

CSR MalaysiaTM

PROMOTING CORPORATE SUSTAINABILITY
& SOCIAL RESPONSIBILITY

ISSUE 24 / 2023



COMPLIMENTARY COPY

SUNWAY MALLS

DRIVES COMMITMENT
TO UNITED NATIONS
SUSTAINABLE
DEVELOPMENT GOALS

CADBURY DAIRY MILK & MYDIN

JOIN HANDS TO EXTEND
HELP TO SIX CHARITY
HOMES

MR D.I.Y.

MAKES CONTRIBUTION
TO PPUMCARE



A Greener Future -
**DAIKIN MALAYSIA'S
COMMITTED
SUSTAINABILITY
ENDEAVOURS**

Shogo Ando
Chief Operations Officer
Daikin Malaysia

Sustainability is in our DNA, deeply embedded in our operations



Our world

A better future starts with measurement and science, which is the basis of our sustainable manufacturing practices and targets for reducing emissions, water usage and achieving zero waste. We also engage with local NGOs and an employee volunteer program to improve the quality of life in our communities.



Our people

It's our people who create the extraordinary, every day. We strive to ensure team members are empowered to reach their full potential by promoting a culture of safety, inclusion, and continuous development. We also invest in mental health resources and hold our facilities to the highest global standards for labor practices.



Our approach

What defines our approach? We do the right thing, always. Whether we're helping customers deliver great products, addressing sustainability requirements with suppliers, or collaborating with customers and suppliers to further a more sustainable value chain, responsibility and transparency inform our every action.



PROMOTING CORPORATE SUSTAINABILITY & SOCIAL RESPONSIBILITY:
BEYOND PROFITS, MAKING OUR WORLD A BETTER PLACE.

*CSR Malaysia is circulated to companies and individuals free of charge to create awareness
on the growing need to lend a helping hand to make the world a better place for all*

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"Do you have a heart
for CSR? Adopt a project in our
YANA segment, pages 20-23"

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RHA Media Sdn Bhd (908984-T)

CSR MALAYSIA is published quarterly by RHA Media Sdn Bhd

Printed by:

WENG HWA PRESS SDN BHD (527568-H)
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EDITOR'S NOTE

Greetings from CSR Malaysia!



Lee Seng Chee
Managing Editor

"Sustainability is not just about adopting the latest energy-efficient technologies or turning to renewable sources of power. Sustainability is the responsibility of every individual every day. It is about changing our behaviour and mindset to reduce power and water consumption, thereby helping to control emissions and pollution levels."

JOE KAESER
(FORMER CHAIRMAN OF
THE SUPERVISORY BOARD
OF SIEMENS ENERGY AG)

While the world is currently addressing sustainability issues on multiple fronts, we easily overlook the fact that consumers are ultimately the biggest contributors to the degradation of the earth's environment. Not too long ago, Diana Ivanova, a PhD candidate at the Norwegian University of Science and Technology's Industrial Ecology Programme and her colleagues looked at the environmental impact on our planet from a consumer perspective in over 40 different countries and 5 other world regions. They found that between 60 to 80 per cent of the impacts on the planet come from household consumption of products. Their findings which were published in the Journal of Industrial Ecology, showed that consumers are responsible for more than 60 per cent of the planet's greenhouse gas emissions, and up to 80 per cent of the world's water use. It would simply mean that a change in our consumption habits would lead to a huge decrease in our environmental footprint. Indeed, households all over the world have a relatively large degree of control over their consumption habits. When it comes to having to choose between buying a product or using a service, the service will have much less impact on the environment.

Our 'Cover Story' feature is Daikin Malaysia, a global brand and a leading air conditioner manufacturer that has gained remarkable traction since the 1960s, starting from a small Japanese start-up to a global conglomerate. The foundation of its CSR initiatives is based on the three corporate principles of absolute credibility, enterprise management and harmonious personal relationship, buttressed by the company's philosophy on environmentally friendly practices. Do read about its success story in this segment of the magazine. Also featured in this issue of *CSR Malaysia* are the heart-warming CSR and sustainability endeavours of other inspiring Malaysian companies that are no less inspiring.

CSR Malaysia, a non-profit social initiative that aims to promote corporate sustainability and social responsibility endeavours in Malaysia, is a charity project of RHA Media and its *CSR Malaysia* magazine is a free publication distributed throughout

the country. It aims to provide a meaningful platform to promote and encourage CSR and sustainability endeavours in this nation. It is the fervent hope of *CSR Malaysia* that an increasing number of companies will be inspired to carry out more of such initiatives across the entire fabric of Malaysian society so that the much-needed well-being of communities as well as the environment can be effectively taken care of where the companies themselves stand to gain tremendously from such initiatives. Michael Clasper, Senior Advisor at EIG once said, "People are going to want, and be able, to find out about the citizenship of a brand, whether it is doing the right things socially, economically and environmentally."

As in previous years, *CSR Malaysia* is looking forward to its upcoming annual Sustainability and CSR Malaysia Awards event scheduled to be held on 26 July 2023 in Kuala Lumpur. It is an event that honours Malaysian companies, organisations and personalities that have done well in the sustainability and CSR arena, be it social responsibility or sustainability endeavours. Our past years' awards events have seen a considerable number of Malaysian public-listed companies and SMEs being presented with awards for their admirable meaningful CSR and sustainability efforts in this nation, positively impacting lives and making Malaysia a better place for all.



Do you have a
CSR story to tell?
Email us at
marcom@csrmyaysia.org

We are committed to making a conscious and concerted effort to embrace cocoa sustainability, partnering with stakeholders in the whole cocoa supply chain to secure the future supply of cocoa and ensure a thriving sustainable cocoa sector.



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CREATING A BETTER TOMORROW



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THE EU'S CORPORATE SUSTAINABILITY REPORTING DIRECTIVE

by Lee Seng Chee, Co-Chairman & Managing Editor of CSR Malaysia



The European Union's Corporate Sustainability Reporting Directive (CSRD) which was adopted by the European Commission towards the end of last year, replaces and builds on the existing Non-Financial Reporting Directive (NFRD). It will set the standard by which nearly 50,000 European Union (EU) companies will have to report their climate and environmental impact. However, it is important to take note that the CSRD will also have an impact on non-EU undertakings with EU-generated revenues in excess of 150 million euros and that have either a large or listed EU subsidiary or a significant EU branch generating a net turnover of more than 40 million euros in the EU.

The new rules of the CSRD will start to take effect in the year 2024 for companies already under the current reporting obligations, in 2025 for large companies not under the current reporting obligations and in 2026 for small and medium enterprises (SMEs).

The Directive introduces more detailed reporting requirements and increases the number of companies that will need to comply. These companies would need to include in their reporting, a non-financial statement on the policies they

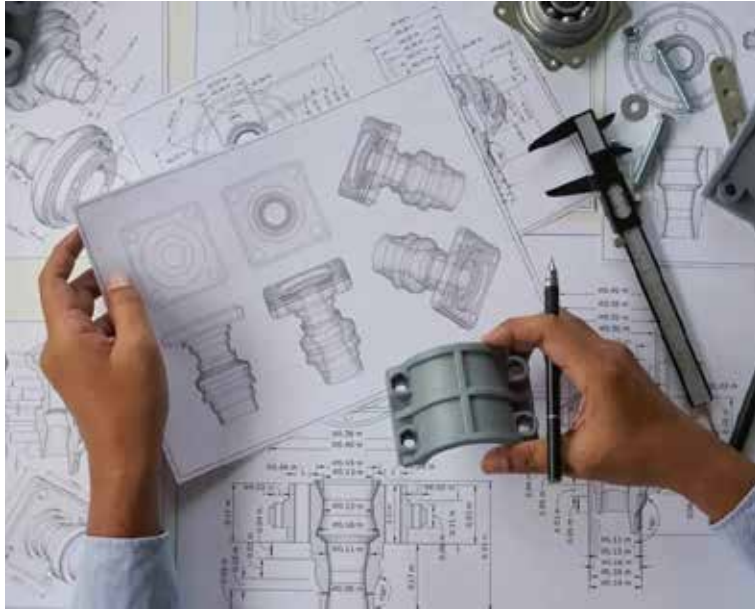
implement with regard to environmental, social and workers matters, respect for human rights, anti-corruption and bribery matters.

The CSRD, while not placing any new reporting requirements on small companies, requires those with securities listed on regulated markets to comply, and to facilitate the ease of reporting for listed SMEs, simplified standards may be used. Even though the CSRD does not apply to non-listed SMEs, separate standards that such SMEs could voluntarily use have been proposed by the European Commission to be developed. These standards would cater to SMEs' capabilities and would make it easier for SMEs to do their reporting, thus helping SMEs to play their role in the transition to a sustainable economy.

Current sustainability reports are likely to fall short of meeting the level of detail and comprehensiveness required, particularly for the circular economy category in relation to the increased scope of the CSRD. As far as regulatory frameworks are concerned, the embrace of circularity seems to be the way forward even as more than 50 national roadmaps and strategies have been launched globally with over 500 circular economy-related policies currently put in place.

With a focus on the whole lifecycle of products from design, sustainable production and consumption, to waste reduction through circular feedback loops (namely, remanufacturing, refurbishing and reuse), the EU currently has the most comprehensive circular economy action plan in the world.

As the EU is among Malaysia's top trading partners and with foreign-market revenue for the top Malaysian PLCs accounting for some 50% of their revenue, Malaysian companies would do well to be adequately prepared for the challenges ahead.



Do you have a heart for CSR? How about finding a role for yourself in CSR initiatives?

Sunway Malls

DRIVES COMMITMENT TO UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Built on the foundation of sustainability and doing well by doing good, Sunway Group has ensured that its entire ecosystem, including Sunway Malls, are key drivers of its mission to protect the earth and build a sustainable future.

In conjunction with the Global Day of Action for the United Nations Sustainable Development Goals (UN-SDGs), Sunway Malls together with Sunway REIT raised awareness on the importance of upholding its commitment to its six sustainability initiatives, namely green leasing, sustainable operations, green procurement, waste management, community building, and urban farming. With the initiatives, Sunway Malls is able to embrace and adopt the Environmental, Social, and Governance (ESG) framework in line with its aspirations and goals of making the world a better place for future generations.

Currently, Sunway Malls have identified eight specific UN-SDGs that they can actively contribute to, namely Goal 3: Good Health and Well-being; Goal 4: Quality Education; Goal 6: Clean Water and Sanitation; Goal 7: Affordable and Clean Energy; Goal 10: Reduced Inequalities; Goal 12: Responsible Consumption and Production; Goal 13: Climate Change and Goal 17: Partnership for the Goals.

Green Lease and Green procurement

Sunway Malls is the first among all malls in Malaysia to adopt green leasing as part of its commitment towards more eco-friendly implementations that serve to benefit not just the shoppers, but also the environment. This includes aligning with Malaysia's Green Procurement to catalyse sustainable consumption and production of green technology-based products and services.

Waste Management

Sunway Malls practice and promote recycling, food composting, and also deploy SDG-compliant fittings for lighting and water to ensure that there is little to no wastage of resources. Rainwater harvesting is practised to supply water across Sunway City Kuala Lumpur, and Sunway Malls has embarked on partnerships with organisations such as Kloth Cares that promote the usage of excess fabric to be turned into everyday items.

Sustainable Operations

Sunway Malls is committed to transforming into low-carbon sustainable malls that include having green buildings, renewable energy sources, being able to reduce emissions, and many more. Hence, over the years, the malls have adopted and adapted various innovative practices to increase efficiency, productivity, and cost-saving measures in order to operate sustainably.

Community Building and Urban Farming

Shopping malls are an integral part of the community, and Sunway is always looking for ways to give back. When the COVID-19 vaccines reached our shores, Sunway offered various amenities rent-free to carry out vaccinations to support the nation's goals of herd immunity. To battle food insecurity, the Food for Thought Programme encouraged members of the public to donate food items and was carried out across the malls.

Shoppers can continue to look out for even more sustainability-related initiatives led by Sunway Malls this year, as the malls look ahead to ensuring a sustainable future by walking the talk in this area.

Established in 1987, DISTED College is among the oldest private institutions of higher learning in Penang, Malaysia. It pioneered the Cambridge A-Level and SACE International programmes in Penang and with its 5-star rating and ISO certification, continues to offer high-quality courses in diverse areas. Today, DISTED is known for its excellent education and global alumni network.



340, Macalister Road, 10350 Penang, Malaysia.

PROGRAMMES

Pre-University

- **Foundation in Arts**
KPM/JPT(N/010/3/0508) (11/23) (MQA/FA 11398)
- **Foundation in Science**
KPT/JPT(N/0011/3/0021) (02/28) (MQA/PA 16216)
- **SACE International in Collaboration with South Australian Certificate (SACEi) Board of South Australia**
KPM/JPT(R2/010/3/0507) (05/24) (A10061)
- **Cambridge A-Levels (Science & Arts)**
KPM/JPT(R2/010/3/0260) (08/24) (A10062)

Computing

- **Diploma in Computer Science (DCS)**
KPM/JPT(R2/481/4/0492) (08/24) (A10211)
- **Diploma in Business Information Technology (DBIT)**
KPM/JPT(R2/481/4/0493) (12/24) (A10212)
- **Diploma in Creative Multimedia Production (DCMP)**
KPT/JPT(R2/213/4/0053) (02/26) (MQA/FA 1323)

Business

- **Diploma in Business Studies (DBS)**
KPM/JPT(R2/340/4/0415) (07/24) (A10063)
- **Diploma in Accounting (DIA)**
KPT/JPT(R2/344/4/0126) (01/27) (MQA/FA 2009)



*exemption for 3 ACCA papers

Psychology

- **Bachelor of Psychology (Hons) in Collaboration with HELP University (BPSY)**
KPM/JPT(R3/0313/6/0055) (07/28) (A9145)



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Etika

CREATES GREEN FOOTPRINT AMONG KLANG VALLEY SCHOOLS WITH LAUNCH OF “LET’S RESCUE PET BOTTLES”

It has become increasingly evident that pollution is now one of the major issues impacting the environment and many corporations have come forward to provide solutions in the hopes of making a significant difference, one of them being recycling. Holding tight to that objective, Etika Group of Companies (“Etika”), one of Malaysia’s leading halal beverage manufacturers, joined hands with Hiroyuki Industries (M) Sdn Bhd, a Japanese manufacturer of high-quality Polypropylene (PP) & Polyester (PET) Bands to launch its “Let’s Rescue PET Bottles” campaign during the 3-day “Program Kempen Kepenggunaan” organised by the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) at MyTown Kuala Lumpur.

A highly collaborative initiative launched by Yang Berhormat Dato Sri Alexander Nanta Linggi, Minister of Domestic Trade and Consumer Affairs, this one-year recycling programme (from September 2022 - August 2023) was implemented to establish a better and healthier environment by collecting and recycling post-consumer PET bottles to give them a second life in becoming a reusable material.

Yang Berhormat Dato Sri Alexander Nanta Linggi said that this programme emphasises the role of consumers in solid waste management and the importance of the recycling process in resource and environmental management, coinciding with the goals outlined under KPDNHEP’s consumer empowerment and the Sustainable Development Goals (SDG).

“The collaboration between KPDNHEP and corporate entity Hiroyuki-Etika is in line with the spirit of ‘collaborative government’ in an effort to foster consumer awareness through consumer clubs in schools and the Student Consumer Movement in higher education institutions across the country, especially in the Klang Valley,” said Dato Sri Alexander.

To further encourage recycling and make a positive impact on Mother Nature, Etika and Hiroyuki collaborated with 270 schools in Klang Valley to participate in an exciting competition; apart from collecting the most cleaned bottles, students of the participating schools are also required to submit a digital poster themed PET Bottle Recycle and an E-Book that explains the importance of caring for the environment. Participating schools will also receive RM0.50 per kilogramme each month for the PET bottles collected.

The top three schools with the greatest collection of PET bottles will be receiving the following exciting prizes:

- First prize winner: RM5,000
- Second prize winner: RM3,000
- Third place winner: RM2,000

Additionally, the top five schools will also have the opportunity to visit Hiroyuki Industries’ factory in Johor Bahru to understand deeper about the value of recycling and waste management while getting a firsthand experience of how the company manufactures its products. These winners will be announced in September 2023.

Etika encourages all schools and higher education institutions in Klang Valley to participate in making a positive environmental change by registering via <https://forms.gle/QPS4K2Lqv672SAU98>. For more information on Etika and its sustainability efforts, please visit www.etikaholdings.com.





FedEx

CONTRIBUTES TO SUSTAINABILITY OF LOCAL INDIGENOUS COMMUNITY IN MALAYSIA



FedEx Express (FedEx), a subsidiary of FedEx Corp. (NYSE: FDX) and one of the world's largest express transportation companies, supported with upgrading and enhancing the local kindergarten facility in Pulau Carey, Selangor which serves the underprivileged indigenous communities around the area.

As part of the global FedEx Cares programme, around 50 FedEx volunteers came together to produce ecobricks and rebuild a perimeter wall of the Tabika Kemas Kampung Orang Asli Sg Rambai, in collaboration with Treat Every Environment Special (TrEES), a sustainability-focused environmental organisation, and the Department of Orang Asli Development (JAKOA). The enhancement was recently unveiled by FedEx, alongside key representatives from TrEES, JAKOA as well as senior leaders of the indigenous community.

The programme was kicked-off with an ecobrick-making workshop, where FedEx volunteers learned how to make ecobricks by compacting plastic waste into 500 ml PET (PolyEthylene Terephthalate) bottles, each weighing no less than 200g. The perimeter wall was constructed from bricks as well as 1,500 ecobricks, creating a safer playground to enjoy more outdoor activities, for 36 students aged between 4 to 6 years.

"At FedEx, we are committed to sustainability throughout our operations. The steps we take today, will positively impact future generations. In the same way, this programme not only helps the underserved local communities but also raises awareness around the use of sustainable materials. As children

will use the facility every day, we hope that the use of ecobricks will help educate the next generation about the importance of sustainability," said SC Chong, Managing Director, FedEx Express in Malaysia.

Leela Panikkar, Director of TrEES said, "Through environmental education and building of the sustainable ecobricks perimeter wall for the indigenous community, we hope to reconnect the urban community in supporting the underserved, whilst inculcating green habits to reduce our plastic footprint. We would like to express our deepest gratitude to FedEx and all the volunteers, as well as Pn. Dahlia Permid, Deputy Director of JAKOA Selangor & Wilayah Persekutuan for the assistance and support in upgrading the kindergarten, ensuring that the children have a safe, secured space for play."

The tabika serves three local communities – Kampung Orang Asli Sungai Rambai, Kampung Orang Asli Kepau Laut as well as Kampung Melayu with a population of over 650 people from around 180 families. Villagers from the indigenous communities belong to the Mah Meri sub-ethnic group who traditionally work as fishermen, oil palm smallholders and weavers.

FedEx supports this initiative under its FedEx Cares global community engagement programme. Through FedEx Cares, FedEx supports non-profit organisations working to solve social challenges in local communities and is committed to positively impacting 50 million people around the globe by the company's 50th anniversary in 2023.



Do you have a heart for CSR? Why not do your part for the underprivileged?

#MySenyum

CONTEST GARNERS 5K SUBMISSIONS, AIDS TWO CHARITIES

MCIS Life handed over a contribution worth RM20,000 to the Lighthouse Children Welfare Home Association (Lighthouse) and humanitarian platform KitaJaga.co to assist the two organisations' missions, following the official closure of the insurer's #MySenyum contest.

Launched as an extension of MCIS Life's brand promise "People Helping People", the #MySenyum contest encouraged Malaysians to share their smiles and spread positivity amongst all while lending a hand to those in need.

Initially, MCIS Life pledged RM5 for each of the first 2,000 contest entries which would have provided Lighthouse and KitaJaga.co with RM5,000 each. As the contest received overwhelming support when the final number of entries crossed the 5,000 mark, the life insurer doubled their pledge to the two organisations (each received RM10,000).

"Despite the challenges faced by Malaysians in the post-pandemic era, our community members genuinely care about the well-being of one another. This was evident through the grand total of 5,715 participants who shared their smiles with us through the contest as the mechanism was to collectively come together in aid of those who need support," explained Mr Ragunath Murthy, Chief Distribution and Marketing Officer, MCIS Life.

Lighthouse and KitaJaga.co were chosen for the former's unwavering support in providing essential care to the most

vulnerable children in Malaysia from diverse backgrounds and ethnicities as well as the latter, for being a community-driven humanitarian platform for vulnerable Malaysians.

For KitaJaga. co-founder, Mr Reza Razali, the contribution will go a long way toward the platform's digital expenses, ensuring sustainable and continuous efforts to reach those in need.

He was elated to be a part of the #MySenyum campaign that highlights little pockets of happiness, agreeing that a smile is an act of charity. "A small act of kindness can be a smile. It is the small acts that add up and made a big difference," said Reza.

"We are very grateful to MCIS Life for reaching out. Times are hard, but we never gave up because we believed in the kindness of Malaysians. The funds will mainly go for the education of the children including their tuition fees," said Lighthouse's co-founder, Madam Jacinta Steven.

The #MySenyum contest ran from January to March and witnessed social media fans jumping on the bandwagon by the thousands to submit their joyful photos/videos along with witty captions and campaign hashtags #MySenyum and #PeopleHelpingPeople.

The contest featured three categories through which the public could win attractive cash prizes, including Weekly Lucky Draws, #MySenyumFilter with MOST LIKES and the #MySenyum Grand Prize Winners.



MR D.I.Y. MAKES CONTRIBUTION TO PPUMCARE



Malaysia's largest home improvement retailer, MR D.I.Y. Group (M) Berhad [MR D.I.Y.], contributed RM300,000 to PPUMCare [formerly known as PPUM Patient's Welfare Fund], in conjunction with the PPUMCare Run event held at UM Arena, Universiti Malaya.

The Run was organised by Universiti Malaya Medical Centre (UMMC) to raise funds that will be used to cover the cost of treatment for underprivileged patients.

Announcing the contribution, MR D.I.Y. Group Head of Marketing, Alex Goh said "As Malaysia marked Merdeka, we are facing unprecedented challenges in many different areas of our daily lives. As one of Malaysia's largest retailers and employers, we see it as our responsibility to make a positive impact on the lives of Malaysians.

"This contribution to PPUMcare is aimed at helping to ensure Malaysians in need gain access to quality medical treatment, without worrying about the cost of treatment and medication. We hope this contribution and this event inspires more corporates to come forward to support the wonderful work that PPUM and PPUMcare do," added Goh.

The PPUMCare Run raised RM377,000 from generous contributors. Besides MR D.I.Y. Group, other contributors included DatumCorp International Sdn. Bhd., Azlin Jamlus Architect, MED-EL Electronics Sdn. Bhd., Siemens Healthineers Malaysia and Aeon. Co (M) Bhd. The event was attended by Yang Berhormat Datuk Rosnah binti Haji Abdul

Rashid Shirlin, Chairman of the PPUM Management Board, and launched by the Yang Berbahagia, Professor Dr Nazirah binti Hasnan, PPUM Director.

MR D.I.Y. has a long and mutually-rewarding collaboration with Universiti Malaya across several areas. Since 2017, MR D.I.Y. has been partnering with UMCares to organise an annual national DIY 'competition called 'DIY Made Simple' for secondary school students designed to inspire awareness of sustainable lifestyle choices.

In a previous initiative, the retailer contributed RM3.6 million of cash aid and free COVID-19 test kits to more than 12,000 undergraduates to help ease their return to campus post-pandemic. Another initiative saw the retailer collaborate with UMMC to build a multipurpose room called The ZONE for educational purposes and contribute vital sign monitors and personal protective equipment to the hospital to help frontliners deal with the demands of the pandemic.

For more information on MR D.I.Y. and its many community outreach programmes, visit its website, www.mrdiy.com, and social media, Facebook, and Instagram.

Columbia Asia Hospital - Bukit Rimau

IT'S TIME TO "ClockOut2CheckUp"

Columbia Asia Hospital - Bukit Rimau is setting an example with its effort launched in conjunction with the opening of its first cancer centre. In July last year, the hospital empowered its staff with the ClockOut2CheckUp campaign, offering a paid day off to any employee willing to attend a cancer screening provided by the hospital. A total of 275 employees rose to the occasion and answered the call to take part in this initiative.

Each of the employees was given a basic health screening and tumour marker test. The hospital is committed to its efforts to educate the public that the battle against cancer begins, not at diagnosis, but at prevention and early detection. The sooner cancer is detected, the higher the chances of recovery. This campaign aims to start a wave that begins at the hospital but continues to ripple throughout the community and change the way Malaysians think about cancer.

"It's common for patients to self-evaluate their health and find, because there is nothing evidently out of place, that they are

perfectly healthy and exempted from needing to opt-in for regular health screenings. Unfortunately, there's no way to know you have a clean bill of health unless you go for those screenings," said Dr Kananathan Ratnavelu, Consultant Medical Oncologist. "A tumour marker screening done via a blood test is a simple, non-invasive first step that patients can take, that can offer a glimpse into their risks of developing cancer. It's so important that the healthcare industry does more, to make the public comfortable, with the idea of routine screenings."

Columbia Asia Hospital recognises its responsibility as both a healthcare provider and employer, choosing to spearhead the ClockOut2CheckUp initiative. The 275 Columbia Asia Hospital employees who stepped forward for screenings were rewarded not only with a bigger picture of understanding their health, but also a paid day off.

"I've been in the healthcare industry for over 12 years, but

this is the first time I've chosen to go for a voluntary screening like this," said Nuzul Fatimah Mohd Diah, Personal Care Assistant at Columbia Asia Hospital - Bukit Rimau. "It's usually the fear of a bad result that has kept me from volunteering for a test like this, but I have been encouraged by seeing my colleagues step forward. I've always used the excuse that I didn't have time, but I can't say that anymore!"

The new Cancer Centre at Columbia Asia Hospital - Bukit Rimau officially launched on 29th September 2022 alongside initiatives the public can now look forward to.



Do you have a heart for CSR? A little help goes a long way

Bosch & Sunway Medical Centre Velocity

PARTNERS TO PROMOTE MENTAL WELLNESS AMONG FRONTLINERS

Quality rest in peaceful surroundings is crucial to good mental health, especially for people in high-stress jobs. Empathising with frontline healthcare workers, whose workload significantly increased during the Covid-19 pandemic, Bosch, a leading global supplier of technology and services, launched the Project Well-being Haven in partnership with Sunway Medical Centre Velocity (SMCV).

Well-being Haven is an experience-based project aiming to improve the work environment of healthcare workers by providing them with an appropriate recovery area, equipped with Bosch

technology and solutions. The interest in more adequate resting spaces was expressed in a survey conducted by Bosch among almost 2,000 healthcare workers in Malaysia. Answering this need, Bosch piloted the project by transforming SMCV's existing lounge into a space that feels welcoming, calming, and conducive to rest and recuperation.

Constructed using Bosch power tools, the Well-being Haven space is equipped with an ergonomic kitchenette that includes a microwave, a built-in coffee machine, and a refrigerator from Bosch's home appliances line, as well as the right ambience setting with music played straight from personal phones connected via Bluetooth through Electro-Voice's Evolve speaker from Bosch Building Technologies. Malaysia's top wellness technology provider Ogawa was also attracted to this meaningful project by sponsoring a unit of a massage chair, which makes the room cosier.

At the height of the pandemic in August 2021, Malaysia registered more than 25,000 cases every day on average, leaving frontliners exhausted, lacking good space to recharge, and with further discomfort from the long hours of wearing Personal Protective Equipment (PPE).

Nevertheless, their relentless contribution and sacrifice during the pandemic to roll out vaccination and treatment were the main factors contributing to today's endemicity in Malaysia. While the tension has eased, 84 percent of frontliners still hope to have a conducive space for short breaks, as Bosch's survey revealed. The Well-being Haven is thus timely for their long-overdue need where they can truly enjoy the space.

"We are very grateful to Bosch for this meaningful collaboration. With the Well-being Haven, our doctors now have a space reminiscent of home where they are shielded away from the stress, able to rest and recharge before they resume seeing their patients or operations," said Derrick Chan, chief executive officer of Sunway Medical Centre Velocity, adding that the Well-being Haven is launched in tandem with the hospital's third-anniversary celebration.

The hospital offers comprehensive tertiary healthcare services with a designed capacity of 234 beds, 62 consultant suites and six operating theatres. Its range of medical services includes facilities and advanced medical technologies for outpatient and inpatient speciality care, health and wellness programmes and 24-hour emergency services.



For more information about the Well-being Haven, please visit <https://www.bosch.com.my/invented-for-life/project-well-being-haven/>



CSR Malaysia Collaborates with Samaritan Hope to Provide Food and Hope to the Homeless

In a remarkable collaboration, CSR Malaysia joined forces with Samaritan Hope, a foundation dedicated to serving the homeless, in an effort to provide food and bring a sense of dignity and belonging to those in need. Samaritan Hope, founded in 2018, has been working tirelessly to support the homeless community by not only offering them food but also aiming to help them rebuild their lives and reintegrate into society.

As part of its latest initiative, CSR Malaysia actively participated in distributing food to the homeless alongside Samaritan Hope. The joint initiative was a testament to the power of collective action and community support. Through this collaboration, the aim was not only to alleviate hunger but also to inspire hope and foster a sense of belonging among the homeless individuals.

The founder of Samaritan Hope, Sister Fatima, highlighted the importance of collaboration and community involvement in their mission. By engaging the public and individuals, they aim to create a network of support that extends beyond one person or organisation. The response from the public has been overwhelmingly positive, demonstrating a shared commitment

to making a difference in the lives of the less fortunate.

Samaritan Hope operates a shelter where the homeless individuals they assist can volunteer, fostering a sense of community and providing them with a chance to give back. This unique approach instills a sense of belonging and dignity, empowering the transformed individuals to serve their communities and become agents of positive change.

CSR Malaysia's collaboration with Samaritan Hope represents a shared vision to address the plight of homelessness and contribute to building a more compassionate society. By extending a helping hand, offering sustenance, and empowering the homeless, together they strive to make a lasting impact and pave the way for a brighter future.

As Sister Fatima expressed, "Not all will respond, but everyone deserves food. Those who respond receive additional assistance, as we work to uplift them and empower them to give back." Through their dedicated efforts, Samaritan Hope and CSR Malaysia are demonstrating the power of compassion and community engagement in transforming lives and creating a society where everyone has an opportunity to thrive.



arvato
BERTELSMANN
Arvato Systems



BLOOD DONATION CAMPAIGN

Our compassionate colleagues came together this year to organize a successful blood donation campaign. We are proud to announce that we collectively made a positive impact on countless lives!

Highlights of our campaign:

- ✓ Dedicated Arvatorians: Our incredible employees selflessly volunteered their time and effort.
- ✓ Lifesaving donations: Generous donors stepped forward to give the gift of life.

Join us in making a difference by donating blood and sharing the message of this noble cause! Together, we can save lives and create a healthier community.



Do you have a heart for CSR? Why not support the children who need it most?

Yayasan Food Bank

COLLABORATES WITH DUNKIN' MALAYSIA TO SUPPORT THE NEEDY

Yayasan Food Bank Malaysia in collaboration with Dunkin' Malaysia has organised the Dunkin Cares programme which aims to support and help underprivileged children, elderly homes, and also the Monsoon Trail Humanitarian Mission for the livelihoods affected by the floods in Kelantan.

Partnering with Yayasan Food Bank Malaysia, the programme kicked off with a fundraising activity from 28th September to 12th October 2022 at all Dunkin' Malaysia outlets nationwide. With every set of Amazin' Choco-Crispearls Choco-Bar doughnuts combo sold to customers, RM2 was channelled to Yayasan Food Bank Malaysia. According to Miss Jesrina Liew, Group Chief Operating Officer of Golden Donuts Sdn Bhd, the programme received good responses from the public and successfully raised RM35,000 in a period of two weeks.

Yayasan Food Bank Malaysia identified three orphanages for aid in the Klang Valley, these being Rumah Pertubuhan Kebajikan Nur Hati, Pertubuhan Kebajikan Anak Yatim & Asnaf Qaseh, and Rumah Anak Yatim Mary. An old folks home, Pusat Jagaan dan Rawatan Orang Tua Al Ikhlas Puchong, Selangor, was reached out to as well and each home received cash sponsorship and essential food supplies worth RM3,000.

Dunkin' Malaysia played its part in the Monsoon Trail Humanitarian Mission in Kelantan by providing aid to the rubber-tapping families, fishermen, and Orang Asli in the rural areas who were affected by the floods and its after effects during the monsoon season. A total of RM17,760 worth of food supplies and cash were given to 222 families in the targeted area.

On 14 December 2022, Mr Peter Yu, Managing Director of Golden Donuts Sdn Bhd presented the funds raised to Mr Johan Halid, Chief Executive Officer of Yayasan Food Bank Malaysia, together with the beneficiaries from the orphanages and elderly homes. 30 children from the homes were invited for a DUNKIN' factory tour to see and learn the doughnut-making process. The children were given an opportunity to be doughnut decorators and decorate their own doughnuts in a fun and exciting atmosphere.





We believe that society has the power to bring about the winds of change by empowering and helping those in need - humans and nature alike. As part of our initiative, we highlight the stories and the plight of those in need in our publication, *CSR Malaysia*. The following pages show the “other side” of our society - reaching out to underprivileged kids, charity homes that are in need of dire attention and environmental projects calling for the public to participate. We urge everyone - individuals, organisations and corporations alike to reach out, empower and do your part to make our world a better place. After all, we are all in this together and it begins with us.

*“It's not just about being able to write a check.
It's being able to touch somebody's life”*

– OPRAH WINFREY

Supporting The Environment

CETDEM - CHAMPIONING SUSTAINABLE DEVELOPMENT

The Centre for Environment, Technology & Development, Malaysia (CETDEM) is an independent, non-profit organisation that was founded in 1985 with a commitment to improving environmental quality through sustainable development. The organisation offers training courses concerning the environment, energy, technology, organic farming, and development to businesses, industry, government, citizen groups, and the public.

CETDEM has actively sought to address diverse environmental issues, including the impact of long-term climate change on Malaysian society, sustainable energy, sustainable transport, and sustainable agriculture. The organisation has conducted numerous organic farming courses and training sessions for aspiring organic farmers and has organised national-level organic-related seminars and exhibitions such as Hari Organik and Farmer's Corners. CETDEM has also introduced young and enthusiastic organic farmers to their peers and provided significant general public exposure.

CETDEM's work has been recognised both nationally and internationally. The Malaysian government awarded the 1993 Langkawi Award to its founding Executive Director, and its chairman was given the Sustainable Consumer Award by the Malaysian government in 2008. CETDEM has also received international recognition, having been represented at various international fora such as the UN Conference on Environment and Development in Rio, the UN Framework Convention on Climate Change, the UN Convention on Biological Diversity, and the Vienna Convention and Montreal Protocol. CETDEM has also been present at World Solar Summit and Conferences of IFOAM.

CETDEM's commitment to sustainable development is exemplified by its pioneering of a proven organic farm for 10 years in the state of Selangor. The organisation has also been committed to improving environmental quality through the appropriate use of technology, research, advocacy, education, and consultancy.

Through its comprehensive and multi-pronged efforts, the organisation has made a significant contribution to the well-being of the environment since its inception. As efforts to ensure and safeguard the future of the world we live in gather momentum, it is organisations such as CETDEM that blaze a trail for all of us to follow.



Be A Volunteer & Meet Welfare Needs

YELLOW HOUSE - MAKING A REAL DIFFERENCE FOR VULNERABLE COMMUNITIES



Yellow House is a grassroots NGO that has been working with marginalised and vulnerable communities in Selangor and Kuala Lumpur since 2011. They thoroughly assess the needs of these communities and match them with existing opportunities to have maximum impact. Over the years, Yellow House has touched the lives of thousands of beneficiaries, developing a deep understanding of the needs of communities that often rely on daily or weekly wages to make ends meet.

The organisation has a thriving international community of 700 volunteers in over 40 countries, making it a social enterprise. Yellow House practices transparency in its business and upholds ethics, with 60% of its revenue from social business going to its beneficiaries while the remaining 40% goes to sustain the business model.

Everything Yellow House does is governed by a purpose - to increase the employability of the marginalised community they work with so that they may lead better and more sustainable lives. They have several initiatives to achieve this purpose, such as the First Job Initiative, which provides a series of paid and

consistent part-time jobs for rough-sleeping homeless men and women to gently enter the workforce again. Small jobs under this project engage them in meaningful activity to build resilience, confidence, dignity, and independence while providing much-needed financial income.

Unseen Tours Kuala Lumpur is another of the organisation's initiatives where perspective tours are led by formerly homeless people and marginalised communities. Community Connect is yet another programme that seeks to connect the homeless with the business community in a mutually beneficial way. The pilot focuses on bringing together people sleeping rough around Bangkok Bank in downtown KL with local businesses to test if people helping each other can lead to mutual benefits.

Yellow House is a remarkable organisation that is changing lives and making a real difference. With a thriving international community of volunteers, Yellow House is well on its way to achieving its purpose of creating better and more sustainable lives for its beneficiaries.

Supporting Charities & Projects

MAKNA: CREATING A MEANINGFUL IMPACT IN THE FIGHT AGAINST CANCER

MAKNA, which stands for Majlis Kanser Nasional or National Cancer Council Malaysia, is a not-for-profit organisation dedicated to reducing the pain, suffering, and morbidity that cancer patients often experience. Founded over 25 years ago, MAKNA provides curative care, preventive care, cancer research, and support services to cancer patients and their families, high-risk groups, and the general public in Malaysia.

One of the primary objectives of MAKNA is to provide financial assistance to cancer patients, especially those from lower-income groups. The organisation offers patient support services, which include emotional support, education, awareness, and research project, to help patients through their cancer journey. MAKNA believes that early detection and prevention are crucial in reducing cancer morbidity and mortality. Therefore, the organisation offers cancer screening services to the public. MAKNA also organises talks and exhibitions every month in local communities, corporate sectors, government agencies, institutions of higher learning, and schools to educate and raise awareness about cancer.

Young cancer patients and survivors often face difficulties in completing their education due to the allocation of resources for their treatment. To help them in completing their education,

MAKNA provides financial assistance through the Young Cancer Survivor Scholarship programme. Cancer not only affects a person physically but also emotionally. The MAKNA Cancer Support Group, headed by trained staff and volunteers, offers counsel to cancer patients, their family members, or caregivers to ease their cancer journey.

In addition to its various programmes and services, MAKNA also established the PPUKM-MAKNA Cancer Centre in 1999. The centre includes The Tengku Ampuan Afzan Oncology Ward, radiotherapy, research facilities, and one of the largest bone marrow transplant units in the country. MAKNA's efforts have helped many cancer patients and their families, regardless of their background, creed, colour, or race. As an organisation that strives to create a meaningful impact, MAKNA's spirit and aspirations are aptly conveyed through its tagline, "A Meaning to Life."

MAKNA's commitment to fighting cancer and its various programmes and services aimed at supporting cancer patients, raising awareness, and providing financial assistance have made a significant difference in the lives of many. The organisation's dedication to creating a meaningful impact on society is a commendable effort in the fight against this insidious disease.





Do you have a heart for CSR? How about lending a helping hand to meet needs in your community?

Supporting The Child

FUGEE SCHOOL - PROVIDING HOPE AND EDUCATION FOR REFUGEE CHILDREN IN MALAYSIA

Fugee School was established in 2009 to address the lack of access to education for refugee children. Due to their legal status, refugees cannot work, and their children cannot attend school. Fugee School began by providing basic English and Mathematics lessons to four children from the Somali refugee community in Kuala Lumpur, but has since expanded to provide a broad-based, quality education, as well as support services for over 200 students each year.

The school's vision is to ignite a passion for learning and growth within every child, while its mission is to equip refugee students with academic, creative, and life skills, enabling them to realise their full potential and value in an environment free from discrimination and exclusion. Fugee School believes that education is the key that can open doors to a brighter future and provide students with the tools to become resilient, adaptive, and empowered individuals.

Fugee School implements a learner-centred approach, placing student interests at the centre of everything they do. The pedagogical methods used are wide-ranging, ensuring that students on different learning levels receive the specific

programmes they need to enhance their learning experience.

The holistic approach at Fugee School prepares students to be resilient, adaptive, and empowered individuals. Students' learning journeys often begin with little or no English, uncertainty about their future dreams, and few opportunities to develop their capabilities and interests. However, by being exposed to the educational, social, and development programmes provided by Fugee School, students can transform from education recipients to change-making agents.

Over the past 10 years, Fugee School has successfully transitioned many students into new schools and lives once resettled in Canada, the USA, and New Zealand. To date, more than 500 refugee children and youth have studied at Fugee School.

Fugee School's impact is significant. Its students are curious, creative, and keen to learn, and its holistic approach has helped prepare them for the challenges they face today and may encounter in the future. By providing quality education and support services to refugee children, Fugee School is making a difference in the lives of those who need it most.



A Greener Future - **DAIKIN MALAYSIA's Committed Sustainability Endeavours**

*A global brand, Daikin is a leading air conditioner manufacturer that has gained remarkable traction since the 1960s, starting from a small Japanese start-up to a global conglomerate. Think of Daikin and cool breezes come wafting into one's mind. Similar to most electronics, Daikin is cognisant of the environmental impact of refrigerants used for cooling. To mitigate and manage environmental hazards, ongoing research has introduced newer versions that have a lesser impact on the environment, notably climate change. Active participation within the local communities in the form of CSR initiatives has increased environmental and social awareness, especially amongst the younger generation. In a conversation with CSR Malaysia, the COO of Daikin Malaysia, **Shogo Ando**, provided global and local perspectives on the short and long-term sustainable and CSR initiatives that are undertaken by the company.*

Daikin, the world's largest manufacturer of air conditioners, is renowned for its HVAC equipment ranging from air conditioners to air and water-cooled chillers. Starting as a metal works initiative in 1924, the company later shifted to air conditioners and in 1963 officially became known as Daikin. Today, Daikin is a globally recognised brand within the HVAC industry. Shogo Ando has been with Daikin since 1992 and possesses vast working experience in Japan, Europe and other parts of Asia.

"Daikin's success is attributed to active innovations in Heating, Venting and Air-conditioning (HVAC) technologies," says Ando, "and these innovations give serious consideration to the environmental impact from the beginning of our production process to product end-of-life. We are geared towards integrating diverse environmental initiatives into corporate management such as the introduction of world leading technology to spearhead our sustainability initiatives," stressed Ando.

Daikin's well-established sustainability practice includes CSR initiatives involving the environment and the participation of local communities. "The foundation

of our CSR initiatives is based on the three corporate principles of absolute credibility, enterprise management and harmonious personal relationships," explains Ando. "This is buttressed by the company's philosophy on environmentally friendly practices."

"We are geared towards integrating diverse environmental initiatives into corporate management such as the introduction of world leading technology to spearhead our sustainability initiatives."



Cover Story

Ando goes on to elaborate further on the inclusiveness of the company. “We respect the local culture and society and contribute towards the expansion of local economies. The relationships we have built based on trust and integrity have contributed tremendously towards our growth,” explains Ando. “These values are important for greater scales of business and global growth. It is a challenge balancing environmental considerations with business needs,” acknowledges Ando. “But so far our stakeholders are happy with our win-win solutions.”

Touching on CSR initiatives, Daikin plays an active role globally and within Malaysia. “There is a concerted effort to reduce any adverse environmental impact throughout Daikin’s value chain. Our target is to achieve net zero greenhouse emissions by 2050,” says Ando. “For example, the advanced environmental factory certification system based on our standards is being used globally at our production bases,” explains Ando, “This helps in monitoring and reducing the environmental impact within Daikin’s global eco-system.”

“Simultaneously we have ongoing initiatives in environmental technologies. A good example is inverters with reduced carbon dioxide (CO₂) emissions and refrigerants with low-global warming potential,”

says Ando. The local CSR activities are centred on switching to more energy-efficient technologies. “Inverter technologies has enabled Daikin Malaysia to reduce CO₂ emissions by 27 tons per year. Also, investing in solar energy has reduced our electricity consumption by 9%.”

“Daikin has taken the lead in switching to new refrigerants specifically HFC-32(R32),” says Ando in pride. The transition towards HFC-32(R32), which has a lower global warming potential, is a significant milestone for combating climate change. The cumulative sales of all brands of HFC-32(R32) air conditioners are estimated to exceed 190 million units worldwide. This will contribute to reducing CO₂ emissions by approximately 300 million tons-CO₂.

Another target of the company is to build and sustain deeper relationships within the local communities. The focus is on Selangor where Daikin’s 10 factories and sales offices are located. “Through our sponsorship of the football club, we would like to deepen our relationship with the state of Selangor, where we belong, and with the help of the club, we will be holding activities on environmental and energy conversation that will impact people’s lives,” says Ando proudly.

“Daikin contributes to the society with world leading technology and environmental response is part of our management resource where we integrate our environmental response in our business strategy as we aim to be a leading company in environmental management. Additionally, though our business expansion, we also contribute to the development of local industries and economies,” explains Ando.

Climate change and global warming are the main

“Social
responsibility is in
our DNA.”

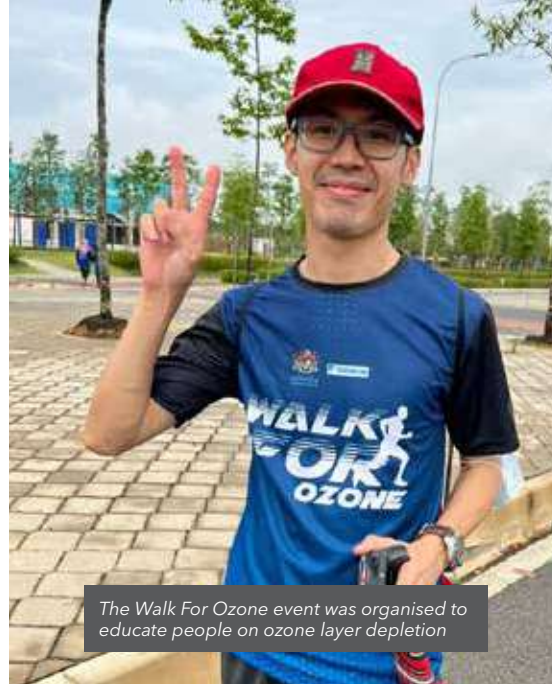




The 27th Annual Charity Walk-Jog-Wheel-A-Thon raised public awareness for the disabled



Daikin's tree planting initiative for a greener Earth



The Walk For Ozone event was organised to educate people on ozone layer depletion

focus of Daikin's sustainability initiatives. "Demand for air conditioners and refrigerants are undoubtedly bound to increase and we have to be responsible for the environmental consequences of our manufacturing value chain," comments Ando.

"As such, the goals of our sustainability and CSR programmes are to mitigate and reduce any adverse impact on the environment," says Ando, "The five factors considered are the environment, air quality, customer satisfaction, human resources and co-creation. Whereas the CSR themes are based on the environment, social and governance (ESG) framework with the participants being supply-chains, stakeholders and local communities."

"Our deep involvement in CSR initiatives goes back a long way as social responsibility is in our DNA," remarks Ando. "Initiatives such as environmental conservation, education, and working with local communities have shaped Daikin's corporate culture resulting in socially responsible employees. To further strengthen the spirit of CSR amongst the business community, cross-sectoral collaboration possessing shared societal values can reinforce positive synergies between business and local communities and the whole eco-system," Ando adds.

"Future CSR initiatives are planned to improve cross-collaboration between employees and the local communities. We plan to get the participation of all employees in building a greater awareness of environmental conservation and sustainability amongst local communities," says Ando. "For example, we are the first in Selangor for spearheading the initiative for eco-school certification. We are adopting a school in Selangor by collaborating with Green Growth Asia Foundation (GGAF); an organisation under the initiative of the Ministry of Natural Resources, Environment and Climate Change (NRECC) and the Ministry of Education (MOE). In this initiative, Daikin employees will be providing mentorship to students and teachers for green curriculum activities and educational support for ecocertification."



Daikin's staff all come together to do their part for the environment



Daikin is a platinum sponsor of Selangor FC



In another CSR initiative by Daikin, Daikin will be collaborating with the Department of Environment (DOE) in the development of an Environmental Module and Pedagogy. The customised training module contains effective pedagogies for the dissemination of environmental information among Daikin's employees and the general public through CSR activities and environmental public events. This initiative aims to instil

greater environmental consciousness amongst Daikin's employees and the younger generation by imparting the knowledge in a fun and wholesome way while ensuring that the contents are closely aligned to the United Nations' Sustainable Development Goals (SDGs). "Our aspiration is that this endeavour serves as the initial milestone towards collaborating closely with both the government and the community, with the shared objective of guaranteeing the Earth's sustainability for generations to come," explains Ando.

"The CSR culture and the cross-sectoral collaborations, undoubtedly has had a profound impact in shaping my past and current perspectives," recalls Ando. "Moving forward I keep thinking of prospective initiatives that will leave an environmental impact. The uncertain economic situations, geo-political upheavals, and climate change crisis, makes it imperative to look out for one another," remarks Ando.

"The CSR culture and the cross-sectoral collaborations, undoubtedly has had a profound impact."

Daikin underlines its commitment to the environment through its initiatives



"My view is for greater participation from the business communities. Businesses should get involved in CSR initiatives involving the environment, charity works, ethical labour practices, and volunteer projects targeted towards communities, economies and the environment."

"For the short-term, local charities and communities can be supported by monetary donations or in kind," recommends Ando. "And for the long-term, there should be greater commitment towards cross-sectoral collaboration with the shared vision to elevate communities."

"All of us are accountable for ourselves, stakeholders and the public. Daikin has been successful with its CSR initiatives based on the company philosophy, commitment by stakeholders, and support from local communities and external agencies. Or in other words, #Kita Jaga Kita," says Ando in his closing remarks.

Do you have a heart for CSR? CSR is for everyone and you can embrace it too

CADBURY DAIRY MILK & MYDIN

Join Hands to Extend Help to Six Charity Homes

Mondelez International (Malaysia) through its brand Cadbury Dairy Milk has partnered with MYDIN to lend a hand to underprivileged communities to create a meaningful impact. The funds raised through this Menyentuh Hati Dengan Pembelian Ikhlas initiative will be channelled in the form of a five-month food supply to six charity homes in Malaysia.

The initiative is an extension of the #CadburyHuggingBar campaign, aimed to inspire and encourage Malaysians to continue sharing goodness and generosity all around, to Reach Out and Melt Someone's Heart. The campaign included a special initiative where every two Cadbury products sold at any MYDIN outlet saw RM0.50 donated to the MYDIN Prihatin Initiative by Cadbury Dairy Milk Malaysia. The total collected amount will be distributed to selected charity houses in Kuala Lumpur, Selangor, Sarawak, Johor and Kelantan in the form of food supplies for five months.

The six homes that will be receiving food supplies are Persatuan Pemulihan Dalam Komuniti Bangi (PPDK), Pusat Pemulihan Dalam Komuniti Sinar Harapan Shah Alam, Pusat Kebajikan dan Penjagaan Kanak-Kanak Istimewa Kuala Lumpur, Pusat Jagaan Persatuan Disleksia Sarawak, Persatuan Kebajikan Orang Kurang Upaya Xi Le Er in Johor, and the Down Syndrome Care Centre in Kelantan.

"The campaign was launched with an aim to inspire and encourage Malaysians to continue sharing goodness and generosity all around. This is at the core of our Cadbury Dairy Milk DNA and we are grateful to everyone who joined the

#CadburyHuggingBar initiative. These collective efforts have created meaningful connections with Malaysians nationwide and provided much-needed aid to the selected charity homes. We would also like to express our gratitude to MYDIN for their partnership as well as their ongoing efforts to support the local community," said Arpan Sur, Director of Marketing for Malaysia, Singapore and AMEA Exports, Mondelez International.

To mark the culmination of the campaign, Cadbury Dairy Milk and MYDIN hosted an event at the Persatuan Pemulihan Dalam Komuniti Bangi centre (PPDK@PLPP BANGI) to present the cheque, as well as for volunteers to bring cheer to some of the children from the charity homes receiving aid. The event was attended by Ng Boon Siew, Senior Marketing Manager of Mondelez International Malaysia and Singapore and Ahimmat bin Mydin Mohamed, Executive Director of MYDIN.

"MYDIN is steadfast in our efforts to bring smiles and enrich the well-being of the community through MYDIN Prihatin "Kami Bawa Senyuman" initiative. We are proud to be part of this journey with Cadbury Dairy Milk Malaysia, whilst encouraging our customers to share their portion of happiness with the underprivileged. As a responsible corporate citizen, MYDIN will continue the commitment to bring positive impact to the society together with our strategic partner," said Ahimmat bin Mydin, the Executive Director of MYDIN.



"Bulk Gateway To The World"



Why Lumut Port ?



LOCATION

- Ideal location with big potential new business due to WCE connectivity and less marine traffic.
- Supported with SMEs and marine industry players.
- Cost effective and efficient operations to LNG & LPG players.



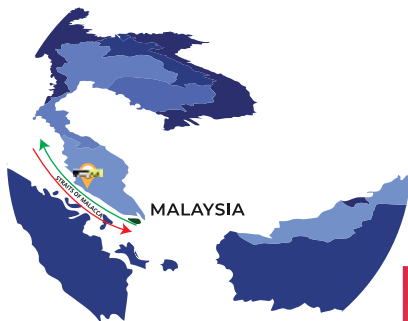
CURRENT FACILITIES

- Operates a bulk port
- Supports Terminal Minyak Lumut (TML) owns by Petronas and does have enough capacity and areas for storage tanks.
- Lumut Port Industrial Park also have current existing gas pipeline to support the industry players



CURRENT OPERATORS

- Serve as a port operator in Lumut
- Operates without any restriction with Port Authority.
- Have deep water Ship-To-Ship (STS) points for bulk, liquid and gas.
- One stop center where all port handling services, marine services and STS operations being handled by LMT.



Lumut Port is a established State Port of Perak, Malaysia, officiated on 24th July 1995 and have been operated more than 27 years.

We handled 600 vessels and about 18 million tons of cargo throughput yearly.

01 Lumut Terminal 1

- Bulk Terminal handled dry, liquid and breakbulk
- Gateway for mineral export
- Importing various type of chemical break bulk cargo

02 Lumut Terminal 2

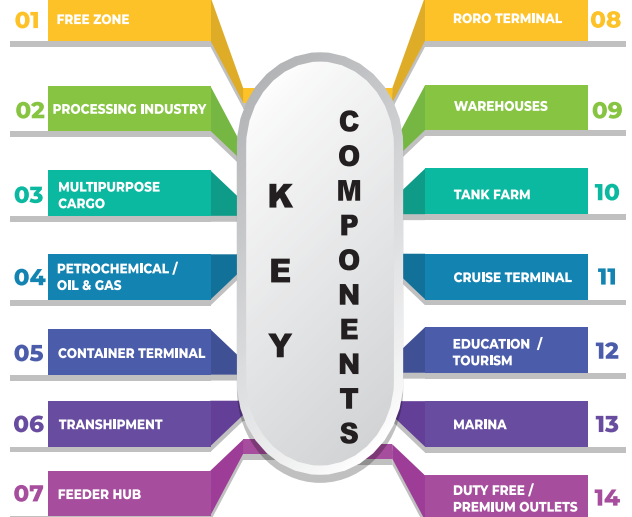
- New Port in construction and will complete end of 2024
- Potential for New Business
- Long term leased land

03 Lumut Terminal 3

- Long term leased land for potential customer such as LNG & LPG
- Dedicated Terminal

04 Marine Business

- Ship to ship - Liquid/Dry Bulk
- Bunkering / Provisioning
- Other Downstream Services



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"To Be The Most Efficient Bulk Cargo Terminal Operator In South East Asia"

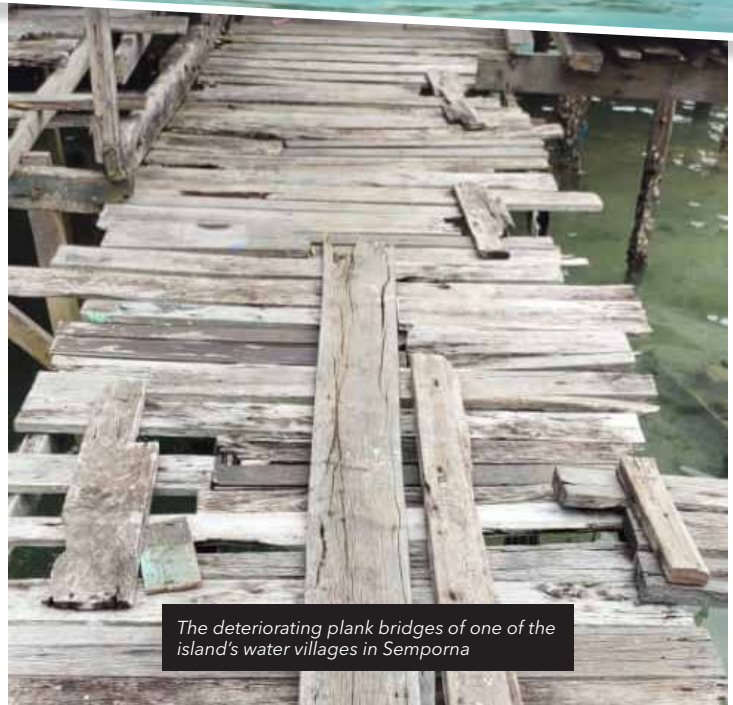
Empowering Semporna - A Vision for a Cleaner and Brighter Future

Semporna, a picturesque coastal town in Sabah, Malaysia, is home to beautiful islands with stunning natural beauty. YAM Tunku Mariam Iskandar wishes to embark on a noble initiative to transform the lives of the locals and restore the town's splendour. With a focus on instilling in the town folk the importance of cleanliness and providing hope to impoverished rural communities, the initiative aims to raise donations for several causes, including improving education and infrastructure in Semporna.

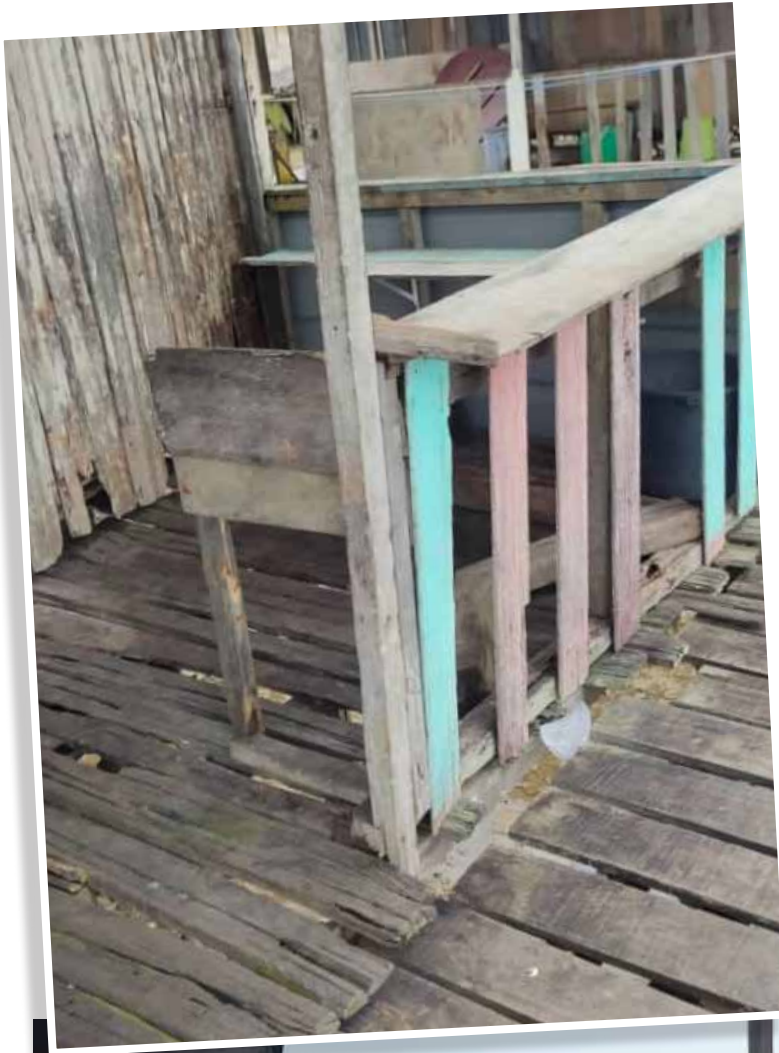
One of the key objectives of the initiative is to empower the children of Semporna by providing them with essential school supplies. Many of these children come from disadvantaged backgrounds, and their access to basic educational resources is limited. By offering them the tools they need to thrive academically, a sense of hope can be instilled and an opportunity for a brighter future made visible.

To achieve the initiative's goals, Tunku Mariam plans to collaborate with industrialists, manufacturers, and plantation owners, urging them to contribute to the cause. Their support can make a significant impact by providing resources and assistance to the people of Semporna. Additionally, local administrators have been contacted in Semporna to garner their support and involvement in organising a blood donation drive and a cleanliness campaign. By involving the entire community, the initiative hopes to foster a sense of unity and shared responsibility in preserving the town and island's natural beauty.

At the heart of the initiative's vision is a festival that will bring the people of Semporna together. This event will not only provide a platform for locals to



The deteriorating plank bridges of one of the island's water villages in Semporna



showcase and sell their wares but also feature various contests and activities for everyone. By promoting community engagement, the festival aims to create a sense of pride and a strong bond among the residents. Furthermore, the raised funds will go towards addressing the deteriorating plank bridges in the kampongs, which serve as crucial walkways for the community. Improving these bridges will enhance safety and convenience for the locals, enabling them to carry out their livelihoods more efficiently.

If the initiative proves successful in Semporna, Tunku Mariam aspires to replicate similar projects in other places annually. With the funds raised, the initiative aims to improve not only the immediate needs of the community but also the long-term infrastructure, such as proper recycling facilities and supporting sustainable development and growth.

YAM Tunku Mariam Iskandar's initiative for Semporna reflects her deep commitment to uplifting communities and preserving the natural heritage of Malaysia. By instilling cleanliness, providing educational support, and fostering unity, the initiative aims to create a better future for the residents of Semporna. As it gears up for its launch in September 2023, the call for donations and support becomes vital. Together, we can join hands and make a lasting impact on the lives of these resilient communities and ensure a cleaner, brighter future for Semporna and beyond.



Can you spare a thought for the less fortunate?
Your contribution will go a long way in helping them.

CHUBB'S

"More Trees for A Better Tomorrow Project" Supports Reforestation Efforts in Borneo



Chubb Insurance Malaysia Berhad has announced a commitment to reforestation efforts in Borneo through a collaboration with Animal Projects & Environmental Education Sdn. Bhd. (APE Malaysia). This initiative is in line with Chubb's long history of supporting environmental and ecological restoration projects that protect biodiversity and capture or prevent the release of carbon.

Launched under Chubb's "More Trees for A Better Tomorrow" Project and APE Malaysia's "Restore Our Amazing Rainforest (ROAR)" Programme, the reforestation initiative will see a contribution of 10 new trees planted for every Chubb customer that has an Environmental Impairment Liability Insurance policy. Policyholders will receive a photo and an electronic certificate showing the GPS coordinates where their trees are located. The project is in the Lower Kinabatangan Wildlife Sanctuary, Sabah.

"APE Malaysia is happy to plant trees with Chubb Insurance Malaysia Berhad on behalf of their customers. This partnership allows us to plant more trees on our habitat restoration sites in the Lower Kinabatangan Wildlife Sanctuary. In recent years, we have seen more companies and businesses taking positive actions for the environment. This collaboration shows Chubb Insurance Malaysia Berhad's commendable commitment to this cause. They will also indirectly support the local community that is involved in our project. We hope to see more companies doing their part in making a positive difference for the environment," said Mazrul Mahadzir, Project Director of APE Malaysia.

Earlier last year, Chubb successfully planted 220 trees via APE Malaysia's ROAR Programme. "We recognise that supporting planned reforestation efforts is an important way in reversing biodiversity loss and mitigating climate change. It is with great pleasure to know that through this collaboration,



we are not just helping to restore degraded forests, but also create reforestation-related job opportunities for the local community," said Steve Crouch, Country President of Chubb in Malaysia.

"As a company, we have been working to reduce the environmental footprint of our operations through tangible initiatives, beginning internally with digitalisation efforts to reduce paper consumption. We are proud of the progress we have made and are committed to taking further steps to create meaningful improvements," added Steve.

EMPOWERING Taman Sri Muda Community in Responding to FLOOD EMERGENCIES

SPARK Foundation, in collaboration with the **Global Environment Centre (GEC)**, organised a Flood Preparedness Training Programme to train 30 community leaders in Taman Sri Muda, Shah Alam. The event, which was officiated by YB Tuan V. Ganabathirau A/L Veraman, Selangor State Government EXCO and Kota Kemuning Assemblyman, was conducted in response to the increasing need for community-based flood preparedness and resilience as the flood-prone area was one of the locations badly affected during the downpour in December 2021. SPARK Foundation and GEC worked alongside the Klang District and Land Office as well as the Department of Irrigation and Drainage (JPS) Klang to coordinate timely and effective emergency flood response training.

During the programme, participants were taken through a series of presentations and demonstrations. The programme kicked off with a session on the Role and Coordination of the Klang District Disaster Committee by the Klang District and Land Office where participants were upskilled in emergency coordination as well as to have a better understanding of the agencies' role, especially learning about how to better support their communities throughout a flood.

Following that was a session about Flood Scenarios and Way Forward for Taman Sri Muda conducted by the Department of Irrigation and Drainage Klang where participants were exposed to the history, flooding information, current flood mitigation plans, and future undertaking works in Taman Sri Muda.

There was also an interactive session on the Town-Watching exercise conducted by Dr Kalithasam Kailasam, River Care Programme Manager, Global Environment Centre. Participants were facilitated on how best to deal with flood risks and the adoption of new skills to prevent and manage floods. Hands-on activities were carried out to train the communities on preparing Grab Bags, 72-Hour Kits, identifying flood hazards, leveraging potential strengths, and developing a localised Town Watching map.

During the programme, community leaders were introduced to two useful tools for flood preparedness - Grab Bags and 72-Hour Kits. The Grab Bags are fundamental light bags that users may fill with essential documents (e.g. identification documents, birth certificates, marriage certificates, etc) that can be grabbed quickly and easily during an emergency evacuation. Meanwhile, the 72-Hour Kits are packs filled with basic tools and rations serving households as an aid for survival, for up to three days, in an emergency.

The Flood Preparedness Training Programme is a new initiative under the WATER Project, a longstanding collaboration between SPARK Foundation and GEC. Through the WATER Project, SPARK Foundation aims to execute programmes that replenish and protect water sources in addition to projects that reduce demand for treated water through alternative water systems for our communities.



For more information on **SPARK Foundation** and its other initiatives, please visit www.sparkfoundation.com.my. For more information on the **Global Environment Centre**, please visit www.gec.org.my.



KUALA LUMPUR CONVENTION CENTRE

Builds on Its Waste Management Efforts with a Food Composter

Malaysia's premier purpose-built venue, the Kuala Lumpur Convention Centre (the Centre) has recently invested in a food composter machine to expand its waste management efforts. This latest initiative aims to develop a circular economy model for the Kuala Lumpur City Centre (KLCC) precinct, to help transform it into a Sustainable Development Goals (SDG) hub and create a sustainable meetings destination in Malaysia.

The Centre's General Manager, Alan Pryor, shared, "In our endeavour to manage event-generated waste responsibly, investing in our own composting machine is another significant step. Since including composting as part of our process, we have recorded a 30% decrease in the overall food waste disposed. We are also collecting more data, through which we can better study delegates' consumption behaviour. This enables us to plan food production more efficiently and cater to customer-based cooking, which results in reduced food waste and less food cost. One of the long-term plans of the composter is to also provide non-chemical-based fertilisers to the 50-acre KLCC park that is adjacent to the Centre."

According to the World Resources Institute, out of 100 billion tons of resources that enter the economy every year, only 8.6% get recycled and used again. Since 1970, the use of resources has tripled and could double again by 2050 if business continues as usual.

"We understand how critical it is to move away from a linear economic model to a circular model. Our focus is on creating a regenerative system that helps us make better use of finite resources, reduce greenhouse gas emissions, protect the well-being of our biodiversity and boost the business of the various entities that make up the KLCC precinct," continued Pryor.

The iconic integrated KLCC precinct is a 100-acre city-within-a-city development comprising the world's tallest twin towers, a world-class purpose-built venue, numerous 4- to 5-star hotels, a shopping mall and a lush recreational park all nestled together.

Aligning its business priorities to the Twelfth Malaysia Plan, the Centre's goal is to make this business events haven a sustainable meetings destination where organisers and delegates can meet, eat, sleep, and play responsibly, and have the opportunities to leave long-lasting positive impacts on the country and its people.

Acknowledging the venue's commitment to sustainability, the Centre was invited to participate in the Malaysia Urban Forum 2022 to share its sustainable goals and the efforts undertaken by the private sector and a myriad of stakeholders involved in the sustainable transformation of urban cities.

HEINEKEN MALAYSIA

Announces Renewed Sustainability Commitment Towards Healthy Watersheds



Heineken Malaysia Berhad (HEINEKEN Malaysia) recently renewed its commitment to conserving water resources through its Towards Healthy Watersheds programme, in line with the Company's Brew a Better World 2030 sustainability strategy. In its 2030 roadmap, the brewer strengthens its environmental responsibility by committing towards clean, safe, and sustainable watersheds, with an investment of RM6 million in phase four of its W.A.T.E.R Project.

HEINEKEN's 2030 Brew a Better World strategy is a set of ambitious commitments aimed at driving a positive impact on the environment, social sustainability, and responsible consumption – all with a focus on delivering the United Nations Sustainable Development Goals (UNSDGs). HEINEKEN Malaysia is:

- **On the path towards net zero impact**
The brewer's environmental sustainability ambition focuses on raising the bar in reaching carbon neutrality, maximising circularity, and working towards healthy watersheds.
- **On the path to an inclusive, fair, and equitable company and world**
The brewer's social sustainability ambition focuses on embracing inclusion and diversity, building a fairer and safer workplace, and investing in local communities.
- **On the path to moderation and no harmful use**
The brewer's responsible consumption ambition focuses on empowering consumers by providing choice, transparency, and zero tolerance for harmful use.

In working towards healthy watersheds, the W.A.T.E.R project (Working Actively Through Education & Rehabilitation) is an initiative aimed at protecting and rehabilitating rivers. HEINEKEN Malaysia's Towards Health Watersheds commitment employs a three-pronged approach:

- **Water Efficiency:** In 2022, HEINEKEN Malaysia improved its water efficiency by 20% to 3.45 hectolitres per hectolitre (hl/hl) compared to its 2014 baseline. The brewer targets to reduce water consumption by a further 25% to 2.6 hl/hl by 2030.
- **Water Circularity:** HEINEKEN Malaysia aims to treat, reuse, and recycle all wastewater produced in the brewery. Before discharging its wastewater, HEINEKEN Malaysia treats 100% of the used water above the standards required by the Department of Environment.
- **Water Balancing:** HEINEKEN Malaysia achieved its water balancing commitment in 2020, 10 years ahead of its 2030 commitment. Its high-impact water stewardship initiatives include:
 - Continued rehabilitation and conservation of Sungai Way as a model urban river in an industrial zone, as a best practice of industry-community partnership. The company aims to maintain river water quality at Class III or better.
 - The installation and maintenance of rainwater harvesting systems, which help mitigate water disruptions and help communities reduce reliance on treated water for non-potable usage as well as relieve pressure on our water resources.
 - Work on initiatives to support the long-term sustainability of the Sungai Selangor basin as a key water source for the Klang Valley.



For more information on HEINEKEN Malaysia's CSR and Social Responsibility initiatives, please visit SPARK Foundation's official website at www.sparkfoundation.com.my or HEINEKEN Malaysia's official website at www.heinekenmalaysia.com.

Do you have a heart
for CSR?
How about helping build
the community?

MR D.I.Y. Delivers Everyday Essentials to Children in Selangor & Sabah



Children from the Rumah Anak Kesayanganku (Barokah) orphanage in Bandar Bukit Beruntung, Rawang, Selangor recently received a much-needed helping hand when home improvement retailer, MR D.I.Y. Group (M) Berhad [MR D.I.Y.] delivered a thoughtful selection of everyday essentials to help the home meet their daily needs.

The retailer mobilised its MR.D.I.Y. Cares volunteer team who put together a selection of cleaning tools and detergents, personal care items, as well as groceries to aid the more than 120 orphans living at the home.

The home's caretaker, Ustaz Malik Raswan, expressed his gratitude and said the contribution was timely as public donations, which the home depended on, had slowed down considerably since the COVID-19 pandemic began. He said he hoped more donors would come forward to help homes such as theirs, which depend on public assistance.

In a separate programme, 50 primary school students from Standards 4 to 6 at Sekolah Kebangsaan Bolong, Tuaran, Sabah had a fun and rewarding experience at the SK Bolong OutREACH motivational camp organised by Kelab Pembangunan Kemahiran Sosial Kanak-Kanak Sekolah Luar Bandar dan Pedalaman Malaysia (REACH) and supported by MR D.I.Y. and Perpustakaan Negeri Sabah [PNS]

The camp, which was supported by the office of Yang Amat Berhormat, Datuk Seri Panglima Haji Hajiji Haji Noor, the Chief

Minister of Sabah, saw 25 youth facilitators from various districts in the state come together to experience a series of interactive "Learning Through Play" modules. MR D.I.Y. contributed the activity items used in the learning modules which support the Malaysian Education Blueprint (MEB) 2013 – 2025. The modules focus on tackling six key learning attributes namely Knowledge, Bilingual Proficiency, Thinking Skills, Leadership Skills, Ethics, and Spirituality & National Identity.

Commenting on both programmes, MR D.I.Y. Group (M) Berhad Chairman, Dato' Azlam Shah Alias said "Although the situation is almost back to normal, some charitable homes are still struggling to get back on their feet because they rely on public donations to stay open for those most in need of help. It is a very challenging situation for both the homes and the people who depend on them for a safe haven. In addition, many organisations that carry out learning outreach programmes are also in need of help, as children return to school and try to catch up with the lessons they have missed.

"At MR D.I.Y., we believe that as a homegrown Malaysian brand and a leading retailer, we can make a positive impact by providing them with our everyday essentials, and also by contributing materials needed for learning programmes. We hope that by doing so, we won't just make a positive impact but also inspire other corporates to do the same. Together, we can make a real difference."

ALAMANDA SHOPPING CENTRE & MESRA MALL

Spread Ramadhan Joy by Breaking Fast with Underprivileged Children

In the spirit of Ramadhan, Alamanda Shopping Centre organised a joyful 'buka puasa' event for orphans and underprivileged children from 'Pusat Jagaan Kanak-Kanak Yatim/Miskin Rukaiyah' located at Bandar Baru Bangi.

Over 40 children, aged eight to 17, gathered at the mall's Centre Court as Alamanda Shopping Centre General Manager Pang Sook Fong extended a warm welcome to everyone.

One of the most exciting moments of the event was when the children were invited on a shopping spree to pick out brand-new clothing and shoes for Hari Raya. The children were thrilled to choose their outfits and shoes themselves, their faces beamed with happy smiles throughout the experience.

After the shopping spree, the children were treated to a captivating traditional 'dikir barat' performance. As part of the line-up, they also received 'duit raya' and gifts sponsored by the mall tenants, making the experience even more heart-warming and memorable. The event culminated with a sumptuous 'buka puasa' spread at a restaurant.

Also present at the event, the carer of 'Pusat Jagaan Kanak-Kanak Yatim/Miskin Rukaiyah' said, "On behalf of the centre, I would like to express our deepest gratitude to Alamanda Shopping Centre for organising this event for us. It is touching to see the community come together to ensure that the less fortunate are not forgotten during this special time of the year."

MESRA MALL

Meanwhile, in Kemaman, Mesra Mall held a meaningful charity event on 6 April 2023, when they hosted 30 orphans from 'Persatuan Kebajikan Al-Islam Huzai Kemaman' (Rumah Huzai).

The event, called Jalinan Mesra, was held at the Mesra Hall where the orphans were treated to an evening of fun and festivities.

Mesra Mall General Manager Junaidy Jamaludin welcomed the 16 boys and 14 girls between the ages of seven to 17 years old. The girls were each gifted with a set of 'baju kurung' with a shawl, while the boys received a set of 'baju Melayu' with 'sampin', in preparation for the upcoming Hari Raya celebrations.

In addition, the children received various gifts from the mall's management and RM100 'duit raya' each. Later that evening, as the children tucked into a delectable spread during the 'buka puasa' feast, they were entertained by nasyid performances.

The guardian of Rumah Huzai said, "Today's event at the mall is truly meaningful to all of us at Rumah Huzai. It is not just about the gifts and the celebration, but the warmth and inclusiveness that we feel. We thank you from the bottom of our hearts for making this day so special."



JOHOR PORT

Helps Communities Prepare for Hari Raya

Johor Port Berhad (Johor Port), a member of MMC Group, worked together with Jawatankuasa Pembangunan & Keselamatan Kampung Kuala Masai (JPKK Kuala Masai) and Pertubuhan Ihsan Johor to provide aid to 250 low household income families in the Pasir Gudang area in another meaningful Corporate Social Responsibility (CSR) programme, Johor Port Prihatin, which took place recently.

As part of the Johor Port Prihatin Programme, 50 food boxes and financial aid were distributed to 50 underprivileged families in Taman Megah Ria, Taman Rinting, and Kuala Masai in collaboration with JPKK Kuala Masai.

Johor Port, together with Pertubuhan Ihsan Johor, also managed to reach out to 200 primary school students from low-household-income families in SK Tanjung Puteri, SK Kota Masai 2, SK Masai and SK Taman Scientex by providing the same food boxes and financial aid. To date, Johor Port has contributed close to RM100,000.00 in aid under the Johor Port Prihatin Programme with the hope that these families will be able to have a more meaningful and memorable Raya celebration this year.

In a separate CSR programme called Jalinan Immarah Ramadan, Johor Port treated 50 underprivileged children from

Sekolah Kebangsaan Tanjung Langsung to a Raya clothes shopping outing and Iftar feast at Renaissance Hotel, Johor Bahru on 14 April 2023. The children received duit raya worth about RM5,000.00 in total and were brought to Jakel in Bandar Baru Uda to shop for new Raya clothes for the coming Hari Raya.

With the objective of lightening the financial burden of families with low household income, all of these contributions are aimed to bring more joy to the families especially when the Raya celebration is just around the corner – inculcating in all the values of sharing throughout the month of Ramadan and Syawal.

Md Derick Basir, Chief Executive Officer of Johor Port said, “I would like to say that we hope that our CSR contributions will bring some cheer to these underprivileged families and children. Johor Port’s focus in giving back to the community will help to empower the lives of the younger generations and strengthen the Johor Port’s already good relationship with the community.”

Johor Port’s Corporate Social Responsibility initiative focuses on giving back to the communities, especially in the areas where it operates, in order to facilitate the growth of the local socio-economy. As a caring organisation, Johor Port remains committed to being socially responsible in the long run.



Do you have a heart for CSR?
The needy could use your help



Daikin CSR

WORKING FOR A BETTER TOMORROW

#MyDaikinCSR



Green Activities

Tree planting to reduce carbon emission and provide better air quality.



Awareness

Collaboration with Department of Environment in the Walk For Ozone event to create awareness of ozone depletion.



Charity Events

Organised food bank program since Year 2021 with the aim to support and help the underprivileged.



Sponsorships

Silver sponsor for the 27th Annual Charity Walk-Jog-Wheel-A-Thon to support the disabled and to raise funds for the participating NGOs.

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