



Corporate Citizenship

Sustainability, Simplified.



Asian Webinar: Best Practice in Corporate Community Investments

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Speakers



Junice Yeo

Director, South East Asia
Corporate Citizenship



Vidhu Aul

Deputy Director, Corporate Community Investment
National Volunteer & Philanthropy Centre



Esther Toth

Senior Consultant, Head of Community Investment
Corporate Citizenship

Take part in our session!



Overview of webinar:

- About Corporate Citizenship
- Trends in the region
- Improving your Corporate community investment
- Questions and Comments

Pioneers in Sustainability Consulting

Corporate Citizenship is among the longest-standing specialist sustainability consultancies worldwide



- Established 1997
- London, New York and Singapore, Bangalore, Copenhagen, and San Francisco
- Team of 40 with unrivalled breadth of sustainability experience
- Part of PR agency, **The Good Relations Group**, under Chime Communications (listed on London Stock Exchange: CHW.L)

Corporate Responsibility Advisory is what we specialize in



Strategy
Build a long-term competitive advantage.



Future Mapping
Identify sustainable trends, leverage on your business' unique strengths.



Impact Measurement
Assess the holistic impact of your business.



Assurance & Reporting
Make your reporting targeted and purposeful.



Risk Management
Ensure your supply chain is robust, resilient and responsible.



Community Engagement
Forge meaningful connections with the groups that matter to you.

We have expertise in these global standards and indices:



United Nations Global Compact

Over 300 clients globally

Banks & Insurance



Food / Beverage & Consumer Goods



Oil & Gas, Energy & Utilities



Pharmaceuticals & Biotech



Telecommunications



Automotive & Transport



Corporate Community Investment: Trends in Singapore, Malaysia and Indonesia

Trends in the region

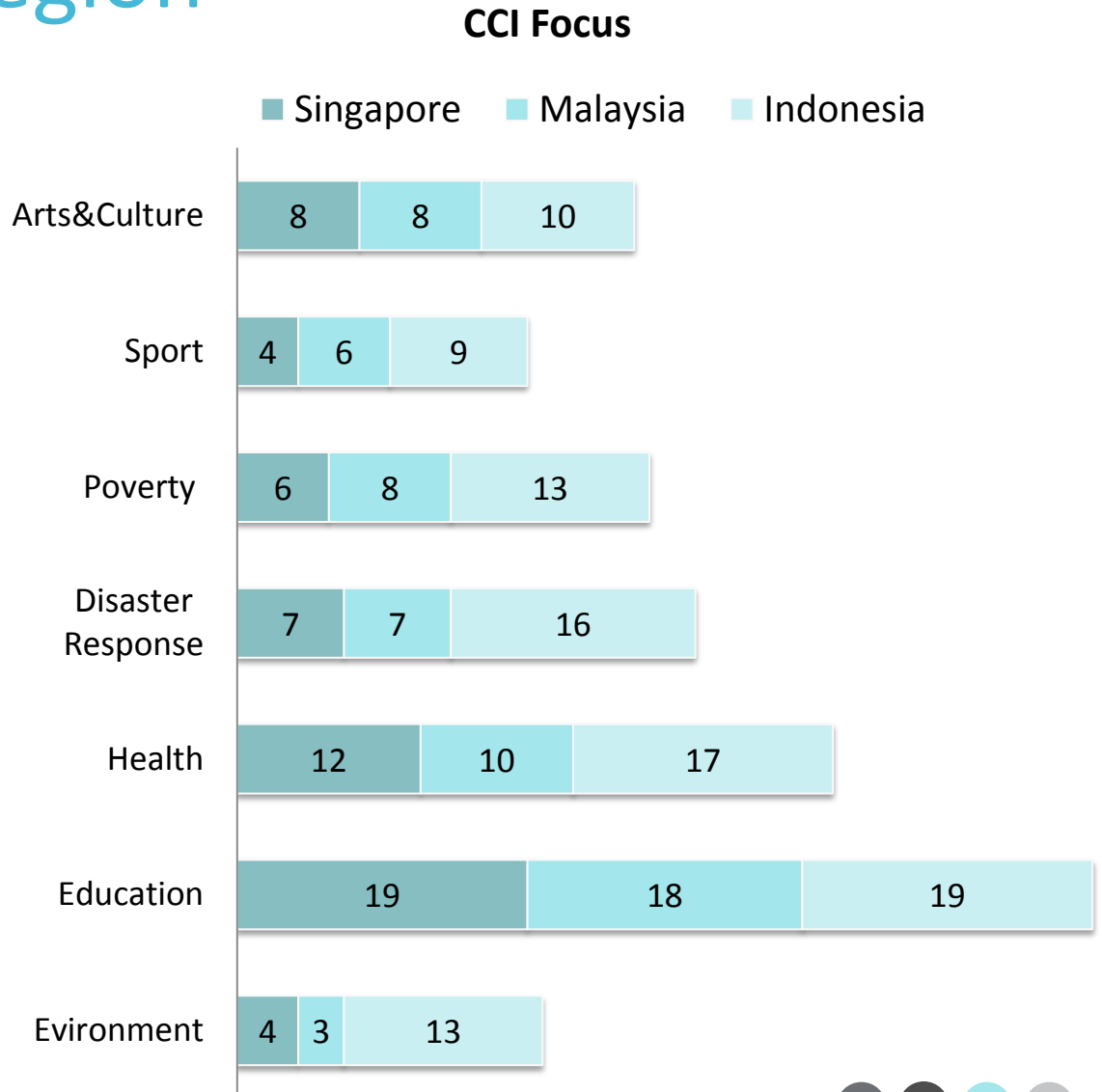
The research looked at some of the largest companies (*by market cap.*) in Singapore, Malaysia and Indonesia.

Companies were from a range of prominent industries in the region, including Banking and Finance, Agriculture, Telecommunications and Real Estate.

57 of the 60 companies we looked at had CCI as a key part of a their overall CSR strategy.

There are seven key areas where companies are investing.

Education was a key part of CCI's in all three countries.



CCI Focus - Education Examples



'We believe that education is a pillar of Axiata's business operations and social development commitment'



'Our CSR efforts have always supported the education and well-being of children'



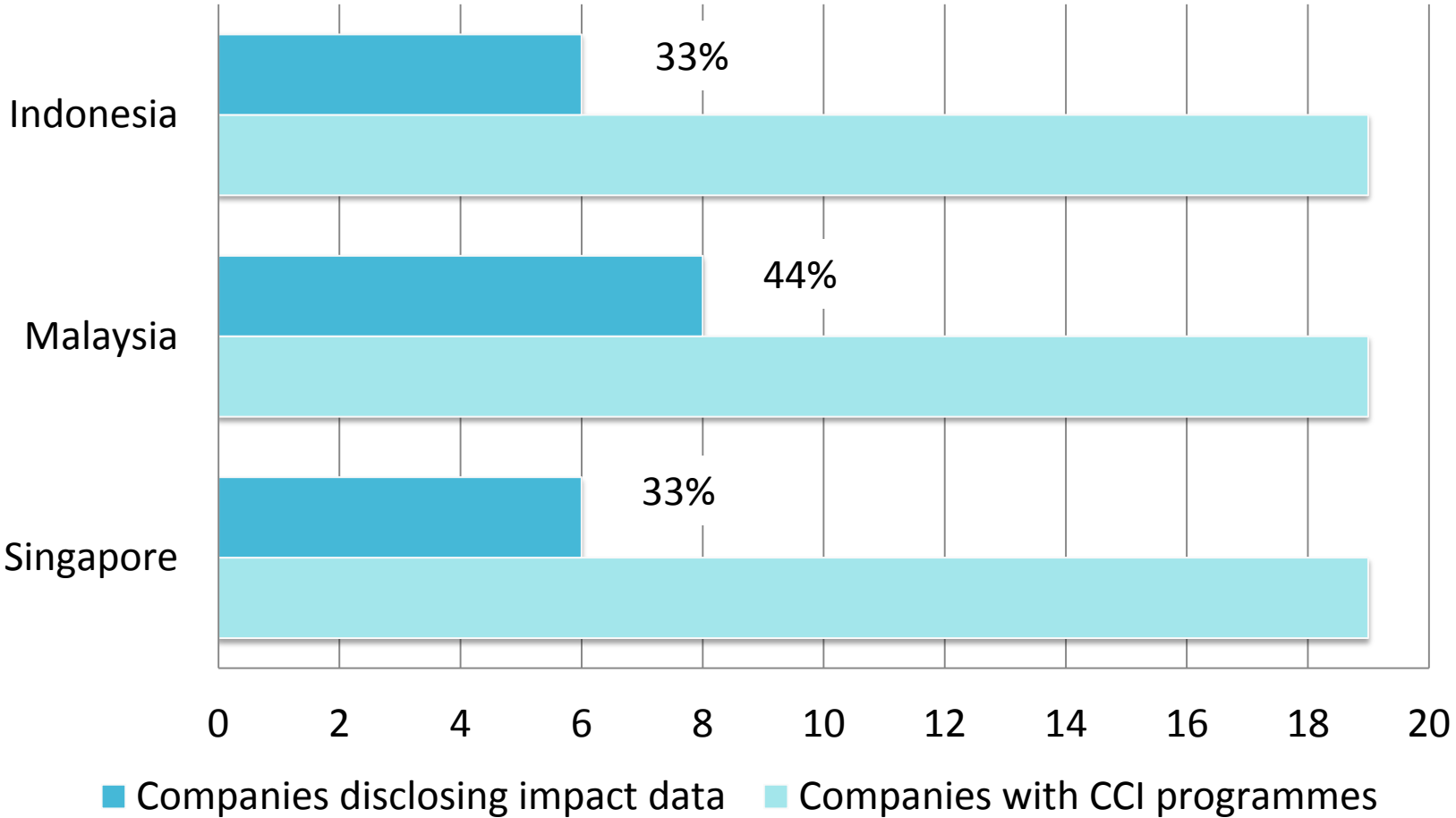
'Our children should not only be protected from harm, but are entitled to an environment that encourages them to learn and remain curious'



Bank Mandiri to realize that education is an important element of forming a nation.



Knowing the impact of community investments



Why companies should measure their Corporate Community Initiatives (CCI)



To gain clarity

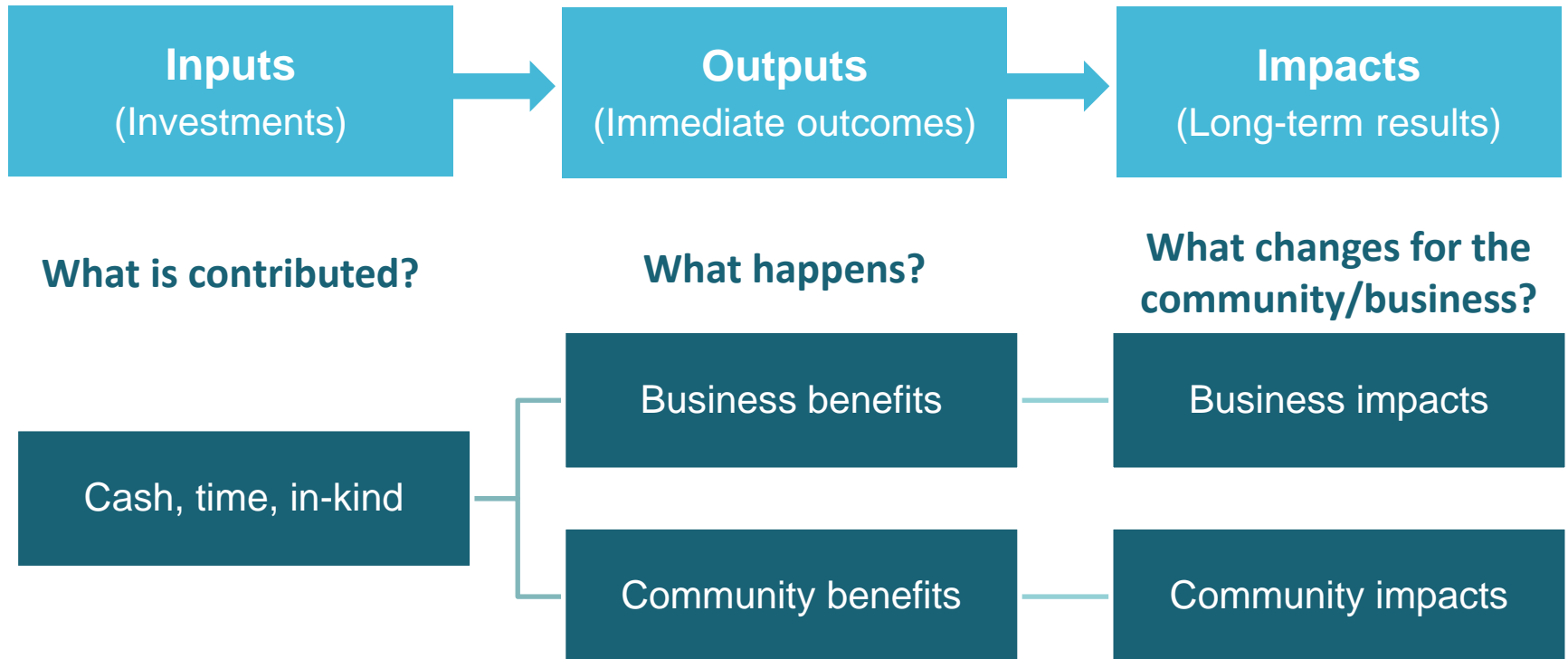
To justify investments

For annual reports

To have a benchmark

To ensure continuity

Simple measurement framework



LBG is the global framework to measure and benchmark community investments

Guest Speaker

Vidhu Aul

Deputy Director, Corporate Community Investment

National Volunteer & Philanthropy Centre



Insights from NVPC Singapore

- ✓ Employee volunteering and engagement – increase in levels, both in terms of involvement and interest.
- ✓ Skill based volunteering benefits both the organization and the beneficiary.
- ✓ Increasingly organizations are opting for a sustained CSR programme and acknowledging the business benefits of it.
- ✓ Recent survey by Grant Thornton reveals Singapore leads among the 34 companies surveyed as far as CSR is concerned.

What makes an effective
community program?

Hallmarks of effective community investment

Social need

Considers the local context and addresses areas of greatest need, including current gaps or future challenges

Identifies a clear desired change and recognizes what is achievable

Business alignment

Aligns with brand, values, and vision, as well as the broader corporate responsibility programs

Leverages the company's operations and capabilities to support community investment

Implementation

Engages and builds relationships effectively with local community partners

Sets key performance indicators to track progress against stated objectives

Attributes of a robust community investment strategy

Allows you to **plan, monitor, evaluate, and evolve** your community activity

Delivers **real impact for the community** and **real value for the business**

Ensures **efficient community investment** and enables the ability to say “no” to certain programs that don’t fit

Enables **credible and effective internal and external communication** of your achievements in the community

Our four-stage approach to advising companies on improving community investment

1. Research & Review

External benchmarking exercise

Review current community activity

Stakeholder mapping

Mapping the future landscape

2. Strategy development

Define the overarching vision and mission

Develop the framework for implementing the vision

3. Implementation

Governance structure

Communication

Select community partner & programmes

Employee engagement

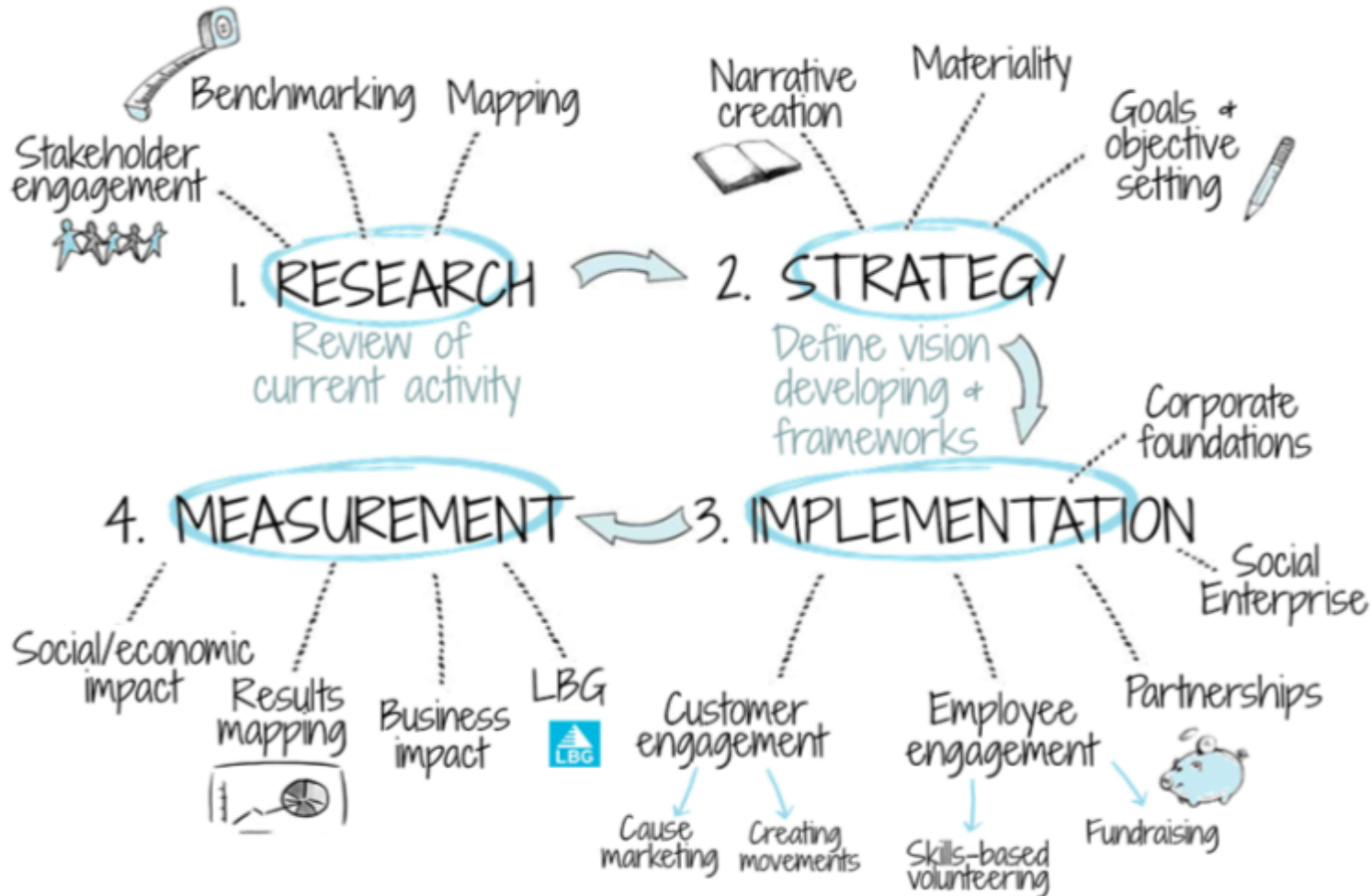
4. Measurement

Develop measurement framework

Tools for data collection and compilation

Reporting results

Our approach is adaptable and it is a cycle



Global Good Practice

Social need

Business alignment

Implementation



Aviva Street to School: Launched in 2009, Street to School helped more than 800,000 street children in 17 different countries, helping them to get access to education and advocating for their rights.

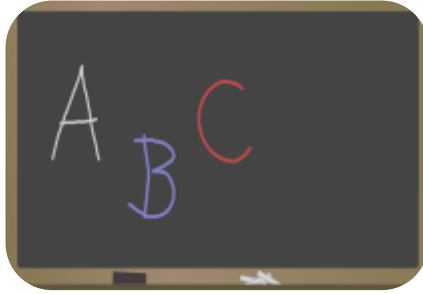


Moneysense: A free interactive programme giving your students the skills to manage their money so they can be prepared for independent living



Barclays LifeSkills: a programme that helps young people get ready for work. Over 850,000 young people are unemployed in the UK, and $\frac{3}{4}$ of young people don't believe they can achieve their ambitions for the future.

Getting the most out of your CCI contributions



Keep it simple



Consistency is key



Ask and you shall receive



Failure to plan is planning to fail



**On impact:
Be patient**



Share the credit

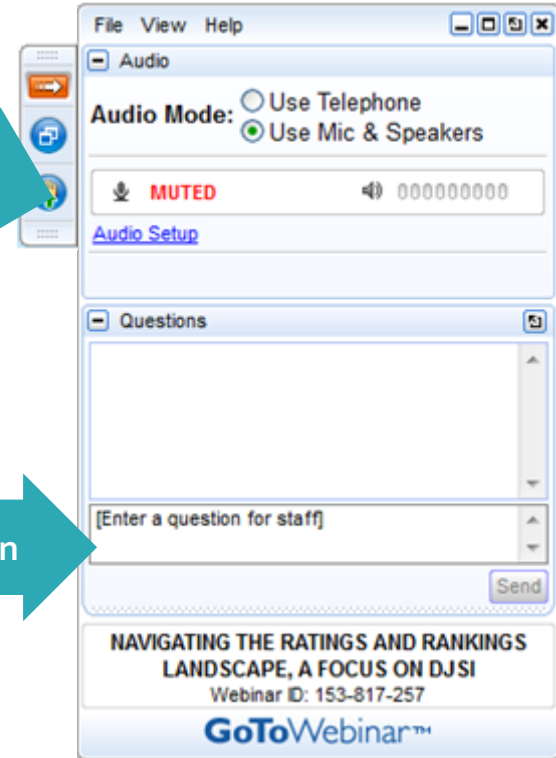
Questions & Answers



Raise Your Hand



Ask a Question



Contact Us

For further information please contact:

Junice Yeo
Director, South East Asia

Corporate Citizenship (Singapore)

T: +65 6836 9098

E: junice.yeo@Corporate-Citizenship.com

W: www.Corporate-Citizenship.com