

Headline	Looking to the future		
MediaTitle	New Straits Times		
Date	07 Sep 2012	Color	Full Color
Section	Supplement	Circulation	136,530
Page No	2,10	Readership	330,000
Language	English	ArticleSize	1071 cm ²
Journalist	N/A	AdValue	RM 34,807
Frequency	Daily	PR Value	RM 104,421



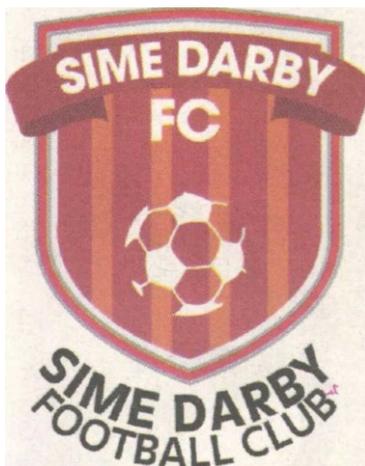
Looking to the future



P&G
Children's Safe Drinking Water

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It has been suggested that corporate social responsibility (CSR) practices in many Asian countries lag behind their Western counterparts. Although CSR practices in Malaysia date back several decades, the country has now demonstrated an increasing awareness of CSR in recent years, with more organisations actively promoting and reporting its CSR initiatives.

The government has also incorporated CSR as an integral part of achieving Vision 2020 as an effort to encourage CSR practices within corporations. There are now many companies across various sectors with widely known CSR campaigns in issues that include the environment, animal rights, health, community development, technology and financial literacy.

LARGE CORPORATIONS REACH OUT: Technology literacy is one of the key elements for community development. Microsoft Malaysia, one of the leading brands in technology, recently teamed up with Acer to promote technology

education among students through its outreach programme called 'I'm Inspired'. Microsoft Corporate Citizenship programme is known for its efforts to help solve societal challenges and create economic opportunities on both the local and global scale by bridging the gap and breaking barriers between people and society.

DiGi Communications, one of the leading telecommunication players in the country integrates CSR into its business through its three programmes: Empowerment through Connectivity, Deep Green, and Responsible and Safe Business Practices.

The Deep Green programme in particular is an initiative to address climate change. Under this programme, the company strategically addresses its internal carbon dioxide emissions, and reduces its climate impact with external stakeholders through its marketing, products and community outreach.

DiGi has recently launched a Deep Green Challenge for Malaysian university students to pitch their ideas for the best use of renewable energy in rural areas with limited energy supply.

Also a growing concern in Malaysia is the level of healthy lifestyle among the younger generation. Sime Darby has been a strong supporter for sports through its commitment to developing and promoting sports and a healthy living theme in its business and operations. Besides sports sponsorship, the corporation also recently

established the Sime Darby Football Club, which is currently competing in the Malaysia Premier League. Besides that, the Bayuemas Sports Complex is a stadium facility owned by Sime Darby Property that has hosted a number of tournaments including rugby, lawn bowls and cricket events.

On the topic of health and community development, the Living with HIV

programme has been one of Standard Chartered Bank's best known CSR initiatives as it aims to build a sustainable community by contributing to the efforts to reduce the number of new HIV infections, with children being among the most vulnerable group. HIV and AIDS remain one of the greatest global health challenges, and the country's first bank has used its international network to help tackle this social challenge faced by many communities, including in Malaysia.

Another organisation whose efforts in tackling the HIV and AIDS challenge is MAC Cosmetics. Through the sales of its MAC Viva Glam lipstick and lip-glass, the MAC AIDS Fund helps support community outreach for HIV/AIDS, especially in countries and communities that are most neglected and highest at risk. Targeting young adult consumers, this strategy is a simple yet effective way to engage its customers in the company's effort to achieve its CSR goals.

For Accenture, one of the leading global management consulting, technology services and outsourcing company, its CSR scope in Malaysia involves many of its employees directly. Among one of its unique Corporate Citizenship initiatives, Accenture offers corporate volunteerism through its Accenture Development Partnerships.

Under this programme, employees have the opportunity to take a sabbatical for three to six months with a 50 per cent reduction in salary to provide their consultation services to non-governmental organisations or small and medium-sized enterprises in developing communities.

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Paying it forward

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With the tagline 'Touching lives, improving life', P&G is driven to grow its business both strategically and responsibly. As one of the largest consumer packaged goods company in the world, P&G has showed a great commitment to help solve some of the world's sustainability challenges. One of its social responsibility efforts is to address the pressing need for clean drinking water, which affects almost one billion people globally. The P&G Children's Safe Drinking Water (CSDW) Programme reaches these communities through the P&G packets, a water purifying technology developed by P&G and the US Centre for Disease Control and Prevention (CDC). Each P&G packet is capable of turning 10 litres of dirty water into clean and drinkable water. Since the programme began, an estimated 3.8 billion litres of purified drinking water in more than 65 countries have helped prevent illnesses and save lives.

As a developing country, road safety is one of the primary concerns in Malaysia, especially with the rising number of vehicles on the road. Toyota Malaysia has taken the mantle to

instil road safety knowledge in children through the Toyota Traffic Tots, which is aimed at 6-year-old preschool students. Teachers use a teaching module developed by UMW Toyota Motor to educate the children through school lessons. It is the company's belief that starting education on road safety from a very young age builds a strong foundation over the years for the future generation to be responsible and safety conscious road users.

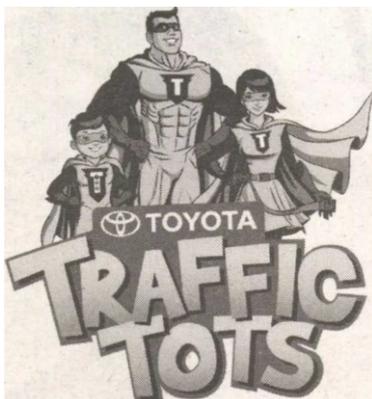
As children are the future of the country, IKEA Foundation has teamed up with UNICEF to help children survive and thrive by supporting their health and nutrition, basic education, gender equity and protection from harm and exploitation. For more than 10 years, IKEA has been recognised as UNICEF's largest corporate cash donor through the sales of its greeting cards, soft toys and cause-related marketing promotions by IKEA employees and customers.

Being part of the community is not just about the people, but also about the environment and wildlife. The Body Shop recently teamed up with TRAFFIC Southeast Asia to intensify public awareness about illegal wildlife trade. While

its products are known to not be tested on animals, The Body Shop continues to protect animal rights by urging the public to consider the impact of their purchases and drawing its customer's attention to the animals in the wild. The campaign aims to reduce consumer demands and eventually stem out illegal wildlife trade through messages printed on The Body Shop bags and postcards.

THE DEMAND OF RESPONSIBILITY: Malaysian consumers are now becoming more aware that businesses start

to bear stronger responsibilities towards social and environmental issues. In fact, several studies have suggested that there is a positive relation between a business' CSR activities and the consumers' buying behaviour. In Malaysia, similar studies have also shown that managers and executives have positive attitudes towards corporate social responsibility practices, spurring stronger disclosure and communication about its CSR activities. More companies are generally CSR-conscious and many of these long-term CSR programmes have increased in significance over the years.



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