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| Headline | What are your company's corporate social responsibility initiatives, and why did you embark | | |
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What are your company's corporate social responsibility initiatives, and why did you embark on them?

COMPILED BY SARAH VOON AND EMILY CHOW

1 EDA WONG, special projects, retail store BritishIndia

White Elephant, Retail for Charity (RFC) is a joint corporate social responsibility (CSR) project between UEM Sunrise and BritishIndia. We sell goods such as inventory samples and production overruns from BritishIndia, and hope to branch out into reselling items donated by the community.

Proceeds from the store will provide not just a one-off donation,

but a constant flow of funds and financial support to a cause identified by members of the White Elephant Committee. We are currently in discussions with a charitable organisation to determine the utilisation of our donation to make it meaningful.

The current mission of White Elephant RFC is to raise RM1 million in the next two to three years. We are looking at the possibility of setting up a fully equipped physiotherapy facility that will afford better interaction and stimulation to benefit the disabled

young and old. If funds permit, we would also like to organise outings and activities at homes for the elderly to help keep senior citizens active.

While BritishIndia is a small company, it has been involved in charitable events over the years on an ad-hoc basis with limited funds. A permanent store will be more meaningful and provide a more sustainable source of funds. Together with UEM Sunrise, BritishIndia aims to sustain this project as a strictly non-profit initiative.

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2 **FRANCESCA CHIA,** founder of **GoGet.my**, an errand-running service mobile and web application

GoGet.my is a community-driven platform, where our users have a high impact on what we do and how we come together to be socially responsible. Just as how we can easily crowdsource help for people to do errands and deliveries, we can instantly crowdsource volunteers to contribute and give back to the community in times of need.

When the floods took place last December, it was an instant call for our GoGetters to step up and give back. GoGet ran a campaign where our GoGetter community came together to help the larger Malaysian community drop off donations at Subang Airport donation centre. All contributions, donations, effort and transport costs were given voluntarily.

As long as a user on the GoGet.my platform posted a job to pick up donation items and told us where to drop them off, our GoGetters in the area claimed the job and delivered them to the nearest centre or Subang Airport's donation centre. This helped the community because many people wanted to donate items but did not have the time or means to transport them to donation centres. Our GoGetters came in and helped with the last-mile effort.

For GoGet.my, we were able to give back to the community and keep our GoGetters engaged. The campaign ran during the last week of December. We reached out to our community through all our social media platforms and the response was immense. Until today, the #GoGetMyDonations campaign has had the highest engagement rate on our social media platforms.

At the end of the major day of collection, we received donations that filled a one-tonne lorry to the brim before they were delivered to Subang Airport. One of our GoGetters said, 'The bigger picture is that I am glad to be part of a start-up that in its early stages has already taken the initiative to be part of the community in these trying times. It is not always all about the profits.'

We would like to thank the community for the incredible amount of donations we received, TheLorry.com for being our partners and our GoGetter community who volunteered their time and effort.

3 **KUAH SZE MEI,** general manager, **MPH Group Publishing Sdn Bhd**

MPH's CSR programmes focus on developing talented local writers, assisting them in reaching out to Malaysian and international readers (via ebooks) and giving the writers the recognition they deserve. We provide a platform for aspiring writers to realise their aspirations of being published. Pitching sessions are sometimes held at literature events to scout for writing talent. Some 90% of our authors are local and we try to maintain that by looking out for promising talent.

We dedicate the month of August to supporting local writers with author appearances and book launches in our bookstores. MPH Writers' Circle was founded to provide support and networking opportunities for aspiring writers as well as to exchange valuable information on writing and publishing.

We support social causes with our publications. The *The Adventures of Squirky the Alien* children's storybook series, written by an adoptive parent, was published to increase awareness and openness among the general public about child adoption, and was launched together with OrphanCare Foundation.

We are working with an international college on the success stories of disabled entrepreneurs and with Carif (Cancer Research Initiative Funds) on a book by a cancer survivor, who is now an ultramarathon runner, to raise funds for cancer research.

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4 **TEH SOO TYNG,** **sustainability strategy and** **programme director at Nets** **Printwork Sdn Bhd, which is part** **of eco-printing and publishing solutions** **provider Nets Group of Companies**

Our CSR policy focuses on two core themes – environmental protection and community education. Our Eco Office Initiative Project under the first theme helps organisations turn green via the Eco Office concept, which helps businesses estimate how green their operations are. We provide the necessary guidance on how to become greener, and the participating organisation must kick-start one CSR initiative with a non-governmental organisation and conduct one waste recycling activity.

We have had tree-planting activities annually since 2011. We work with organisations such as **the Forest Research Institute Malaysia (FRIM)**, Global Environment Centre (GEC) and Malaysian Nature Society (MNS) because they have the expertise to ensure that the trees do not disrupt the ecosystem and biodiversity of the area. Planting a tree offsets one tonne of carbon dioxide equivalent (CO₂e), so in the last four years, we have offset 305 tonnes of CO₂e. All employees are entitled to one day's leave to participate in more CSR activities, and not just those organised by the company.

Under community education, we seek ways to educate the community and optimise interaction on green issues to create greater public awareness. We conduct educational tours of our factory for university students to show them the life cycle of eco-printing and to enhance their knowledge on eco-design concepts. We provide practical training for students on sustainability issues and publish sustainability reports, which received the ACCA Malaysia Sustainability Reporting Awards in 2013 and 2014.

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