



CSR Program Example

Program: Digital Community

Industry: ICT, Education

Objectives: Support residents and students in remote areas in obtaining adequate basic computer skills and digital learning

Description: Digital learning platforms and classrooms are set up to educate children through learning websites and assist residents in using the internet to promote local tourism and e-commerce.

Partners: Chunghwa Telecom Foundation, National Chiao Tung University and etc.



Outcomes:

Since its launch in 2006, computers and connections have been made affordable to many remote areas and use of technology has been taught and encouraged. In sum, this cross-aging of lessons has been very successful. To date, residents of the Chun-ri Tribe (Yuli Township at the Hualian County), Sidiyao (Jhongliao Township at the Nantou County) and Jingliao Village (Houbi Township at the Tainan County) learn and understand internet tools and applications and are now utilizing computers for agriculture activities daily records and products sales. Young students have also strengthened their computer-related skills including creating homepages.



CSR Program Examples

Program: Business for Millennium Development - Australia

Industry: All industry sectors

Objectives: Encourage the development of core business initiatives with low-income communities in emerging markets.

Description: Partnering Forum – B4MD will provide business tools and partnership brokering services to facilitate private sector – NGO – Government partnerships.

Partners: AusAID, Australian Business Volunteers, Centre for Social Impact, Foundation for Development Cooperation, International Business Leadership Forum, International Finance Corporation, Transparency International, World Vision Australia.

Outcomes:

B4MD has constructed an MDG Assessment Tool which enables Australian companies to measure the impact of their core business on the UN Millennium Development Goals.

B4MD will hold a Summit in October 2008 endorsed by Australian Prime Minister Kevin Rudd and attended by 250 of Australia's business leaders. The Summit aims to stimulate new business opportunities with the poor in the Asia Pacific region.

In 2009, B4MD will implement its proposed Partnership Brokering Forum.





CSR Program Examples

Program: Educational Support Project

Industry: Automobiles

Objectives: Support for the successful but poor students who are educated in the Turkiye in Turkey

Description: Hyundai Motor started its "Hyundai Torches Project" in 2004. It provided 3 years scholarships to young generations throughout Turkiye

Partners: Turkish Ministry of National Education, Turkish Educational Association, Hyundai Motors' dealers throughout Turkiye



Outcomes:

At the beginning in 2004, there were 52 students in the project. The project reached up to 61 students in its last year 2007.



CSR Program Examples

Program: Mindanao Peace & Development Program Philippines

Industry: Education

Objectives: Contribute directly to long-term peace and development in conflict-affected Mindanao

Description: Provide access to and improve the quality of education; multiple interventions include building of classrooms, provision of desks/chairs, books, educational equipment, remedial reading, supplemental feeding, teachers training, and capacity building of parents-teachers association

Partners: PBSP member-companies, Philippine government, local government units, local civil society groups, USAID, AECI/Fundacion Humanismo y Democracia (Spain)



Outcomes: Increased enrollment rates, reduced dropout rates, improved scores in National Achievement Test

Parents-teachers association involved in school reform activities



CSR Program Examples

Program: Safe Kids Buckle Up

Industry: Child Passenger Safety

Objectives: To educate parents and caregivers about the importance of properly restraining children on every ride by bringing motor vehicle safety messages to children and families through community and dealer partnerships.

Description: Safe Kids coalitions, in partnership with GM dealerships and assembly plants as well as other community organizations, host events open to the public that teach families to use child safety seats and safety belts correctly. General Motors Corporation has served as Safe Kids Buckle Up's exclusive funding source and helped build Safe Kids Buckle Up into a multifaceted global initiative.

Partners: Safe Kids Worldwide and General Motors

Outcomes:

Since the program's inception in 1997, more than 17 million people have been exposed to Safe Kids Buckle Up events and community outreach efforts. Certified child passenger safety technicians working through Safe Kids coalitions have examined one million child safety seats at 47,679 events and the program has donated 365,000 seats to families in need.



CSR Program Examples

Program: Business Advisory Program

Industry: Micro, small & medium-scale enterprise (MSME)

Objectives: Promote the growth of MSMEs for job creation and business productivity

Description: Volunteer business advisors mentor MSMEs in marketing (product quality improvement, pricing, packaging, promotion), financial and human resource management, production/operations management

Partners: Employee-volunteers from PBSP members as advisors, Philippine government agencies, academic institutions, business groups

Outcomes:

- 559 jobs generated, and provided sustained income to 600 persons with disabilities and 400 farmers.
- 90 MSMEs assisted with improved business performance





CSR Program Examples

Program: Area Resource Management – Cebu Hillyland Poverty Reduction & Environment Conservation

Industry: Environment

Objectives: Improve the quality of life of poor households in the area, sustain water supply, promote conservation among stakeholders

Description: Provides capacity-building to poor households for sustainable management of watershed resources, livelihood development; Provides access to basic services for the poor; Engage the business sector in environment conservation & poverty reduction

Partners: PBSP member-companies providing financial contribution, employee volunteers for tree planting, etc; Philippine government, local government units, local civil society, donor agencies



Outcomes: 3,500 hectares (50% of forest area) reforested

2,500 poor households (44% of target) with sustained income-generating projects, and access to basic services



CSR Program Examples

Program: Linking Initiatives and Networking to Control Tuberculosis (TB LINC) / TB in the Workplace

Industry: Health

Objectives: With Philippines carrying the 9th highest TB burden in the world, the programs help reduce and prevent TB incidence and improve cure rates

Description: TB projects supporting the National TB Control Program: (1) TB LINC, working nationwide, helps improve TB policy & financing, improve the implementation of the WHO-prescribed DOTS strategy, & improve health-seeking behavior; (2) TB in the workplace encourage employers to provide TB services for their employees, and extend the same assistance to communities

Partners: USAID, Philippine government, PBSP member-companies, local government units, local civil society, medical/health groups, other USAID-funded health program partners, donor agencies

Outcomes:

- TB policies disseminated
- TB service providers capacitated on DOTS implementation
- Business sector involved in TB control



CSR Program Examples

Program: Providing Opportunity to Pursue Knowledge

Industry: Education

Objectives: To assist the nation in capacity building and developing its human capital

Description: Providing scholarships, convertible loans and staff assistance scheme through Yayasan Telekom Malaysia (TM)

Partners: Yayasan TM - Established in 1994 as a trust body under the Trustees Ordinance 1949



Outcomes:

- Since its inception in 1994, YTM has contributed more than RM360 million to 10,077 students nationwide.
- These students are among the bright and needy students studying in secondary schools and institutions of higher learning, both local or overseas.



CSR Program Examples

Program: Setting up of Malaysia's Multimedia University (MMU)

Industry: Education

Objectives: To assist the nation in developing its human capital needs specifically in the area of multimedia and ICT

Description: TM has spent some RM800 million to develop Multimedia University into one of the top universities in Malaysia with more than 20,000 students.

Partners: Multimedia University



Outcomes:

- To date, MMU has graduated over 13,000 graduates with 96% of them gaining employment within 6 months of graduation
- MMU has grown an outstanding pool of international students numbering 3,549 from 78 countries and has established 26 centres of excellence establishing itself in the process as a major player in research and development
- The establishment of MMU as a research university also serves to benefit the nation's ICT industry to be a creator and not just a consumer of technology.



CSR Program Examples

Program: Sponsorship of Liga Malaysia

Industry: Sports

Objectives: To promote sports development and Malaysia as an international sporting destination

Description: TM is the main sponsor for Liga Malaysia, providing funds for the administration and development of football at national and state levels

Partners: Football Association of Malaysia



Outcomes:

- TM's sponsorship involvement here has seen increased gate attendance and excitement fervour towards matches played in the league.
- The funds provided have assisted towards football development at the state level through outlays provided to state football academies.
- The expectation held by TM is that through these activities, local youth will be able to adhere themselves to positive and healthy social activities.



CSR Program Examples

Program: PINTAR School Adoption Program

Industry: Education

Objectives: To bridge the digital divide between rural and urban schools and enhance the school's academic performance

Description: TM adopted 2 schools, both in Penang, and provided the schools with ICT infrastructure, PC, IT training, motivational talks and scholarships to students

Partners: TM Group of companies



Outcomes:

- Equipped the schools with broadband connectivity, e-learning applications, PCs and additional reference books for the library
- Conducted IT training for students and teachers, motivational camps and talks for students and parents
- The program managed to stimulate deeper involvement from the teachers. The new teaching technique learnt also helped the teachers to use different approach in tackling the weak students to improve their reading skill



CSR Program Examples

Program: Certificate in Business English and Communications Skills (CiBEC)

Industry: Education

Objectives: To retrain unemployed graduates and equip them with language and relevant business skills

Description: To provide unemployed graduates with intensive English language, communication and other soft-skills training relevant to the needs of the business environment

Partners: Business Advanced Technology Centre, University of Technology, Malaysia

Outcomes:

- Since 2006, TM has spent RM3 million for the programme and a total of 1,500 graduates have benefited from this programme .



CSR Program Examples

Program: Mental Health through in-house charity, MINDSET.

Company : The Jardine Matheson Group

Industry: Multi-business

Objectives: MINDSET aims to raise awareness and understanding of mental health issues and provide support.

Description: Led by the Jardine Ambassadors, young executives drawn from across various Group companies, MINDSET supports mental health related organizations and projects in Hong Kong and mainland China in the areas of Education and Prevention, Reintegration and Community Awareness.

Partners: Hong Kong Hospital Authority, The Hong Kong Council of Social Service and NGOs such as Baptist Oi Kwan Social Service, The Mental Health Association of Hong Kong and New Life Psychiatric Rehabilitation Association.

Outcomes:

* An in-school education programme known as 'Health in Mind', run by the Jardine Ambassadors with professional support, promotes knowledge and awareness of mental health issues among young people through interactive activities and experiential personal development training. The programme also enables students to interact with those suffering from mental illness, which helps reduce stigmatization in the community. So far the programme has reached over 32,000 students, parents and teachers in 27 schools.

* Promoting greater acceptance of those with mental problems by supporting in-patients through organizing activities and through the provision of work training opportunities within Group companies for rehabilitated patients to help them gain confidence and reintegrate into society.

* Organizing fund raising events to increase awareness, and the financing of community projects, such as the funding of social workers to support the ex-mentally ill and their families in deprived areas.





CSR Program Examples

Program: West Island Line (WIL) Community Engagement

Industry: Public Utility - Public Transportation

Company: MTR Corporation Ltd.

Objectives: Formulate creative initiatives and manage risks by adopting the people / society impact view and taking process ownership.

Description: WIL is a 3-km extension to the existing MTR Island Line to be built in a densely populated community, a restrictive built environment and an atmosphere of distrust of new town planning infrastructures. To integrate social / political dimension to rail design, the Corporation adopts a "Community Railway" concept and takes the community an influential voice in planning.



Outcomes: Since 2003, the Corporation has carried out extensive public consultation. The community has expressed their expectations, prompting the Corporation to assess the efficacy of its best design efforts and seek improvement without adding further costs. A notable example is the preservation of a unique tree-wall structure which would otherwise be affected. The program has established a sense of community participation with more tolerance of future community disruption in the construction stages.



CSR Program Examples

Program: MTR HONG KONG Race Walking

Industry: Public Utility - Public Transportation

Company: MTR Corporation Ltd.

Objectives: To promote healthy living and encourage the people of Hong Kong to integrate physical exercise into their daily lives and to raise funds to promote good health amongst Hong Kong's working population.



Description: Co-organised by the Corporation and the Hong Kong Amateur Athletic Association, the annual MTR HONG KONG Race Walking Event includes different categories of race walking competitions suitable for race walkers from beginner to elite levels. Top race walking athletes from different countries have also participated in the Elite Races, making the Event international.

Outcomes: The event, first launched in 2005, is the biggest of its kind in the Hong Kong with over 1,000 contestants participating every year. More than HK\$3 million have since been raised for the Hospital Authority Health InfoWorld to fund a new initiative called the 'Ideal BMI' Disease Prevention Project, which aims to educate the working population on the issue of obesity, and to promote weight control for associated diseases prevention.



CSR Program Examples

Program: Art in MTR

Industry: Public Utility – Public Transportation

Company: MTR Corporation Ltd.

Objectives: By incorporating elements of art into the MTR network, the program aims to enhance the travelling environment for the passengers, to provide opportunities to promote Hong Kong's community art, to encourage art appreciation amongst the public and to give residents a feeling of homes at MTR stations .

Description: The program includes installation of art pieces at MTR and Airport Express stations, and incorporation of art pieces as part of station architecture.

Outcomes: Since 1998, the Corporation has rolled out a wide spectrum of 'Art in MTR' initiatives, which included 'Arttube' for aspiring artists, designers and talented individuals, 'Community Art Galleries' and 'Roving Art' for the display of paintings and drawings by students from schools or artists from local communities, 'Living Art' to add an interactive dimension to 'Art in MTR' by staging live musical and theatrical performances at MTR stations, and 'Open Art Gallery' for exhibiting drawings of renowned artists.



CSR Program Examples

Program: Work-Life Balance

Industry: MTR Corporation Ltd.

Company: Public Utility – Public Transportation

Objectives: Promote work-life balance because the Corporation believes that "Happy staff brings happy customers, happy customers bring happy business return to the business".

Description: The Work-Life Balance program encapsulates three elements: physical health, mental health and harmonious family relationship by engaging staff for better productivity, caring for care givers, coping with changes and cultivating "More Time Reaching Community" Culture.

Outcomes: MTR Corporation has been a pioneer in promoting staff wellness. Since late 1970's, the Corporation has formed Metro Recreation Club for staff recreational activities, established staff consultative mechanism in to enhance two-way communication; has implemented the Work Improvement Team Scheme to sustain a continuous improving culture; has adopted staggered working hours and 5-Day Work Week for office staff; and most recently launched 'Healthy Life, Happy Work' and 'Serving you with joy and care' featuring happy face icons and positive messages to bring a smile to passengers by happy staff, and has engaged staff in employee volunteering programmes to serve the community.





CSR Program Examples

Program: Port of Long Beach Green Flag Program and Donations to Long Beach Community Projects

Industry: Container Transportation and Logistics

Company: / OOCL



Objectives: To reduce harmful emissions in the Port of Long Beach area, California, USA, and to help the local communities which contribute to our company's success.

Description: OOCL vessels maintained voluntary 100% compliance with the Green Flag Speed Reduction Program in 2006 and 2007, and was awarded rebates on dockage fees as a result in 2006. The company decided to donate the money from this award back into Long Beach community projects, including the Long Beach Education Foundation and "Partners of Parks".

Partners: Port of Long Beach; Long Beach Container Terminal Inc; Long Beach Department of Parks, Recreation and Marine Programs; Long Beach Education Foundation

Outcomes: Donations were designated for two outstanding schools to build the Elizabeth Hudson K8's computer laboratory and the Poly High School Pac Rim's language laboratory. Another donation was designated for the Partners of Parks Project, to develop a Universally Accessible Playground, allowing disabled children to play together with able-bodied children in an integrated play environment.



CSR Program Example

Program: Mosquito Nets Saving Lives - Africa

Industry: Chemicals

Objectives: To prevent malaria in Africa

Description: To manufacture and supply insecticide incorporated mosquito nets for prevention of malaria.

The nets are the only long lasting insecticidal nets (LLINs) to have earned the full WHO recommendation.

The project also has created over 4,000 local jobs in a malaria endemic country in Africa, with manufacturing of the nets.

Partners for prevention of malaria:

WHO, Unicef, UNDP, World Bank, Roll Back Malaria Partnership, Global Fund to fight AIDS, Tuberculosis and Malaria, President's Malaria Initiative, Millennium Promise, No More Malaria, Malaria Consortium, etc.

Outcomes:

To date, more than 40 million of the nets have been supplied mainly to pregnant women and children under five years of age 5 in Africa and others parts of the world.

The company takes part as one of the partners fighting malaria with one of the targets to halve the number of deaths from malaria by 2010.



An African mother and child sleep under Olyset® net, which allows the mother to feed her child and both to sleep in safety.



CSR Program Example

Program: Nutritional Improvement Initiatives

Industry: Foods

Objectives: To define and improve issues related to "Food, Nutrition and Health" with the aim of contributing to the advancement of developing countries.

Description: To train professionals and leaders specializing in food, nutrition and health, etc. and to create and provide educational materials related to those areas. To support technological R&D projects for foods, nutrition and health, etc.



Participants in a nutrition class

Partners: Japanese Organization for Int'l Cooperation in Family Planning (JOICFP), Food and Nutrition Research Institute (FNRI, Philippines), OISCA-Int'l, Universidad Peruana Cayetano Heredia (UPCH, Peru), Asia Arsenic Network, Japan Int'l Volunteer Center, Thaibinh Medical University (Vietnam), Health and Development Services (HANDS), etc.

Outcomes: The program conducts 33 projects in 11 countries as of April 2008, such as Philippines, Indonesia, Peru, Bangladesh, Cambodia, Vietnam, Brazil, Myanmar and India. It has commenced nutrition guidance to improve symptoms of arsenicosis patients in Bangladesh in April 2008. It is also conducted with the aim of contributing to the achievement of the United Nations Millennium Development Goals, such as to eradicate extreme poverty and hunger, to reduce child mortality and to improve maternal health.



CSR Program Examples

Name of Organization: The Metrobank Foundation, Inc.

Industry: Corporate Foundation (established on January 8, 1979, MBFI is the corporate philanthropic arm of the Metrobank Group)

Mission: to propagate a culture of excellence with a human face by actively implementing, assisting and/or supporting programs which strengthen and advance the core sectors of society as well as respond to the needs of the disadvantaged.



Description: Animated by the vision of Chairman George S.K. Ty, the Metrobank Foundation implements an array of recognition programs designed to inspire and reward exemplary performance and achievement among the following members of key sectors of Philippines Society: teachers, young math wizards, soldiers, policemen, painters, architects, sculptors, and interior designers. It also implements a College Scholarship Program, which provides grants to highly deserving but financially disadvantaged young Filipinos. It also maintains a grants program for organizations that likewise provide services for the disadvantaged. As majority owner, the Foundation actively supports the operations of Manila Doctors Hospital (MDH) and provides funds for a wide array of social services, which include subsidies for in-house charity patients, outreach programs and health-related interventions in adopted communities, and research.

Outcomes: Since 1979, the Metrobank Foundation has recognized a total of 276 outstanding teachers, 60 outstanding policemen, 105 outstanding soldiers, close to 400 outstanding artists, and 537 math wizards; provided scholarship grants to 2097 students and financial assistance to an estimated 4,000 partner organizations. From the period 2001-2008 alone, the Foundation assisted around 26,000 charity patients at MDH and beneficiaries of outreach programs conducted through MDH.



CSR Program Examples

Program: One Laptop Per Child (olpc - <http://www.laptop.org/>)

Industry: Education

Objectives: Design, manufacture, and distribute laptop computers that are affordable enough to provide every child in the world with access to new channels of learning

Description: "So what is so exciting about OLPC? Well, in addition to it possibly catalyzing an acceleration of connections and computer literacy in countries and environments previously considered not possible, it is an early indicator of a few trends that we see as indicative of the future of IT in the developed world." (John Roese, Nortel CTO)

Partners (Founding Sponsors): Brightstar, eBay, Red Hat, Google, Quanta, MIT, Riverside, MFI, NewsCorp, AMD, Nortel, Mrvell

Outcomes:

The laptop gives children in developing countries opportunities they have not had before. Tools such as a Web browser, rich media player, and e-book reader give access to domains of knowledge that are otherwise difficult-or impossible-for children to access in places such Africa (Rwanda and Nigeria), Asia (Thailand and Mongolia), and South America (Uruguay, Brazil and Peru). Over 500,000 XO's are now deployed globally.



Nortel's Bob Dellago (standing in red shirt) helps children at the school for the deaf in Lima, Peru, with their new XO laptops.



CSR Program Examples

Program: Specialty Coffees Program-Peru

Industry: Specialty Coffees

Objectives: Integrate poor small rural producers to specialty coffees markets

Description: The program provides technical assistance and financing for coffee certification to poor small rural producers suppliers of the Program.

Partners: Peruvian Export Association (ADEX), Peruvian Coffee Chamber, IADB, SNV.

Outcomes:

To date, 5000 small rural coffee producers have been trained and certified, which has improved the quality of their specialty coffee and the prices paid for their products by the program.





CSR Program Examples

Program: Community partnership eco-tourist project - Peru

Industry: Ecotourism

Objectives: Using ecotourism to solve problems of biodiversity loss and poverty.

Description: The project provides training to local community members to become their employees, suppliers and shareholders.

Partners: Texas A&M University, American Airlines , Abercrombie and Kent Foundation, American Bird Conservancy , Conservation International, Earthwatch, MacArthur Foundation, Peru Canada Fund, Stanford University, Wildlife Conservation Society, Gordon and Betty Moore Foundation , Frankfurt Zoological Society, University of Michigan International Multidisciplinary Action Project, Verde Ventures, SNV, Roots Capital, IAF, Fondo Ecoempresas.



Outcomes:

To date, the project has trained over 100 community members and more than half of them are directly involved in the project as decision makers in the Control Committee, staff members, and guides, or indirectly as suppliers. Economically, on average, each community household income has increased in 77%.



CSR Program Example

Program: Patrimonio Hoy - México

Industry: Cement

Objectives: Improve the quality of life of low-income families in urban areas by empowering them through a market - based solution to address their housing needs

Description: PH offers to families **accessible financing with no requirement** to improve their housing without guarantors

PH provides free, specialized **technical support**, to ensure the quality of the construction

PH keeps **prices frozen** and provide a **service for the storage of materials** for up to 12 months

Partners: No, up to date

Outcomes:

More than **200,010 families (July 2008)** in 45 cities have improved their living conditions, i.e. more than 1 million beneficiaries in ten years

Loans for more than **USD 100 million** and construction of **1 million m2**

Multidimensional Impacts, i.e. reduction of poverty

International awards that recognize its social engagement:

World Business Award in support of the Millennium Development Goals 2006

The Corporate Citizen of the Americas Award 2007

Improved the infrastructure of more than **200 public schools**

Presence in 23 out of 32 Mexican States and 87 local offices



Initial Replication:

- Nicaragua 2 offices
- Costa Rica 1 offices
- Venezuela 7 offices
- Colombia 11 offices



CSR Program Examples

Program: Community Disaster Response Program

Implementer: The Zuellig Foundation, Inc., Zuellig Pharma Corporation, and Metro Drug Inc.

Objectives: To respond, help, and lend assistance to natural calamity disaster victims.

Description: Strategic storage and stocking of disaster kits in the company's warehouses and/or branch offices which are ready for distribution within 24-hours of any natural calamity occurrence.

Partners: Corporate Network for Disaster Response, Philippine Department of Social Welfare and Development, and Local Government Units

Outcomes:

Since 2002, 1,000 families, or 6,000 individuals, have received disaster kits consisting of sleeping mat, blanket, cooking pot, mosquito nets, and a 19-liter plastic drinking water container. In prior years, donations were in the form of canned goods and ready to eat food.

In 2009, the program will be expanded when the Zuellig Foundation actually goes to communities and undertake disaster preparedness programs apart from community health development.



CSR Program Example

Program: Health Leadership & Management Program

Implementer: The Zuellig Foundation, Inc.

Objectives: To transform public health professionals and middle managers w/ necessary aptitude in good governance & skills in management to promote more effective & efficient delivery of health services

Description: We conduct 3-modules seminar given in 3 years w/ topics on Actualizing Personal Potentials, Managing Organizational Efficiency and Strategic Leadership

Partners: Philippine Department Of Health and Local Government Units

Outcomes:

Since 2001, eighty seven (87) health professionals who have become our Foundation fellows are bringing & echoing their learning on their newly acquired corporate management culture and styles and proof is in their changed behavior. Some have published "Dilemmas & Choices", case studies on the difficulties in the Practice of Good Governance in Healthcare.

In 2009, the program will be modified to integrate the United Nations Millennium Development Goals and the Philippine Health Sector Reform Agenda: Good Governance, Health Financing, Health Service Delivery and Health Regulations.





CSR Program Example

Program: Community Health Partnership Program

Implementer: The Zuellig Foundation, Inc.,

Objectives: To assist communities to develop programs that will achieve better health outcomes

Description: With research and assessment done and after collaborating w/ 150 community leaders from 50 cohort municipalities in the archipelago to assume ownership, we will engage them in selective and tailor-fit community health activities to address the United Nations' Millennium Development Goals.

Partners: Local Government Units, Non-Government Organizations and community health professionals

Outcomes:

In the next five years, 2009-2013 and with the Philippines' Health Sector Reform Agenda as strategy & avenue for change, the program will see reduced child mortality, improved maternal health, decreased malnutrition and decreased disease prevalence.



CSR Program Example

Program: Institute for Health Policy Studies & Development and Human Capacity Building

Implementer: The Zuellig Foundation, Inc.,

Objectives: To generate better health outcomes for the poor, we aim to derive improved health policies by providing venues for productive discussion; also engage in training middle managers/health professionals to be transformed & equipped w/ corporate management styles and culture.

Description: We will conduct regular series of forum with private & public sectors in meaningful health dialogues to shape effective well-informed and evidence-based health policies. Another arm of the institute is to provide modular seminars w/ topics on Actualizing Personal Potentials, Managing Organizational Efficiency and Strategic Leadership to public health professionals.

Partners: Philippine Department of Health, Local Government Units, House of Congress and the Academe; health professionals

Projected Outcomes: In line with the Philippines' Health Sector Reform Agenda, we target at least four (4) series of policy forum per annum to actively generate evidence based and well-informed health policies which will manifest improved health outcomes. Some 75 transformed health professionals will be our partners in providing better health outcomes for the poor.





CSR Program Examples

Program: Merck Vaccine Network - Africa

Industry: Pharmaceuticals

Objectives: Support for the development of sustainable immunization training centers in Africa

Description: Vaccine Network - Africa Centers provide mid- to high-level immunization program managers with hands-on training in vaccine management and immunization services



Partners: (Kenya and Mali programs) Indiana University School of Medicine (Indianapolis, Indiana, U.S.A.), Moi University School of Medicine (Eldoret, Kenya), University of Maryland School of Medicine Center for Vaccine Development (Baltimore, Maryland, U.S.A.) and Centre pour le Développement des Vaccins-Mali (Bamako, Mali)

Outcomes: To date, more than 350 health professionals in Kenya and Mali have completed MVN-A training and returned to their home medical facilities to share their expertise and knowledge with colleagues at the front line.

Following a second competitive grant application process in 2007, The Merck Company Foundation expanded the program to establish two new immunization training centers in Uganda and Zambia. The two new MVN-A training centers will assess national training needs, adapt educational materials and curricula and accelerate the roll-out of new training courses for immunization managers in Uganda and Zambia.



CSR Program Example

Program: Young Entrepreneurs Start-Up (YES)

Implementing Organization: Indonesia Business Links (IBL)

Focus: Youth unemployment

Objectives: To empower unemployed youth through promoting entrepreneurship as a viable career and to provide jobs for themselves as well as others

Description: The YES program started in 2003 and it is an initiative to address the youth unemployment issues in Indonesia. The targeted beneficiaries are SMEs which are run and owned by 18-32 years old young Indonesians

Corporate Partners: McKinsey and Company, Ngrumat Bondo Utomo, Accenture, C59, Edam Burger, Dagadu

Strategic Partner: Youth Business International (YBI)



Outcomes:

1. Entrepreneurship Awareness Raising Program
2. Selection/ recognition Program
3. Technical Assistance Program



CSR Program Example

Indonesia Business Links

- Indonesia Business Links (IBL) is a not-for-profit foundation and it was established in the wake of the Indonesian economic crisis. A major aim of the organization is to contribute towards the creation of sound and ethical business practices in the country. The organization is an affiliate of the Prince of Wales International Business Leaders Forum (known also as PW-IBLF or IBLF).
- Since 1999, IBL has been actively promoting ethical business practices in Indonesia through its two major types of activities, namely, workshops on business ethics and capacity building of small and medium enterprises (SMEs).
- The legal status of IBL as a foundation was enacted by a notarial deed in August 2001 in Jakarta. To date, twenty companies, largely multinationals, from diverse industries have become its members.



CSR Program Example

Program: The Youth Employment and Entrepreneurship Initiative (YEEI)

Implementing Organization: Indonesia Business Links (IBL)

Focus: Youth unemployment

Objectives: To support innovative programs to increase youth employability and enterprises through public-private alliances

Description: YEEI is a joint undertaking in Indonesia by the International Youth Foundation (IYF) and IBL initially funded by USAID under the Education and Employment Alliance program implemented in six countries

Partners: IYF and USAID



Outcomes:

1. Training and Orientation
2. Economics for Life and Student Company Program in Vocational High Schools in Jakarta
3. Nike Employee Life Skills Training Program
4. Rural Employment Creation
5. Livelihood Recovery and Promotion for Earthquake Affected Communities
6. Supporting Community Ecotourism in Bali
7. Capacity Building and Sustainable Economic Empowerment for Coastal Communities in West Java
8. Urban Employment Creation and Training
9. Supporting Vulnerable Youth in North Jakarta
10. Providing Entrepreneurship Training for Disadvantaged Youth in Surabaya
11. Assisting Youth T-Shirt Entrepreneurs in Bandung
12. Training for Employment and Apprenticeships
13. Training Broiler Chicken Operators



CSR Program Examples

Programme: Native tree restoration and protection – New Zealand

Industry: Conservation

Objectives: Support community-led conservation programmes/projects that seek

to protect and enhance pohutukawa and rata populations in New Zealand.

Description:

- A two pronged approach of conservation work and public awareness work; involves
- Funding - community based initiatives and major projects in high need areas seek funding and support from Project Crimson through an annual funding round
- Management of eco-sourced stock – over 20 nurseries around New Zealand propagate and grow-on eco-sourced stock for Project Crimson projects
- Distribution - tree stock gets moved to appropriate projects / communities where they are planted and monitored on a long-term basis
- Partnerships - aligned product brands help raise awareness of the health of the species and the need for action to be taken
- Crimson Trails – identifying the best stands of pohutukawa and rata in high visitor destinations of New Zealand and creating public trails. Using communications we inform and inspire people to support the conservation of these native trees
- Education – partner with New Zealand virtual field trip operator LEARNZ to deliver insightful and relevant information to school aged children in order to secure support for future generations.

Partners: Meridian Energy is the principal sponsor. Other supporters include the Department of Conservation, Mazda New Zealand, .99, Ata Rangī

Outcomes: To date, over 250,000 pohutukawa and/or rata trees have been planted around New Zealand through community led initiatives. Countless other protection projects, including research, development of community nurseries, pest control and school conservation initiatives have been completed as a result of raised awareness of the conservation, ecological and cultural values of these trees.



CSR Program Examples

Program: IBM Reading Companion Web-based Literacy Grant Program

Industry: Technology

Objectives: Utilize ground-breaking interactive, voice recognition software application developed by IBM Research to complement course curriculum for emerging readers

Description: Through this program grants have been provided to over 100 schools and nonprofit organizations in the United States, Canada and international locations, offering free access to this revolutionary software application.

Outcomes:

Independent evaluations of the technology demonstrate that children who use the software tested significantly higher on word recognition and comprehension tasks. For adults, the software not only improved reading skills but also helped improve their English pronunciation.





CSR Program Examples

Program: Banyan Tree Bintan Conservation Lab/Banyan Tree Hotels and Resorts

Industry: Destination resorts

Objectives: raise international awareness of the importance of Indonesia's biodiversity, which is at risk due to unsustainable development practices causing habitat destruction.



Description: Launched in February 2007, the Banyan Tree Bintan Conservation Lab was the Group's first research facility catering to terrestrial conservation, in addition to its focus on marine conservation. By focusing on three main aspects of research, education and outreach, the Lab can host visiting scientists and other experts to research as well as implement strategies to promote ecologically sustainable social and economic development.

Outcomes:

Throughout 2007 the Conservation Lab commissioned surveys in partnership with experts and academic institutions. Surveys have been conducted on reptiles and amphibians, coral reefs, butterflies and birds and land turtles. The surveys have identified areas for collaboration and further projects and the results have been shared with resort guests as a means of providing information on the importance of both land and marine conservation. Through the surveys mentioned above, experts have discovered 60 species of birds in the Bintan resort, of which 15 were listed as protected species; while 40 species of reptiles and amphibians in the resort and surrounding area.