

CSR MalaysiaTM

PROMOTING CORPORATE SUSTAINABILITY
& SOCIAL RESPONSIBILITY

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COMPLIMENTARY COPY

YAYASAN FOOD BANK MALAYSIA

CONTINUES POST-
FLOOD AID MISSION IN
TEMERLOH &
MENTAKAB, PAHANG

MM Land

UPLIFTS THE LIVES
OF FAMILIES WITH
PRESCHOOL SUBSIDY
PROGRAMME

**MALAYSIAN
NATURE SOCIETY –**
CHAMPIONING
MALAYSIA'S
*Natural
Heritage*

A Focused Spirit for **SUSTAINABILITY & CSR**

Kyle Choi Ki Ryong
Managing Director
Coway (Malaysia) Sdn Bhd





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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 19-23"

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EDITOR'S NOTE

Greetings from CSR Malaysia!



Lee Seng Chee
Managing Editor

"If you really think that the environment is less important than the economy, try holding your breath while you count your money."

GUY MCPHERSON

The harsh reality in today's world is that Earth's inhabitants are already dangerously living with the time bomb of environmental sustainability apathy ticking away fast and furious. And this is no different from living in a fool's paradise. The root cause of all environmental sustainability ills on this planet can be traced to that of the environmentally-damaging lifestyles embraced by human beings over the years. The majority of man's endeavours to bring about a so-called 'developed, modern or ideal world' for himself have, for some time now, backfired perilously. It does not take much to see that in the process of doing so, planet Earth has been, and is still continuing to be, seriously damaged. In short, man is dangerously painting himself into a corner, and when the last tree is cut down, the last fish eaten, and the last stream poisoned, he will realize that he cannot eat money. But that would be a point of no return for all of us, wouldn't it be? The serious embrace of an environmentally sustainable lifestyle by all of us right now, whether as producers or consumers, would be the first crucial step in helping to effectively mitigate the soon-to-be irreversible damage to our planet. This is easier said than done but what needs to be done just has to be done, be it through education, a re-look at the usage of resources and production methods, and even governmental policies and enforcement. I believe that there could be no meaningful corporate social responsibility initiatives without the embrace and practice of environmental sustainability.

Our 'Cover Story' feature is Coway Malaysia, whose brand has been the brand of choice of more than 2.5 million Malaysian homes when it comes to water and air purifiers. It is determined in giving back to the community and to not only be the best life solutions home appliance brand but also be recognised as a sustainability-focused company and a good corporate citizen. Do read about its admirable CSR and sustainability initiatives 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 which 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. The corporate sustainability and social initiatives and activities highlighted within the pages of the *CSR Malaysia* magazine are heart-warming, endearing and give a glimpse into the desire of able and willing Malaysians and corporations to be involved in needy causes in the nation (especially during these uncertain and difficult times where the Covid-19 pandemic is yet to be over) and to be at the forefront in spearheading sustainable initiatives. It is the fervent hope of *CSR Malaysia* that more companies will be inspired to carry out more of such initiatives across the entire fabric of Malaysian society and businesses and just like what Cameron Sinclair, CEO of the Worldchanging Institute, had said, "When sustainability is viewed as being a matter of survival for your business, I believe you can create massive change." After all, we need only to do what we can with what we have, where we are to make a positive difference to the society and the environment that we are in.

The upcoming annual Sustainability and *CSR Malaysia* Awards 2022 event organised by *CSR Malaysia* will honour Malaysian companies 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 the awards for their admirable CSR and sustainability efforts in this nation, impacting lives and making Malaysia a better place for all.





HONOURING SUSTAINABILITY CHAMPIONS



Date: 18 August 2022 Time: 11.30am Venue: Mandarin Oriental Kuala Lumpur

EMBRACING SUSTAINABILITY - SUPPORTING RURAL COMMUNITY DEVELOPMENT

Officiated by:

YB DATO' SERI MAHDZIR BIN KHALID
Minister of Rural Development

Organised by:

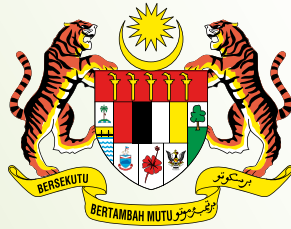


WORLD
SUSTAINABILITY
COMMUNITY

Pertubuhan Amal Tanggungjawab
Kemamanan Dan Korporat Malaysia
www.sustainabilitycommunity.org



Foreword



Kata-Kata Afluan

MENTERI PEMBANGUNAN LUAR BANDAR
MAJLIS ANUGERAH SUSTAINABILITY & CSR MALAYSIA 2022



***Salam Sejahtera dan
Salam Keluarga Malaysia.***

Sukacita saya ingin merakamkan setinggi-tinggi penghargaan dan terima kasih kerana diberi peluang untuk mencoretkan sepatah dua kata untuk Majlis Anugerah Sustainability & CSR Malaysia 2022. Saya sungguh berbesar hati apabila mengetahui bahawa pihak penganjur, penerbitan CSR Malaysia telah berusaha untuk menyatukan dan memberi penghormatan kepada syarikat dan individu yang telah berganding tenaga di barisan hadapan dalam melaksanakan inisiatif kemapanan dan CSR (Tanggungjawab Sosial Korporat) demi manfaat kehidupan rakyat di negara ini.

Ini adalah perhimpunan tahunan di mana kita menyaksikan yang terbaik di kalangan yang terbaik dari sektor swasta dan korporat di Malaysia yang telah bersatu untuk tujuan yang besar dan luhur dalam mempromosikan budaya CSR. Tema yang telah dipilih untuk acara pada tahun ini iaitu 'Memulihara Dunia Bersama – Menyokong Komuniti Luar Bandar' adalah mesej yang begitu kuat dan boleh dikongsi serta dipraktikkan oleh semua lapisan masyarakat.

Saya juga amat gembira apabila mengetahui bahawa CSR Malaysia adalah jambatan perhubungan yang kondusif di antara syarikat korporat dan golongan yang memerlukan di Malaysia. Saya juga ingin mengucapkan tahniah kepada anda semua kerana menjadi pemangkin CSR di Malaysia yang berjiwa murni untuk memastikan kebajikan masyarakat dan alam sekitar.

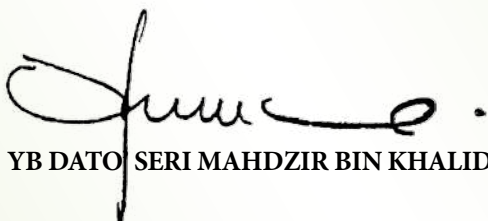
Daya usaha sebegini adalah selari dengan Visi Dasar Pembangunan Luar Bandar iaitu "Luar Bandar Sejahtera", di mana ianya akan melahirkan masyarakat luar bandar yang sejahtera dalam pelbagai aspek kehidupan termasuk sosial, ekonomi, budaya dan persekitaran. Selain itu, nikmat pembangunan akan dikongsi bersama tanpa mengira latar belakang bangsa, agama, status sosial, gender dan umur. Visi "Luar Bandar Sejahtera" juga menyasarkan pembangunan mampan yang akan memastikan pembangunan berimbang dan saling melengkapi antara aspek sosial, ekonomi dan alam semulajadi.

Saya juga yakin bahawa Majlis Anugerah Sustainability & CSR Malaysia 2022 akan menggerakkan kuasa kompeten yang amat penting kerana setiap pemimpin CSR yang hadir di sini hari ini memainkan peranan sebagai sistem sokongan kepada Kementerian Pembangunan Luar Bandar dalam melaksanakan program yang telah direncanakan untuk masyarakat yang memerlukan. Dalam meniti arus kemodenan ini, marilah kita memartabatkan hasil usaha CSR yang telah dilaksanakan oleh pelbagai syarikat dan individu. Saya berharap inisiatif sebegini ini akan mewujudkan impak yang besar dan menggalakkan setiap orang untuk menghulurkan bantuan dalam apa jua bentuk kepada masyarakat luar bandar khususnya dan penduduk Malaysia secara amnya.

Kami amat memerlukan sokongan anda dan kami teruja untuk berganding bahu dan sama-sama menggembeling tenaga bagi menjadikan ini satu misi yang kondusif dan hanya akan dapat dicapai dengan penglibatan anda yang berdedikasi serta prihatin.

Akhir sekali, saya ingin mengucapkan tahniah dan syabas kepada CSR Malaysia di atas usaha cemerlang yang telah dilakukan dan semoga inisiatifnya terus memberi inspirasi kepada lebih banyak syarikat untuk menerima CSR sebagai sebahagian daripada budaya dan aspirasi korporat mereka.

Sekian, terima kasih.



YB DATO SERI MAHDZIR BIN KHALID

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Community Engagement

We are committed to make a positive impact to the communities that we operate in by introducing various CSR and community initiatives to help build happy and strong local communities. Each year, the company has rolled out **more than 7,000 community programs** nationwide, bringing joy to the lives of Malaysians.



Since 2015, we celebrate Chinese New Year by visiting old folks' homes to bring the 'True Meaning of Prosperity' to senior citizens, emphasising on the value that relationships with our loved ones bring, beyond material wealth.



The annual **Teachers' Day program** was introduced since 2015 by hosting Teachers' Day party nationwide and in 2017 Anugerah Guru Inspirasi McDonald's was launched to recognise extraordinary teachers who have gone beyond the call of duty in nurturing students every year; the program is also complemented by providing 500,000 free meal vouchers to teachers, in conjunction with Teachers' Day.



Children Community Month Campaign was initiated in 2017, where all McDonald's restaurants and crew reach out and engage with underprivileged children via various initiatives in the month of October, including educational trips, visits to hospital wards, Birthday Parties and other celebrations. In 2021, 12,000 children from 400 orphanage homes were treated to a Birthday Party.



Food sponsorships to frontliners and hospitals where McDonald's has contributed over one million meals to various frontliners that helped battle COVID-19 throughout 2020 and 2021.



Giving back to the community during Ramadhan through more food sponsorships to selected mosques nationwide.



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

CSR Moments

IJM Land

UPLIFTS THE LIVES OF FAMILIES WITH PRESCHOOL SUBSIDY PROGRAMME

IN THE RECENT announcement of Budget 2022, one of the key themes that the Finance Ministry aimed to focus on is the vulnerable communities who were largely affected by the pandemic, especially children in the B40 households whose education may be impacted by the digital divide.

For this reason, leading property developer IJM Land Berhad initiated to help struggling families greatly impacted by the pandemic with immediate financial relief through their Covid-19 Contactless Education Aid Support: Preschool Subsidy Programme - enabling children from underprivileged communities in Seremban to receive at least the basic education that they deserve.

A flagship initiative under the IJM Covid-19 Community Investment programme and in line with IJM Land's key pillar in their Community Investment Policy to support the education needs of deserving individuals, IJM Land was adamant in their mission to elevate the welfare of the people and play an active role in making sure that children in the underprivileged community are not at a disadvantage in their education. In

the Preschool Subsidy Programme, children ages 4 to 6 from different underprivileged backgrounds, including OKU children and those from single-parent families in Seremban will have a fair opportunity at education as their privileged peers.

Dato' Hoo Kim See, Senior General Manager of IJM Land (Central Region) said that through this initiative, they hope to uplift the lives of these low-income families by providing immediate financial relief for a period of six months for their children's pre-school expenses, at the same time letting these children know that they too deserve fair opportunities when it comes to their basic education.

"Every child deserves the equal chance to receive a good education and learn the skills that will help them to thrive in the future. However, we know that there are families living in hardship and are struggling to overcome the challenges especially in this current time. That is why we at IJM Land are working hard to support these families and ensure that their child living in Seremban, regardless of their background, is given the opportunity for basic education and be protected at all times," said Dato' Hoo.

In partnership with Persatuan Guru Tadika Swasta Negeri Sembilan and Pertubuhan Tadika Swasta Negeri Sembilan (TUNTASN9) to identify the students, a total of RM45,000 financial support including miscellaneous expenses such as medical kids' face masks will be contributed to 50 beneficiaries from 16 preschools in Seremban for a year in continuing to spread awareness and knowledge on staying safe during the pandemic.



For more information on the above initiative, please log on to <http://seremban2.ijmland.com/>



EDUCATION ASSISTANCE & COMMUNITY WELFARE

CSR INITIATIVES COMPLETED FOR 2021 :

RM19.92 million



Atlas Vending, OKU Sentral, KPJ Healthcare

PILOT ACCESSIBLE VENDING MACHINES

ATLAS Vending, in collaboration with OKU Sentral, rolled out Malaysia's first series of Accessible Vending Machines today, with KPJ Healthcare Berhad ("KPJ Healthcare") as an exclusive hospital partner for the launch, which will see the Accessible machines available at selected KPJ hospitals, Pusat Daya Klang and Pusat Latihan Perindustrian dan Pemulihan Bangi.

Launched in conjunction with International Wheelchair Day today, the Accessible Vending Machines are custom fit with features such as wheelchair and height accessibility as well as larger coin tray for those with limited motor control, in addition to being equipped with electronic payment features.

Speaking at the launch of the Accessible Vending Machines, Senator and co-founder of OKU Sentral YB Datuk Ras Adiba Radzi said, "We are heartened with the thoughtful business plan demonstrated by ATLAS Vending. This is a good example of woke corporatisation in which organisations think about lowering the barrier of inclusion of individuals with disabilities in their business models and inventions".

Championing a more inclusive Keluarga Malaysia, Datuk Ras Adiba also commented that all aspects of human rights and fundamental freedoms including the special needs of vulnerable and disadvantaged groups must be respected.

"According to a UNICEF report, there are about 4.5 million individuals with disabilities in Malaysia. With greater accessibility, we would enable millions more Keluarga Malaysia to be more efficient economic contributors. It creates independence, social integration and enables individuals with disabilities the opportunity for independent living within the community besides improving quality of life," said Datuk Ras Adiba.

Speaking about ATLAS Vending's commitment to dispense delights through innovations in order to create a more inclusive Keluarga Malaysia, ATLAS Vending Head of Marketing & Ancillary Business Amy Gan said, "The brand aims to progressively create better accessibility for members of community with special needs by enabling them to gain access and improve their purchase experience."

With the roll-out of the Accessible Vending Machine today and the Braille-enabled vending machines last year, ATLAS Vending innovations today has the capacity to make retail points accessible to individuals with physical disabilities and the visually impaired.

This makes up 41.4% of persons with disabilities in Malaysia.

This time around, OKU Sentral was chosen as a fellow collaborator in providing advice and reviewing the machines to ensure that they cater to the special needs of individuals with disabilities.

The special features include buttons that are located 60 and 95 centimetres from ground level, 26 cm coin tray instead of ordinary coin slot and dispensing tray that is about 60 cm from the ground level as approved by OKU Sentral.



Hextar, Rubberex & Pekat TEAM UP TO IMPLEMENT SOLAR POWER SYSTEM FOR TUNG SHIN HOSPITAL



Do you have a heart for CSR? How about doing something to save and protect our environment?

HEXTAR Global Berhad (“Hextar”), Rubberex Corporation (M) Berhad (“Rubberex”), and Pekat Group Berhad (“Pekat”) have teamed up to promote the use of solar photovoltaic (PV) system as renewable energy source and reducing carbon emission.

The collaboration will see Hextar, Rubberex and Pekat combine their resources to donate a comprehensive solar power system for Tung Shin Hospital. This is a significant move for the companies under a joint Environmental, Social and Governance (ESG) initiative project to help the hospital reduce its electricity bill and carbon footprint as it serves the community.

Under the ESG initiative project, Hextar, Rubberex and Pekat will donate, design, supply and install the 154.44 kilo-watt peak (kWp) self-consumption (SELCO) grid connected PV system for Tung Shin Hospital.

Dato’ Eddie Ong Choo Meng, CEO of Hextar described the joint ESG initiative project as “close to his heart” as the company, with its expertise in agrochemicals and sustainable energy solutions, can play an important role in helping Tung Shin Hospital.

“Tung Shin Hospital being a non-profit private hospital has served the needs of the community over the years. We believe our involvement in the project will indeed go a long way for the hospital to be able to reduce its electricity costs and use the funds to help the community,” Dato’ Ong said.

Mr Chin Soo Mau (秦樹茂), Managing Director of Pekat said the ESG initiative involving the RM445,000 solar PV system will enable the hospital to reduce its electricity bill with estimated savings of RM2.5 million over 25 years.

“Pekat as the solar PV specialist is indeed glad to be able to play an instrumental role in this project with Hextar and Rubberex to implement the solar power system for Tung Shin Hospital. We know the project will go a long way and assist the hospital to reduce its electricity consumption and use the much-needed funds saved to help the community,” Mr Chin added.

Due to the limited roof space of the hospital, only a 154.44 kWp solar PV system could be installed, and it is expected to generate up to 199,000kWh units of electricity annually while reducing carbon dioxide emission by 138.16 metric tons per year.

Malaysia has in place various government initiatives and programmes such as Net Energy Metering (NEM), Large Scale Solar (LSS), Sarawak Alternative Rural Electrification Scheme (SARES), and Green Investment Tax Allowance (GITA)/Green Investment Tax Exemption (GITE) to encourage the installation of solar panels.

The Malaysian government is targeting to expand RE production and for RE to comprise 20% of total electricity generation capacity by 2025 (from 9% in 2020).

Against 24

DONATES ANTIBACTERIAL BODY WASH PRODUCTS TO SHELTER HOME

MKA JOYCARE, formerly known as Shills Beauty, the official distributor for Against 24 personal hygiene products kick-started the new year with a CSR campaign with a donation of RM60,000 worth of antibacterial body wash products to Shelter Home For Children.

Joyce Lee, Managing Director of MKA Joycare explained that personal care & hygiene is very basic but most essential in the on-going fight to overcome the coronavirus pandemic. The good habit of regular hand washing and bathing, and sanitization must come as second nature to all and should be inculcated from young. "We are happy to do our bit to educate the Shelter Homes children on the importance of personal hygiene and share our antibacterial body wash products with them," said Joyce.

The donation went to three Shelter Homes which houses approximately 10 - 15 children each between 4 - 12 years. In most scenarios, 50% of these children in the homes are neglected cases while the balance 50% is between abuse and abandoned cases. The most pressing issue for these children is the healing of the trauma especially those abused cases and the healing process could take years at times even with professional counsellors attending to their mental and emotional needs.

Mr Chris, General Manager of Shelter Home said, "The ultimate aim of Shelter Home is to "heal" the child and ultimately reunite the child with the parents. We hope to provide some level of help to diffuse the "stressed out" families by offering to take the child out of a conflict situation into a better environment until the family resolves their marital or economic issues in cases where both parents are still around. Everyone can contribute to the betterment of a society by impacting the life of a child today," said Chris.

Child abuse is on the rise in Malaysia with an increase of some 1,600 reported cases between 2005 and 2011. An average of 9 children in Malaysia were reported to be victims of child

abuse each day in 2011. In general, 41% of child victims experienced neglect, meaning a caretaker failed to provide for the child's basic needs, 31% child victims were physically abused and 24% of child victims were sexually abused, including incest.

Against 24 is an anti-bacterial expert specialising in health products which offer up to 24 hours antibacterial protection. Its core ingredient is the powerful Ag+ also known as silver ion which is anti-bacterial up to 99.99% against all major microorganisms within 30 seconds. Certified by US EPA (US Environmental Protection Agency), it is non-pollution, non-toxic, PH 5.5 and it is gentle to skin, providing surface antibacterial protection up to 24 hours.



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



CSR Malaysia

TEAM CLEANS UP KAMPUNG SUNGAI SOP

ATOP a hill and off the beaten path lies the tiny village of Kampung Sungai SOP in Hulu Langat. Nestled between a forest and a nearby river, the small rural community consisting of just 15 houses saw the worst of the recent floods that have devastated areas all over the Klang Valley.

Sympathetic to their plight, the CSR Malaysia team quickly readied supplies and mobilized resources to aid in the cleanup. Upon arrival, the team was taken aback by the extent of the damage. Debris caked in mud blanketed the surroundings. Families stood outside hosing down their belongings. The ground was littered with the remnants of everyday life items such as books, toys, and fluorescent tubes. A group of nearby children related their experience of the floods. They spoke of how they climbed tables to escape the rising waters, and as the waters rose further still, how they were forced to evacuate to a nearby hill and watch as the floods engulfed their homes.

The team began by distributing small donations to households within the village. After each house had been seen to, efforts to clean up the area were soon underway. The muddy terrain and sweltering heat proved challenging conditions to work in. Doing their best to remove what they could from the mire, the team then shifted their focus towards cleaning up the nearby river. After they had exhausted their efforts and their supply of garbage bags, the team was offered refreshments and the chance to wash up by a kind resident.



Courier Service eFMX

JOINS WORLD VISION MALAYSIA'S FOOD DELIVERY CHARITY CAMPAIGN

WORLD Vision Malaysia and eFMX teamed up with several Malaysian artistes to raise the voice of the underprivileged recently. Over the past decade, the number of people who went hungry around the world has been increasing. According to the Food and Agriculture Organisation of the United Nations (FAO), the number of hungry people reached 811 million in 2020.

The local artistes who were part of the #FoodFullofHeart campaign are Phoebe Yap, Daniel Cheah, Min Wong and Wayne Phoo. Through the campaign, the artistes would like to raise public awareness towards the global hunger issue and encourage people to give a helping hand to those who are in need.

The campaign ran from 3 December to 13 December 2021, and the artistes prepared 41 meals in total to raise funds for children and communities in need. The menu included: Sandwiches, Lovely Three-In-One Combo (rice noodles, egg tarts and Swiss rolls), Grandma's Mustard Green Rice With Sides, Taiwanese Braised Pork Rice, and Banana Loaf Cake.

The public donated through the World Vision Malaysia website. Donations will be directed to the 30-Hour Famine

Fund, which will help children and families in need (locally and abroad) cope with the food challenges they face.

As the delivery partner, eFMX supported this campaign by delivering the food prepared by the artistes. eFMX is one of Malaysia's leading courier service companies, providing courier logistics services in both domestic and international markets. With locations throughout Malaysia and abroad, such as Vietnam, Singapore and Thailand, eFMX is not only passionate about bringing a better delivery experience to its customers, but also about making a small contribution to society. "It is a great honour for eFMX to be associated with World Vision Malaysia. We hope to raise the public's awareness of global hunger and poverty," said Keith Lee, the Regional Managing Director of eFMX.

Kindly visit <https://bit.ly/WV30HF-FoodFullofHeart-news> for more information about this campaign. To make a donation to the 30-Hour Famine Fund, please visit 30hourfamine.my.



Do you have a heart for CSR? Why not try supporting the families who need it most?

IPC Shopping Centre & Its Community Together

RAISED FUNDS TO BRING HAPPINESS TO FAMILIES IN NEED

IPC Shopping Centre together with its long-time partner, HOPE Worldwide Malaysia has recently completed yet another meaningful CSR initiative bringing happiness to homes of the B40 families in the Klang Valley. The Happiness to Homes campaign that took place from 16th September to 17th October 2021 saw a total of RM89,952 raised. This is approximately 20% higher than its initial target of RM75,000.

With the generous support of tenants namely Ben's Independent Grocers, Harvey Norman, AEON Wellness, and Popular Bookstore, the funds were channelled to purchase seven varieties of home essential kits which includes food packages, home electronics, and school supplies worth RM101,103 at cost below market price.

On 10th and 11th December 2021, HOPE Worldwide Malaysia distributed 300 food packages, 150 essential home appliances, and 300 school supplies kits to the B40 families at its Sentul Clinic.

Mark Tan, Marketing Manager of IPC Shopping Centre said, "At IPC Shopping Centre, our heart goes out to the community around us who are affected by the pandemic. This not only includes the B40 community around us but also those within our reach – our tenants. As we reimagine the world post-pandemic, it is important for us as brands and businesses

to remember that we exist to serve the people and improve lives. That is why as iron sharpens iron, we should strive towards bolstering communities around us and work together to drive business growth. That is why we were glad that our tenants have also joined us to give back to the community and allowed us to purchase the items at a special price.

Though the pandemic has resulted in a shift in shopping behaviour from in-stores to online, it is heartening to see that the hearts of our shoppers remain community and people-centric. We are also proud to have partners such as our tenants who contributed the items, our digital agency partner, Idotyou who developed the platform on a pro bono basis, and HOPE Worldwide Malaysia, our NGO partner whom we've worked with since 2017 to bridge us to the families in need. We acknowledge that it was only through a team effort together with our patrons were we able to make our first ever digital donations and crowdfunding campaign, Happiness to Homes, a success," he added.

Through campaigns such as these, IPC Shopping Centre hopes to continue providing innovative ways to work together with its patrons to give back to the community and create a long-lasting impact in the lives and homes of many.



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

NCIA & Kiplepay ENABLE TECH LITERACY WITHIN ORANG ASLI COMMUNITIES



AS part of the government's agenda to bolster digital literacy among members of society from all layers, the Northern Corridor Implementation Authority (NCIA) is driving special outreach efforts for Orang Asli communities in Perak. This outreach is done via its financial aid initiative Kasih Ibu Darul Ridzuan (KIDR), with a technology solution provided by Kiplepay Sdn Bhd.

Through the programme, NCIA provides prepaid cashless cards, powered by Kiplepay, to recipients from Orang Asli communities in Perak. Reloaded with RM250 monthly with funds provided by the federal government, these cards can then be used to purchase basic necessities from local merchants, inclusive of Orang Asli merchants. Among these merchants include 15 'kedai bergerak' (mobile merchants), who exist specifically to address location accessibility issues.

"The Kasih Ibu Darul Ridzuan (KIDR) initiative is not only helping eradicate poverty among Malaysia's low-income communities in line with the Twelfth Malaysia Plan, but it is also in line with the government's goal to move the entire digital nation forward. By enabling mobile merchants to adopt this feature with Kiplepay's cashless cards, NCIA hopes that even those in rural areas will be inspired to up-skill their digital literacy and embrace digital change," said Datuk Seri Jebasingam Issace John, Chief Executive of the Northern Corridor Implementation Authority (NCIA).

Mobile merchants provide a service that brings them and their products to their purchasers, rather than the other way around. This solves a key problem that many Orang Asli

communities face, particularly those whose villages are in secluded areas that can be accessed only by four-by-four vehicles and boats. With the service of mobile merchants, Orang Asli communities that reside in these areas can make easy purchases of essential items without travelling far from their villages.

The KIDR programme has benefitted a total of 4,701 recipients including 1,094 Orang Asli communities in 2021. To date, the programme has onboarded a total of 150 merchants under the KIDR programme, of which 25 merchants are from the Orang Asli community.

"I hope that the KIDR programme can be continued and expanded so that more eligible recipients can receive this benefit. To a large extent, this alleviates the burden borne by the lack of a fixed source of income and the COVID-19 pandemic," said Johara Binti Pandak, Orang Asli recipient from Pos Raya, Kampung Kepayang, Perak.

This effort follows the existing partnership between NCIA and Kiplepay to provide a range of cashless solutions to poor and hardcore poor communities in the northern states, with a focus on low-income women representing households with no fixed income. This connects the recipients to basic necessities and healthcare benefits.

For more information on the Kasih Ibu Darul Ridzuan programme, visit www.ncer.kidr.com.

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CSR Malaysia & Ministry of Rural Development SHARE VIEWS ON SUSTAINABILITY

CSR MALAYSIA had the opportunity to meet up with the Minister of Rural Development Malaysia, Dato' Seri Mahdzir Khalid on 2nd August 2022 for a sharing session on sustainability and corporate social responsibility. CSR Malaysia briefed the Minister on its history, objectives, initiatives and activities.

Dato' Seri Mahdzir Khalid was pleased to note that CSR Malaysia is a conducive relationship bridge between corporate companies and the needy in Malaysia. He expressed his praise to Corporate Malaysia for its meaningful sustainability and corporate social responsibility initiatives and activities. Dato' R. Rajendran, the Chairman of CSR Malaysia highlighted that there is a growing trend in the last two years where corporate companies are reaching out to the rural communities and extending the necessary help to them. Among the help that was given include clean water supply for villages, electricity and internet access, infrastructure provisions, healthcare facilities, food, education and financial aid.

The Minister acknowledged that these kinds of efforts go a long way toward producing prosperous rural

communities in various aspects of life including social, economic, cultural and environmental. In addition, the blessings of development will be shared regardless of race, religion, social status, gender and age. He also concurred that sustainable development will ensure balanced and complementary development between social, economic and natural aspects. The Minister gave various examples of Malaysian companies which are kind enough to meet the needs of rural folks and the needy in general.

Lee Seng Chee, the Co-Chairman and Managing Editor of CSR Malaysia talked about the growing importance of embracing sustainability by Corporate Malaysia and how it benefits the business eco-system in a win-win situation for businesses and communities.

Dato' Sri Shahani Baba, the Advisor for CSR Malaysia was also at the sharing session together with the CSR Malaysia team.

This year's Sustainability & CSR Malaysia Awards 2022 event by CSR Malaysia will be officiated by Dato' Seri Mahdzir Khalid as the theme of the event is 'Supporting Rural Communities'.

You Are Not Alone



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

MALAYSIAN NATURE SOCIETY - CHAMPIONING MALAYSIA'S NATURAL HERITAGE

How about becoming
a volunteer to help
out where needed?



THE MALAYSIAN Nature Society (MNS) is Malaysia's largest and oldest non-governmental organisation dedicated to the environment. MNS' overarching goal is to champion the conservation of Malaysia's diverse habitats. Their key role is to protect Malaysia's natural heritage, especially ecologically sensitive landscapes.

As Malaysia is focused on evolving into a developed nation, MNS functions as the conscience that reminds the people of our duty to safeguard our national heritage, so that our children will still be able to enjoy our rich biological diversity, lush green landscapes and marvellous underwater world. In this regard, MNS plays a critical role in addressing Malaysia's current environmental

challenges and prepares to also take on future environmental challenges – including climate change, and environmental and human impacts.

Through its various successes and initiatives, MNS embodies the essence of a truly national conservation NGO - a civil society organisation that inspires and is committed to positive change, ultimately contributing to the nation's well-being, in terms of conserving Malaysian nature and preserving its biodiversity correlating with the 2030 Sustainable Development (SDGs) agenda and Malaysia's Shared Prosperity Vision 2030.

MNS offers various types of CSR programs with the intention to work together with corporate to match their ESG goals. Some of their programs are:

- Beach cleanup and mangrove seed harvesting program
- Tree planting program
- Mangrove planting program
- And many more.

Check out more programs at their website www.mns.my or contact them at 03-2287 9422



Be A Volunteer & Meet Welfare Needs

GLOBAL PEACE FOUNDATION - EMPOWERING THE ORANG ASLI COMMUNITY

GLOBAL Peace Foundation Malaysia is a non-religious, non-partisan, and non-profit organization with a mission to build resilient and cohesive Orang Asli communities. Over the last 10 years, they have worked with various underserved communities in both Peninsular and East Malaysia. They are headquartered in Petaling Jaya with a Field Office in Muadzam Shah, Pahang.

Currently, they focus on addressing basic needs such as clean water, hygiene, electrification, food security, education, and livelihood diversification. They use a participatory approach with the villagers to find out what their needs are and how they can help. They then work with funders, sponsors, and partners to provide solutions to these communities.

Since their establishment, they have provided clean water to 96 villages, built 51 washrooms in 9 villages, provided solar lighting to 472 families, and provided in-village learning to 111 children through their various projects.

Global Peace's latest project, syntropic farming, aims to provide the Orang Asli communities with food security and economic empowerment. This is because, during the recent

pandemic, many OA families struggled to make ends meet and were living on limited and low-nutritional foods.

Syntropic farming is an ideal food farming method for the Orang Asli because it is cost-effective and does not require any complicated steps. Before they embark on their syntropic farming journey, Global Peace sends them for training with their partners at the A Little Wild farm in Kota Tinggi, Johor. Once they are trained, Global Peace provides them with tools and seedling subsidies and visits their plots regularly to guide and coach them through the process.

They now work with 67 farmers from 13 villages and every week they are thrilled to see the farmers collecting harvests for their families, with some even ready to sell. They hope that this project will be able to provide the nutrients needed for both children and adults as well as be an income generator for them so that in any case, they will not be left out without options.

For any enquiries, please contact:

Facebook: @globalpeacemy

Instagram: @globalpeacemy

Youtube: GlobalPeaceFoundationMalaysia

Tel. no: +603 7865 0587

E-mail: info@globalpeace.org.my



Supporting Charities & Projects

SUSTAINABLE LIVELIHOODS FOR RURAL SABAH FAMILIES WITH HOPES MALAYSIA

SINCE 2016, Sabah-grown civil society organisation Hopes Malaysia has been creating a sustainable impact within the state, making a difference for over 10,000 people in rural communities in the poverty-stricken Kadamaian area of Kota Belud. The NGO focuses on fulfilling the basic needs for everyday life for underserved families in the nation's poorest state - bridging the worsening gap of rural poverty. This change is made through impactful sustainable community development projects, ranging from sustainable farming, gravity water installations, socio-economic empowerment and upgrading basic rural infrastructure (school suspension bridges).

"Breaking the cycle of poverty" is Hopes Malaysia's main aim in all their works when empowering the rural communities. Just in Kadamaian, there are over 74 isolated villages, with most lacking the basic utilities for families to survive.

Hopes Malaysia works to firstly connect these communities with the basic need of clean water via sustainable gravity water systems as, without this, families are unable to cope with their daily household needs and are challenged when working for a better future.

Once families have access to this unlimited, natural water connection, they are empowered with the tools, skills and knowledge to carry out sustainable small-scale farming for their families' long-term food security. Innovative green farming methods taught in their workshops, such as vermicomposting, revitalise their land and diversify crops, with families additionally rearing chicken and fish (utilising the gravity water systems) for healthier diets.

Farmers can sell their excess harvests at their Kota Belud vegetable stall, Gerai Tamu Kita, to earn for their families. Nothing is wasted as unsold produce is distributed as food aid to families.

Empowering the communities in every project brings the beneficiaries a sense of ownership and motivation when progressing towards sustainable livelihoods. "What we do is not simply 'gifting' villagers one-off aid, we empower them with the means for them to live sustainably and have better long-term livelihoods for their families," explains founder Sam Lee.

Run only by a team of four, Hopes Malaysia's award-winning CSR initiatives have resulted in much-needed assistance for struggling rural families, including:

- Connecting an increasing amount of 50 kilometres of gravity water piping for 7800 villagers.
- Empowering over 250 rural families for sustainable crop farming with better knowledge and tools.
- Rebuilding over three suspension bridges for school children and villagers.
- Assisting farmers in earning excess of RM 7,000 monthly via Gerai Tamu Kita.

Hopes Malaysia continuously seeks to deepen their impact with demand from more rural communities and families, creating meaningful SDG impact within this Decade of Action to empower Sabah's rural community for a brighter, sustainable future!



Kindly email Aaron at pr.hopesmalaysia@gmail.com or contact +60109072801 for their sustainable CSR collaboration proposals. Visit www.hopesmalaysia.com/ourwork for more information.



Supporting The Child

MALAYSIAN CARE - TAKING CARE OF THE NATION'S YOUTH & MORE

MALAYSIAN Care is a non-profit Christian NGO which has been serving the poor and needy irrespective of race and religion for over 43 years. They focus on empowering communities, aim for long-term development and see themselves as partners to the people they serve. Child & youth empowerment is a key area of their holistic mission.

The works of Malaysian CARE began in the late 70s with a home for the children of leprosy patients. These children were free of leprosy but not free of the stigma when they stayed with their parents at the Sungai Buluh Leprosarium. The home thus provided the environment where the children could have equal opportunities in life like other children. Over the years, Malaysian CARE has also diversified to other services in response to the changing needs of Malaysian society.

Today, with a team of around 80 staff supported by some 200 volunteers, Malaysian CARE provides integrated services where Malaysia's poorest are concentrated in. They serve:

- The rural and urban poor
- Those affected by crime, substance abuse & HIV/AIDS
- People with special needs

Their operations offices are in Kuala Lumpur where they work with communities in the Klang Valley, in Kampar, as well as Raub with the Orang Asli in Perak and Pahang, in Kota Kinabalu with the indigenous poor in the city and in rural Kudat and Pitas, and in Miri with the indigenous poor in the city and in rural Baram and Belaga.

Malaysian Care continues to do advocacy as a vital component to bring positive change to problems faced by the groups they work with. They also have demonstration centres such as Ladang CARE, the Toy Library & Parents Resource Centre, Bumblebee mobile resource centre, Rumah Kepercayaan, Rumah Petros, and Pusat Sumber Komuniti CARE as places to demonstrate and train partners and beneficiary communities.



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

A FOCUSED SPIRIT FOR Sustainability & CSR

*Coway Malaysia has been in the market for 16 years and the 'Coway' brand has been the brand of choice of more than 2.5 million Malaysian homes. As a 'thank you' note to its consumers, the company has been actively involved in sustainability and corporate social responsibility (CSR) initiatives that aim to create positive changes in the environment, society and to render help to those in need. In a recent interview with CSR Malaysia, **Kyle Choi Ki Ryong**, Coway Malaysia's Managing Director, talks about the company's sustainability and CSR initiatives and aspirations for the communities and the environment, and Coway is determined in giving back to the community and to not only be the best life solutions home appliance brand but also be recognised as a sustainably-focused company and a good corporate citizen.*

For decades Coway has built a solid reputation as one of the pioneers in water and air purifier products. Coway was established in 1989 in South Korea during a time when consumers around the world were looking for home appliances that could fit into their new health-conscious yet hectic lifestyles. In line with the company's expansion in invention, innovation and research in personal health and wellbeing, the company spread its wings across the globe and landed on Malaysian shores in 2006. Today, Coway Malaysia has grown by leaps and bounds as the biggest subsidiary in South East Asia and continues to be the market leader in innovative home appliances. Coway prides itself not only on technologically advanced home appliances but also on delivering the most prompt and frequent services in the industry. "Every two months, our Coway Lady or CODY will visit our customers' homes for filter changing and to check if the machine is working properly. It is our strongest selling point," says Kyle Choi, Coway Malaysia's Managing Director, as he sits down for an interview with CSR Malaysia.

Coway has endeared itself to the Malaysian population coming to more than 2.5 million households with its innovative products and top-notch services. The company is celebrating its achievements by giving back to the community. The largest portion of its consumers are families which inspires the company to continue innovating its products for a healthier and happier community. This goes in tandem with Coway's dedication to sustainability and CSR, which is to be able to help communities in need and at the same time preserve the planet for a better future for all. It is always a challenge to educate people on the importance of a sustainable way of life. Coway believes that it needs to start from within the company, with the internal staff first. They are encouraged to adopt a mindset for waste reduction that covers reducing the usage of paper in the documentation process and also not wasting electric and water resources in the company.

With the company's great relationship with its customers, it is no surprise that Coway Malaysia is channelling the same level of energy into its sustainability and CSR initiatives focusing on communities and the environment. Coway Malaysia has its own CSR pillars that help set the focus on initiatives that match the

company's philosophy. The Happy Healthy Pillars consists of three key CSR pillars, namely Nature & Environment, Health & Wellbeing and Social & Welfare. "Under Nature & Environment, we continuously look out for opportunities to help bring greater benefits to our environment right from cleanup activities to recycling efforts. As for the Health & Wellbeing pillar, we have started our Coway Run which is an annual fun run that people can participate in to support a good cause. Whereas through our Social & Welfare pillar, we worked together with the Ministry of Health (MOH) during the Covid-19 pandemic to give the much needed support. We donated air purifiers to MOH as well as equipped hospitals and vaccination centres with them to ensure clean air for the public," explains Kyle.

Coway Malaysia's CSR efforts are overseen by a passionate team that is also a part of its Marketing

Division. The team will coordinate and oversee all CSR activities and is constantly on the lookout for opportunities in this direction. Every year, the team will work together to have yearly CSR plans at the beginning of the year and conclude with a CSR report at the end of the year to keep a record of all collaborations and plans for the next step. A dedicated CSR team is important in allowing the company to do more CSR activities in a timely manner. For instance, Coway Malaysia's We Stand As One CSR campaign last year saw the team swiftly reach out to the Covid-19 Immunisation Task Force (CITF) under the Ministry of Science, Technology and Innovation (MOSTI) and helped to equip the mega vaccination centres across Klang Valley with Coway water and air purifiers.

"We have been working closely with local NGOs for the support of all our CSR initiatives. We choose our NGO partners wisely to ensure that we are able

A professional portrait of a man with dark hair and glasses, wearing a dark suit, white shirt, and a yellow patterned tie. He is sitting at a dark wooden desk with his hands clasped. In the background, there is a large potted plant with green leaves and a glass of water on the desk. The setting appears to be an office with large windows.

"We continuously look out for opportunities to help bring greater benefits to our environment right from cleanup activities to recycling efforts."

Kyle Choi Ki Ryong, Coway Malaysia's Managing

Cover Story

to help and give back to the community through programmes that stay true to our brand philosophy. We will then work together on the details of the executions to ensure each programme runs smoothly to produce an all-round benefit for everyone. We will discuss and personalise our programmes according to the needs of the community and they are geared towards solving issues at hand. If something works effectively, then we do more of it," says Kyle.

Coway Malaysia has been working together with MERCY Malaysia for the WASH programme in helping rural villages gain access to clean water supply. Currently, the programme is targeting villages in Sabah and Kelantan. Reef Check Malaysia is another NGO that the company has teamed up with on a project that helps preserve coral reefs on the east coast. The most recent collaboration is with Malaysian squash star Nicol David's new organisation called Nicol David Organisation (NDO). This programme provides M40 and B40 children with squash training and English after-school lessons together. Coway also helped to equip the training

centre with its water and air purifiers which create a safer and cleaner learning environment for the children.

One of the biggest challenges faced by the company's CSR team is the logistics issues during the pandemic. It interrupted the company's operations and all of the CSR executions in reaching out to vulnerable communities because of the movement restriction. The Happy Water Project was put on hold

“It is not always about money. Human beings gain most satisfaction from seeing happiness in others whose lives they have touched.”



The Happy Water Project also teaches hygiene education to Orang Asli children, such as proper handwashing technique.



The Happy Water Project has helped over 900 Orang Asli families gain access to clean water.



During the pandemic, Coway worked together with MERCY Malaysia to distribute food aid packages to B40 communities.



Together with EcoKnights, Coway participated in the Guardians Against Garbage (GAG) programme to clean up our surroundings.



Coway & Reef Check Malaysia team up to preserve coral reefs on the East Coast.



Under the We Stand As One campaign, Coway visited an orphanage to help the kids who need it most.

due to interstate travel restrictions. Delivering food packs and meals to the needy was not easy during the lockdown but the team somehow managed to get it done with the help of its partner. There were also a few restrictions in terms of the distribution of sponsorship units. But after the lockdown eased, everything was back on track.

“Our longest running CSR programme is the Happy Water Project that has helped over 900 Orang Asli families gain access to clean water for everyday use with Coway portable water filters. This year, we continue reaching out to more Orang Asli communities across Selangor and Pahang. These people had to walk 4km just to get clean water and we are helping to change their lives. It is not always about money. Human beings gain most satisfaction from seeing happiness in others whose lives they have touched. Coway is always trying to get more people involved. I’m always happy to see their response.

We definitely should do more to help these people,” shares Kyle.

Coway Malaysia has extensive sustainability plans for 2022 with several of its sustainability and CSR partners. A successful river cleanup activity was completed recently at Sungai Kayu Ara in the TTDI area with EcoKnights. Coway also conduct monthly clean-up activities together with public and internal organisations. Moving forward, Coway will continue to work with more trusted local organisations that are actively helping communities in need. There is also the Coway Run which will be happening again this year, with collected funds channelled to the NGOs which will motivate more people to join the marathon. Sustainability and CSR will continue to be strongly featured in the main agenda for Coway Malaysia and the company will not spare any effort in its quest to provide the best solutions in tackling the myriad of environmental and social issues that it encounters.

“ We will discuss and personalise our programmes according to the needs of the community and they are geared towards solving issues at hand. If something works effectively, then we do more of it. ”

JASMINE FOOD

Joins MAGGI(R) Sah Malaysia Campaign to Distribute Meal Kits to Vulnerable Families

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



JASMINE Food Corporation Sdn. Bhd. (Jasmine Food), Malaysia's leading rice brand recently took part in MAGGI® Sah Malaysia campaign that successfully raised 50,000 MAGGI meal kits for B40 communities across Malaysia. The meal kits include essential food items distributed to vulnerable households, as part of Nestlé Malaysia's ongoing commitment to support Malaysians throughout the ongoing pandemic.

Jasmine Food contributed 33,000 packs of rice supplies to complement part of the 50,000 MAGGI® meal kits distributed. Each MAGGI® meal kit contains Jasmine rice, MAGGI® 2-Minute Noodles and MAGGI® recipe mixes. Through this initiative, both Jasmine Food and NESTLÉ® hope to help the B40 community to prepare affordable, tasty, and balanced homecooked meals.

Food insecurity has been rising for B40 households due to the prolonged COVID-19 pandemic and economic hardship, even more so after the recent floods in December making this initiative crucial.

The MAGGI meal kits were distributed in partnership with the Malaysian Red Crescent Society, Empire Project, a non-governmental organisation that aids the homeless, and Uncle Kentang, who runs various community initiatives – assisting the poor and needy through food aid and transport service.

According to Lim Swee Keat, Chief Executive Officer of Jasmine Food Corporation Sdn. Bhd., "Supporting initiatives like the MAGGI® meal kit distribution is synonymous with the

company's commitment as one of Asia's most Trusted Brands. At Jasmine Food, we know how important it is to be a reliable community partner. Our customers trust our brand for the quality of our products, as well as our integrity and social responsibility. Therefore, we are committed to supporting initiatives that can make a difference for those in need, especially after the sudden floods."

As the market leader in Malaysia's rice industry, Jasmine Food has delivered high-grade, premium varieties of white and fragrant rice for decades. The brand also partners regularly with organisations to improve lives in the community, such as the National Blood Donation Centre, National Diabetic Association, Institute Jantung Negara, Tung Shin Hospital, and recently, MAGGI® Sah Malaysia meal kits distribution.

According to Geetha Balakrishna, Business Executive Officer, FOOD, Nestlé (Malaysia) Berhad, "We appreciate Jasmine Food's contribution to the MAGGI® meal kits and we are grateful to be able to continue with this meaningful initiative that we kickstarted last year – to support families in need, in creating affordable, tasty homecooked meals – with the right portion of protein and vegetables added to achieve a balanced serving. Whilst we know that the road to recovery from the ongoing pandemic will not be easy, we remain committed to lending a helping hand – with more families and households needing assistance from prolonged lockdowns and the re-emergence of COVID-19 cases."

Building Sustainable and Thriving Communities



WCT is devout to taking a long-term approach toward sustainability and the future. Staying true to our purpose of Building Sustainable and Thriving Communities, we focus on promoting sustainable development goals in all our economic endeavours, delivering shared value to stakeholders, and upholding environmental and social stewardship through balancing private wealth with the public good.

In line with the Group's sustainability goal of Enhancing Livelihoods, we aspire to create sustainable, positive outcomes that deliver meaningful and lasting benefits to local communities while continuing the effort of contributing economically to our stakeholders.

#WeCareTogether



Guided by WCT's #WeCareTogether philosophy, the Group has to date reached out and touched the lives of many underprivileged communities in various aspects.

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YAYASAN FOOD BANK MALAYSIA

Continues Post-Flood Aid Mission in Temerloh & Mentakab, Pahang

YAYASAN Food Bank Malaysia (YFBM) has launched YFBM's Flood Relief Team officiated by the Chairperson of the Board of Trustees of YFBM, Her Highness Tengku Datin Paduka Setia Zatashah Sultan Sharafuddin Idris Shah located at the YFBM HQ's office. Together with three Non-Governmental Organizations (NGOs) which are Sahabat Jariah Malaysia (SJM), Pertubuhan Kebajikan Sedulur (SEDULUR) and Persatuan Wanita Ibu Tunggal Selangor (WITUS), YFBM will continue the post-flood relief mission to Temerloh

and Mentakab, Pahang to benefit at least 38 families and 7 mosques/surau.

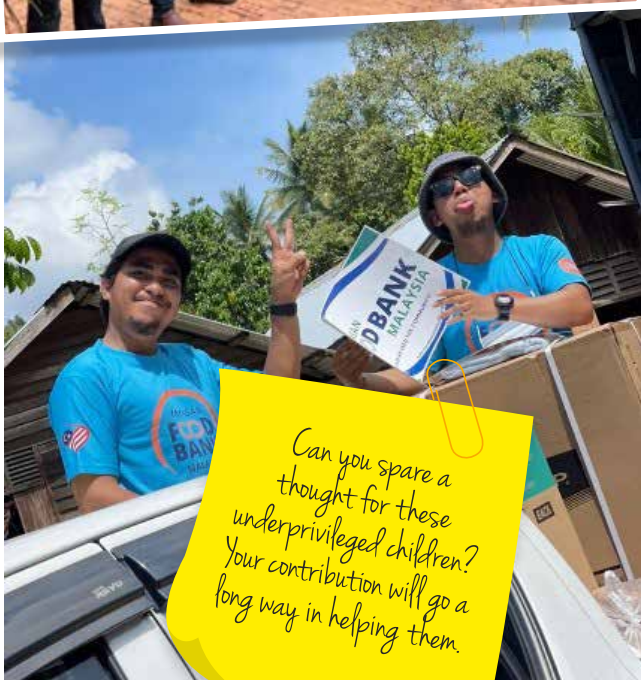
YFBM's Chief Operating Officer, Johan Halid said, "Our mission to Temerloh and Mentakab is supported by Xiaomi Malaysia with the sponsorship amount totalling up to RM500,000 approximately. The mission includes cleaning the houses of flood victims, surau and mosques.

Johan added that donations in the form of basic household appliances such as refrigerators, washing machines, mattresses, pillows, cupboards, kitchen utensils, as well as the cost of repairing damaged houses are also delivered to flood victims. "We also would like to take this opportunity to express our deepest appreciation to the Public Works Department of Malaysia (JKR) for assisting us in logistics and transportation from here to Temerloh and Mentakab," he added.

Commenting on the corporate sponsorship, Encik Johan Halid said, "This mission to Temerloh and Mentakab is a phase 1 and then phase 2 will follow shortly. Therefore, YFBM always welcomes more corporate companies to continue to work together so that more assistance can be given to the community."

Yayasan Food Bank Malaysia aims to help more flood victims. Commenting on its role as the coordinator which plans and conducts the collection of surplus food nationwide through the Food Bank initiative, YFBM expressed hoped that more Food Bank Heroes from manufacturers, food wholesalers, hypermarkets, hotel industry and corporate companies would come forward to help this pure endeavour.

To date, YFBM has implemented strategic collaborations with LOTUS, Nestle, AEON BIG, Eonsave, NSK Wholesale Supermarket and various other companies. During the establishment of YFBM, more than one (1) million recipients benefited. Members of the public who are interested in contributing are also welcome to do so by browsing their official link at <https://www.foodbankmalaysia.org/>.



#DIY4UTAR to Help Students Stay Safe



MR D.I.Y Group [M] Berhad [MR D.I.Y], Malaysia's favourite home improvement retailer, rolled out yet another new initiative to help keep undergraduates safe in the pandemic.

3,817 students from Universiti Tunku Abdul Rahman (UTAR) Sungai Long received hygiene kits from MR D.I.Y., through the retailer's #DIY4UTAR initiative. The retailer mobilised its resources and its #mrdiycare team to source, pack, and distribute the hygiene kits to the students. Each student received two boxes of 3-ply face masks, a hand sanitiser, and 2 sets of nasal test kits.

Commenting on the #DIY4UTAR aid initiative, MR D.I.Y. Group Head of Marketing, Alex Goh, said, "As a homegrown Malaysian brand, we have been working with different organisations through the pandemic to ensure those who need help are equipped with the everyday essentials they need to stay safe, providing them with face masks, sanitisers, personal protective equipment and the like. Over the past 24 months, we have focused on healthcare frontliners, uniformed personnel, specific states like Sabah, which saw a high number of infections, and communities in need like the poor and senior citizens.

"As undergraduates across the country started returning to campus in late 2021, we saw the need to help equip them for their return to hostels and shared housing. We reached out to Universiti Tunku Abdul Rahman (UTAR) with this #DIY4UTAR initiative and we were very motivated by their positive response. At the end of the day, we want to enable the students to stay safe and keep learning. We hope our #DIY4UTAR will inspire other corporates to do the same with other schools and institutions of higher learning," said Goh.

Goh also thanked the administrative team from Universiti Tunku Abdul Rahman (UTAR) for ensuring the distribution



of hygiene kits was done in a safe and efficient manner.

The #DIY4UTAR initiative is one in a series of collaborations between MR D.I.Y and higher learning institutions under the #DIY4 umbrella. Previously, the retailer had a joint collaboration in #DIY4UM with Touch 'n Go Group (Touch 'n Go), and Universiti Malaya (UM) where the retailer distributed cash aid to help more than 12,000 undergraduates prepare for the return to campus.



AIA GROUP LAUNCHES AIA ONE BILLION: Pledging to Engage ONE Billion People to live Healthier, Longer, Better Lives by 2030

AIA Group Limited recently announced the launch of AIA One Billion, a bold ambition to engage a billion people to live Healthier, Longer, Better Lives by 2030. As the largest pan-Asian life and health insurer, AIA is starting a movement to improve the health and wellness of individuals and help create a more sustainable future in Asia.

Stuart A. Spencer, AIA Group Chief Marketing Officer, said, “For more than a century, AIA has strived to make a significant, positive impact for our customers and communities. Launching AIA One Billion extends our Purpose of helping people live Healthier, Longer, Better Lives far beyond our immediate customer base. AIA One Billion underscores AIA’s commitment to engage, educate and inspire communities across Asia to improve physical, mental and environmental wellness while championing financial inclusion.

The pandemic has increased people’s awareness of the importance of health and wellness. Yet populations in Asia are seeing an increase in lifestyle-related diseases, accounting for more than 70 per cent of all deaths. The World Health Organisation has warned that climate change will increase morbidity and mortality, especially in Asia. It is critically important for AIA to play a positive role and be at the forefront of helping our communities address these issues.”

Ben Ng, Chief Executive Officer of AIA Malaysia echoed

the same sentiments, “The past two years have truly changed how we view our health and wellness. There has never been a more crucial time than now where our purpose of empowering a healthier and better quality of life for all Malaysians can truly make an impact. AIA Malaysia is proud to be a part of this movement.”

Through partnerships, events, community programs and campaigns AIA One Billion will encompass all their interactions across their communities to engage and encourage everyone from all walks of life to lead healthier lifestyles and help secure a healthier planet. As a first step to kick-start AIA One Billion, a regional social media campaign has been launched to invite people to ‘Join the Journey’. AIA ambassadors across the region including Malaysia’s Nicol David will also support the initiative and rally communities to take action and drive broad positive behavioural change.

AIA has the ambition to become a global leader in Environmental, Social and Governance (ESG). AIA One Billion builds on their long-term strategy to make a difference in the sustainable development of their communities and setting clear goals in line with their ambition. As part of its ESG reporting, AIA will track, measure, and report on progress towards the goal to engage one billion people by 2030 to live Healthier, Longer, Better Lives.

RURAL EMPOWERMENT VIA HOPES MALAYSIA'S Sustainable Farming Workshop

HOPES Malaysia hosted a Sustainable Farming Workshop in late January 2022 as part of its programme to further empower rural communities with sustainable livelihoods. Held at Hopes Malaysia's Community Hall in Kampung Tudan, Kota Belud, 30 rural project farmers from across the remote villages of Kota Belud attended the one-day event to receive first-hand experience on how to sustainably reach food security for their families, with guidance on green farming with vermicomposting (using worms to produce natural fertiliser).

In all of its initiatives, Hopes Malaysia prioritises sustainability, practicality and impact. The local non-governmental organisation empowers its experienced farmers to lead newer project farmers within the rural community, ensuring successful continuity. During the workshop, the NGO's role-model farmer, Puan Elinah shared her farming experience and techniques

with the new batch of farmers via talks and demonstrations.

Farmers learnt how to sustainably sow and grow seeds in egg trays, and make their own organic pesticides using lemongrass and chilis. Additionally, farmers learnt more about vermicomposting and its sustainable, long-term benefits due to the NGO's initiative with the 2021 Star Social Impact Grant. After an insightful farming Q&A session, the attendees were given egg trays, vegetable seedlings, vermicompost fertiliser, certificates of appreciation, with some even receiving African Nightcrawler worms (for vermicomposting) to rear at home.

Hopes Malaysia's newest rural

farmers are now better equipped with the skills and knowledge to succeed in sustainable farming and achieving food security for their families, especially during the ongoing Covid-19 pandemic. Sabah's rural community is also closer to adopting eco-friendly farming methods instead of harmful monoculture (growing one type of crop) agriculture practices and chemical fertiliser usage that pollute the environment. Avoiding common farming mistakes, farmers can progress for their families' future!

Since 2016, Sabah-based non-governmental organisation Hopes Malaysia has been actively empowering remote and rural villages in Kadamaian, Kota Belud, Sabah, Malaysia, home

to over 74-poverty stricken settlements. Hopes Malaysia has since helped over 8,000 villagers in rural communities via sustainable, long-term projects. The NGO has connected more than 30 kilometres of piping to bring water to rural families. With this, Hopes Malaysia has introduced over 80 rural families to 17 new types of local produce and poultry rearing, consistently harvesting 70 kilograms of fish monthly and 60 chicken eggs daily. This has improved the rural community's food security and increased farmers' income by 53% via selling extra produce.



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a small sum to
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IJM LAND

Bringing Joy to Underprivileged Families in Seremban

EMULATING the spirit of the Tiger, leading developer of Seremban 2, IJM Land Berhad was determined to create a meaningful start to the Lunar New Year by making a positive impact on five underprivileged families in Seremban. Through IJM Land's annual Chinese New Year Charity Programme, IJM Land lends a helping hand to aid and impart courage to these families who have been struggling to make ends meet during this challenging time while giving them the opportunity of celebrating the festive season contentedly.

Through one of their previous CSR initiatives, Bantuan Baucar Sara Hidup, IJM Land identified and approached five underprivileged families (especially those of single parentage and individuals who lost their jobs or struggling financially) to provide the much-needed monetary support and daily necessities that helped them in their preparation for the Chinese New Year season and also other necessary commitments such as utility bills and family necessities.

Dato' Hoo Kim See, Senior General Manager of IJM Land (Central Region) stated that as the pandemic has already put the majority of Malaysians in an arduous position both financially and emotionally, disadvantaged Malaysians would be apprehensive to celebrate Chinese New Year as they have to choose between their commitment of celebration or paying the bills.

Led by Dato' Hoo and the team of IJM Land, each family was given an 'Ang Pao' blessing of RM1,200 and box of kindness encompassing Covid-19 essential supplies and grocery items including rice, cooking oil, flour, cookies and other necessities worth RM300 to provide the families with a decent celebration.

Among the recipients of the Chinese New Year Charity Programme were Madam Lee Yet Yun, a 41-year-old single

mother who is currently struggling to pay their three months overdue utility bills and support the heavy daily expenses of her seven children (with one of them suffering from learning deficiency); Mr Chap Kai Fai, 42, a single father to two children who was deeply affected by the pandemic with the loss of his job and currently working as a Grab Driver with an unstable monthly salary; and Madam Au Yang Kar Yan, 36, a single mother suffering from mental disorder and struggling to take care of her toddler.

As part of their Community Investment Policy, IJM Land is dedicated to supporting and uplifting the lives of the underprivileged community in Seremban. Since 2010, IJM Land has launched various community programmes that have benefitted more than 600 families in Negeri Sembilan, such as Home Rehabilitation Programme (myHome), Program Mesra Ramadan, Deepavali Charity Cheer Programme, Bantuan Baucar Sara Hidup, Preschool Subsidy Programme, Helping Hands: Homes Initiative, to name a few.



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VISTA EYE SPECIALISTS

Works with Tzu Chi Malaysia to Help Restore Eyesight through Charity Cataract Surgeries

IN conjunction with World Sight Day 2021, VISTA Eye Specialist (VISTA) continued to support the fight towards eliminating preventable blindness by pledging to provide 100 Charity Cataract surgeries via a joint community service project with Tzu Chi Malaysia in improving the quality of life of the affected individuals and their families.

This project aims to provide cataract surgery for the needy and underprivileged that may require surgical intervention. After a primary background screening by Tzu Chi, the selected individuals will then go through comprehensive eye examinations by VISTA, followed by surgery to remove the cataract. Follow up visits were arranged days after the surgery to track the progress and recovery of their vision.

The 3-month long VISTA x Tzu Chi's '100 Charity Cataract Surgery Project' was launched in an online ceremony in early September and started with a total of 27 eyes operated as the first batch of surgeries on 13th September 2021 at VISTA's Petaling Jaya - The Curve, Puchong, and Cheras branches, supported by 8 ophthalmologists and over 40 staff members.

Cataracts, a blurring of the natural lens in the eyes, affects the vision and is due to ageing, excessive exposure to UV rays, use of steroids, and diabetes, among others. If surgery - the only effective way of removing cataracts - is not done in time, it may lead to severe vision loss. Data from the latest National Eye Survey (NESII) conducted in 2018 shows that untreated cataracts (58.6%) still remained the leading cause of blindness in Malaysia.

"Cataract does not discriminate by race or sex, and definitely not income. That is why it is important to treat cataracts by performing surgery as early as possible - to restore eyesight, quality



of life and the ability to work for a living," comments Dr Paul Lim, leading VISTA Ophthalmologist in this community project.

"We are pleased to team up with VISTA in the fight against one of the leading causes of vision impairment and preventable blindness in Malaysia. By leveraging on VISTA and its specialties, we aim to help people with cataracts from the lower-income groups and the underprivileged," said Mr Sio Kee Hong, Deputy CEO of Tzu Chi Malaysia KL Selangor Chapter.

Ms Chloe Wong, VISTA's Chief Marketing Officer, echoes the same sentiment, "In line with VISTA's vision to safely help people to see their best and changing lives, we are truly honoured to join arms with Tzu Chi Malaysia in reaching out to the needy. During these difficult times, it is important to continue spreading gratitude, positive vibes, and kindness - If we are kind and polite the world will be right."

CHUBB CHARITABLE FOUNDATION

Awards Grants to The Lost Food Project & MIASA in Malaysia



THE Chubb Charitable Foundation has announced grants to support The Lost Food Project (TLFP) and the Mental Illness Awareness & Support Association (MIASA). The US\$10,000 and US\$5,000 grants (approximately RM42,000 and RM21,000), respectively, are part of the Foundation's continuous effort to assist Malaysians during these unprecedented times.

With this second grant from the Foundation, TLFP will continue to provide critical food aid to People's Housing Project (PPR) residents and charities around the country based on an assessment of areas with the most critical needs. To date, TLFP has managed to deliver over 380,000 kilograms of essential food supplies to individuals and communities at high risk of food insecurity.

MIASA, a mental advocacy and peer support group, strives to reduce stigma and end the discrimination and inequality faced daily by people who struggle from mental illness, which for many, has been exacerbated during the pandemic. The Foundation's grant will be used for their upcoming campaign, which includes a video and a song that aims to create conversations and awareness on challenging topics surrounding mental health.

"Chubb has been a significant partner for TLFP in our fight against hunger, and in the promotion of a sustainable future. Thousands of meals have been provided to the underprivileged since the beginning of this collaboration, especially to the urban poor communities. We cannot thank Chubb enough for furthering this cause and allowing us to distribute another 118,000 meals

approximately, through this donation and providing food security to those who have been severely impacted by the pandemic," said TLFP General Manager, Mohd Syazwan.

"One of the silver linings of this pandemic has been the normalisation of the discussions surrounding mental health and mental health disorders. We have witnessed how many have felt encouraged and brave enough to reach out for help that they very much require and need. We are indeed humbled and grateful with the support shown by the Chubb Charitable Foundation, which is timely and reflects the true commitment of the private sector in coming together and empowering the community to ensure that no person is left behind," said MIASA President, Puan Anita Binti Abu Bakar.

Chubb Insurance Malaysia Berhad's Country President Steve Crouch said: "We are not out of the woods yet with the challenges posed by the evolving pandemic and we are delighted to be able to lend a helping hand to the important services organizations like TLFP and MIASA are providing to our communities."

For more information on The Lost Food Project, Mental Illness Awareness & Support Association, and Chubb's efforts towards corporate responsibility, visit: www.thelostfoodproject.org, miasa.org.my and www.chubb.com/my-en, respectively.



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