



Singapore Compact for Corporate Social Responsibility
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27th September 2012

Media Release

International CSR Summit 2012 to be launched by Minister

Singapore's CSR programme for businesses and institutions being accelerated

The International CSR Summit 2012, the fourth to be held, will be launched by Mr Tan Chuan-Jin, Acting Minister for Manpower and Senior Minister of State for National Development, on 27 September against a backdrop of an acceleration in the CSR programme for Singapore businesses and institutions.

Mr Kwek Leng Joo, President of Singapore Compact for Corporate Social Responsibility (SC), the national society charged with promoting this value here, recently outlined its plan to push the pace of CSR adoption. His target is to increase Singapore Compact for CSR's membership from the present 420 to 1,000 over the next three years.

One of the key areas of the plan is to engage more youth to lay down the foundation of CSR among future business leaders. They will then be able to champion CSR when they join the workforce.

Said Mr Kwek: "The passion and energy of our youth should not be underestimated. I believe the future lies in them – the leaders of tomorrow. Youth development is one of the key priority areas for Singapore Compact. The Singapore Compact Youth Membership network aims to nurture a civic minded generation to champion responsible business practices, so that their actions and decisions can make a difference to their future."

A Youth Membership has been set up and to kick-start it, complimentary membership will be offered to members of the Gold Awards Holders Alumni (GAHA) of the National Youth Achievements Awards Council (NYAA).

The MOU will be signed by SC's Executive Director, Mr Thomas Thomas, NYAA's Executive Director, Mr James Soh, and a representative of GAHA.

Said Mr Thomas: "This network aims to realise our new vision to expand outreach to the youth. We are pleased to be working together with NYAA to reach out to their young members and Alumni members.

"We have been working with tertiary institutions since 2006 and we will continue to work with these networks to boost our youth memberships. A Youth Forum on CSR will also be introduced in 2013 to enable the young to exchange ideas."

The Singapore Compact is initiated by the National Tripartite Initiative (NTI) on CSR:



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NYAA Executive Director, Mr James Soh said: "NYAA Council works with like-minded organisations in various areas of youth development and we are constantly on the look-out for opportunities for our youth to engage their contemporaries and the community. We are delighted to be able to work together with Singapore Compact and we look forward to a partnership that allows our young people to further strengthen their leadership capabilities for the good of the community."

CDL-SC Young CSR Leaders Awards 2012

The winning teams of the CDL-SC Young CSR Leaders Award, inaugurated last year to promote the CSR message among the young, will receive their prize at the Summit. The top winner, Team SMIL.E Inc, from Nanyang Technological University (NTU), entered a CSR proposal for a security firm.

SMIL.E Inc's presentation impressed the judges with their clear understanding of the CSR opportunities and challenges facing the security industry. Aside from spending time at the company to better understand their daily business operations, the team also went the extra mile to speak to one of the company's largest stakeholders – their security guards.

After speaking with a 69-year-old security supervisor about the challenges faced by security officers on the ground, the team decided on "Pledge to Care" as one of the three strategies the team is proposing for the company to adopt as part of responsible corporate citizenship. This proposed initiative aims to increase public awareness of a security officer's role and encourage a call to action for more appreciation for this group of people.

"It is always inspiring to see how passionate young people are when they are given an opportunity to be a change agent," said Ms Esther An, CDL's General Manager of Corporate Affairs and Head of CSR. "We look forward to working with Singapore Compact on next year's competition and continuing to provide opportunities for young people to make our community a better place to live in."

The top three winning teams of this year's Award are:

- First Prize: "SMIL.E Inc"
(Nanyang Technological University)
- Second Prize: "Muvericks"
(SMa Institute of Higher Learning – Murdoch University)
- Third Prize: "Sunshine"
(Nanyang Technological University)

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International CSR Summit 2012

The theme of the Summit will be “Corporate Social Responsibility: Trends, Threats and Opportunities”.

The opening address to the summit will be delivered by the Guest-of-Honour, Mr Tan Chuan-Jin, Acting Minister for Manpower and Senior Minister of State for National Development. The keynote address, which will set the tone for the summit, will be delivered by Professor Jeremy Moon, Director of the International Centre for CSR, Nottingham University Business School.

The topics to be covered at the seminar include Changing the Change Agents, Adding Value to Sustainability, Engaging with Networks of Influence, and Why is the EU having a CSR Strategy?. There will also be nine workshops on various aspects of CSR. Almost 450 persons are attending the two-day Summit. They include business leaders, CSR practitioners, Government officials, academics, tertiary students and Non-Governmental Organisations.

CSR Awards 2012

The following are winners of this year’s CSR Awards:

Best Community Developer Award

- CapitaLand Limited (Winner)
- Shell Companies in Singapore (Special Mention)

Caring Employer Award

- Adrenalin Events and Education Pte Ltd (Winner)
- Holiday Inn Atrium Singapore (Special Mention)

Green Champion Award

- NatSteel Holdings Pte Ltd (Winner)
- Keppel Land Limited (Special Mention)

Best Workplace Award

- NTUC FairPrice Co-operative Ltd (Winner)

Enabling CSR Journeys – the new publication

Among other measures to hasten the acceptance of the CSR movement is the launch of a new publication to provide practical tips on setting up CSR programmes by businesses and institutions. The book, entitled “Enabling CSR Journeys – Knowledge Sharing for

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Sustainability”, will feature four interviews of business leaders who have been passionate about embracing CSR in their establishments and cover their companies’ experiences as well as their personal stories in being CSR Champions.

The project is premised on the strategic value of integrating knowledge management (KM) with sustainability implementation in organisations, and, the belief that personal perspectives and experiences are the most impactful way to impart knowledge to others.

The four business leaders are Mr Kwek Leng Joo, CDL Managing Director and SC President; Mr Bert Wong, Senior Managing Director, Fuji Xerox Singapore; Mr Seah Kian Peng, Chief Executive Officer, NTUC FairPrice; and Ms Deanne Ong, Business Development Director, Origins Exterminator.

Pre-summit workshop on CSR for Small and Medium Enterprises (SMEs)

Another new introduction by SC this year was a full-day pre-Summit workshop held on 26th September on CSR for Small and Medium Enterprises (SMEs). This was especially intended to encourage SMEs to embrace CSR.

Attracting SMEs remains one of Singapore Compact for Corporate Social Responsibility’s key challenges. Said Mr Thomas: “Many SMEs feel that they are too small to know what is going on along the supply chain in the global market and therefore feel it is not necessary to champion sustainability causes.

“However, no SME is too small and it is always possible to weave Corporate Social Responsibility (CSR) into a company’s operations. Also many SMEs have the notion that implementing CSR is costly and time consuming when it should actually be treated as a business opportunity.

“Yet there are many SMEs run by leaders who are value driven. They are practising CSR implicitly although they may not have formal structures and policies in place.”

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