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Taking volunteering seriously

Logistics company leads by example to encourage greener living

DHL Malaysia displayed their commitment to contribute to the communities they work amongst, through its Global Volunteer Day 2014 participated by more than 550 employees. They were involved in various eco-initiatives around the country.

The global drive is aimed at giving back to local communities and inculcating a passion for volunteerism among employees.

DHL Express Malaysia managing director Christopher Ong said, "DHL has staked out a clear position in transforming our business into one that is increasingly carbon efficient, via our GoGreen environmental protection programme.

"GoGreen played a major role in our Global Volunteer Day this year and it was significant in that it reflected what it truly meant to be

"as one" with our employees from the various DHL business units coming together to contribute.

"This programme not only enabled us to do our part in combating climate change and bolster our corporate identity but also allowed us to deliver sustainable value to society and communities by enriching and nourishing Mother Nature."

DHL Malaysia Volunteer Day

activities were held concurrently across three states:

In Penang, over 130 employees were joined by family and friends to organise a GoGreen and Health Carnival in Polo field with fun-filled activities to inspire Malaysians to lead green and healthy lifestyles, such as a walkathon, *tai-chi* session, rope-skipping performances, colouring contests for children, blood donations, GoGreen recycle awareness and collection booths.

In Kuala Lumpur and Johor, DHL employees planted more than 130 saplings in the Forest Research Institute of Malaysia (FRIM) and at the foot of Gunung Ledang in collaboration with

Johor National Parks Corporation. In the process, the employees were educated on the many benefits of trees and proper tree-planting techniques while many of them also attended the composting and terrarium workshops.

DHL Malaysia is part of the postal and logistics group Deutsche Post DHL, which introduced the Global Volunteer Day in Asia-Pacific in 2008 that has since expanded into the Americas, the Middle East, Africa and Europe.



Excellent delivery: DHL employees in Johor getting their hands and feet dirty by planting tree saplings as part of DHL's Global Volunteer Day in collaboration with Johor National Parks Corporation.

VALUATOR

| Company(Brand) | Mention | Tone | ROI |
|---|---------|------|-----|
| Department of Environment (DOE) (Department Of Environment | 1 | 0 | 0 |
| DHL Express Malaysia Sdn Bhd (DHL Express Malaysia Sdn Bhd | 5 | 0 | 0 |
| Forest Research Institute of Malaysia (FRIM) (Forest Research | 8 | 0 | 0 |

GIST(ENGLISH)

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