through promotion, preservation and protection of World Heritage properties defined by both tradition and innovation, these practices should serve the well being of humanity and **contribute to international understanding and peace.**

Since 1992 with the introduction of the cultural landscape concept, new properties have been inscribed on the World Heritage List under this category. These are designed landscapes such as the gardens of Villa d'Este (Italy), relict landscapes such as Blaenavon (United Kingdom) or sacred landscapes such as Uluru-Kata Tjuta (Australia) and Tongariro (New Zealand).

'Scientific knowledge may solve major world challenges, technology may solve global issues, biological, psychological, and sociological knowledge may educate and transform human beings and organizational knowledge may help design institutions that can support the transformations towards a sustainable world. What is needed above all is a **new VISION** as well as **cultivating SR practice both at local and international level for the benefit of WH properties.** Every person or organization can have a determining effect which may inspire countless others around the world.

Finally, we must keep in mind that CSR can enable everyone to benefit from living in a world in which common, positive, standards are respected by all. The SR practice is an inter-related flow which requires each country, corporation, community, family and individual to work together in order to cultivate this courtesy value. World Heritage sustainable practices may illustrate this new vision.