

EUROCHAM
CAMBODIA

10 YEARS FOR BUSINESS SINCE 2011



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Sustainability is a central part of Smart's business philosophy. People and Planet make up the cornerstones of Smart Axiata's Corporate Social Responsibility (CSR) programs in Cambodia – with the full support of Axiata Group office in Malaysia.

These CSR cornerstones can be seen in key sectors of Cambodian society from education to sports to tech innovation to the environment. Their purpose is to empower Cambodians to look at positive and sustainable ways to help their families and communities. Working alongside key partners, many of Smart's CSR programs have brought about significant impact as well as contributed to communities and entities in Cambodia that most needed them.

When it comes to Education, Smart Axiata shares a common purpose with the Royal Government of advocating quality education for all (SDG4). Smart Axiata hopes to empower Cambodians with basic literacy; to expedite the proliferation of digital and ICT literacy; to promote continuous education and to build the next generation of leaders in the digital era; to promote STEM education; and to support national cultural awareness. SmartEdu Scholarship Program and SmartEdu University Student Development Program programs are just some of the initiatives implemented by Smart Axiata in Cambodia in collaboration with the Ministry of Education, Youth and Sport and Ministry of Posts and Telecommunications.

Smart Axiata aims to implement sport for development programs among Cambodian youths, particularly vulnerable children, by promoting core life skills, values, and sportsmanship. And when it comes to eSports, Smart Axiata has been instrumental in putting Cambodia on the international stage with support for local gamers. One team is going to compete at international stage representing Cambodia at the Mobile Legends M3 World Championship which takes place in December.



With Tech Innovation, Smart is at the forefront of helping to drive the development of the Kingdom's digital ecosystem (SDG9) to support the Royal Government of Cambodia's digital economy agenda. To do so Smart Axiata focuses on nurturing digital talent through promoting technopreneurship; launching innovation programs and digital startup initiatives; running hackathons; as well as partnering with incubator hubs especially its flagship programs SmartStart and SADIF, investment fund to drive digital startups in Cambodia.

And the same can be said of Smart Axiata's commitment to the planet and the environment, Smart Axiata is relentless in being mindful of the company's environmental footprint and reducing the climate impact towards a sustainable future (SDG13). Smart Axiata challenges staff to be more engaged in environmental preservation focusing on climate action and waste management while at the same time creating similar awareness among Cambodians through various joint effort with the Ministry of Environment.

Smart Axiata demonstrated with COVID-19 how the company can mobilize its significant resources at times of crisis creating a 1 Million USD COVID-19 Relief Fund that has provided funds to 13 organizations that are working hard to resolve various challenges faced by ordinary Cambodians including assisting the Phnom Penh Municipality in accelerating vaccination campaign. To highlight the good deeds that ordinary Cambodians do to help their communities, Smart introduced the Smart Good Citizen Award as part of the company's Rise Together campaign.

As can be seen by the numerous CSR initiatives that we are engaged in, Smart Axiata is committed to Cambodia, corporate social responsibility, promoting development and driving digital adoption in the Kingdom with relevant stakeholders.

We are proud of our contributions to the sustainable growth and development of Cambodia, our home. We thank you our partners, stakeholders and the Royal Government of Cambodia for your continued support. We believe that together we will continue to play our role as digital enabler to create meaningful connections while enabling a positive and sustainable future for our community and country for years to come.

Yours sincerely,
Feiruz Ikhwan
Acting Chief Executive Officer of Smart Axiata

These are just some of Smart Axiata's headlines numbers reaffirming Smart Axiata's ongoing commitment to the development of Cambodia.

PRIORITIZING THE LOCAL ECONOMY

As of the end of 2020, Smart had invested approximately 1.88 billion USD in telecommunication infrastructure and contributed over 562 million USD in taxes, levies, and regulatory fees to the Royal Government of Cambodia.

In 2020 alone,

95 million USD
in taxes, levies and
regulatory fees in 2020

221 million USD
in capital and operational
investments

463 million USD
contribution to
local economy

32%
of procurement
spending went to
local vendors

DEVELOPING WORLD-CLASS TALENTS

55,868 jobs
supported directly
and indirectly

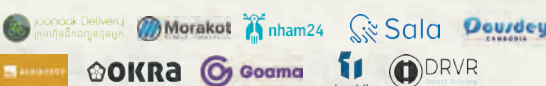
97%
Cambodian employees,
36% female employees

823 jobs
supported directly,
20,925 jobs supported
by capital investments,
34,119 jobs indirectly
supported, 272 interns
supported

EMPOWERING HOMEGROWN DIGITAL ENTREPRENEURS

Through Smart Axiata Digital Innovation Fund (SADIF), we continue to catalyze Cambodia's digital ecosystems with early stage investments in a number of industries.

- Expanded portfolio with two more tech startups in fintech and logistics segments
- Generated 2.7 million USD in revenue across all 10 startups
- Produced economic benefits with 1,293 jobs created



1% OF SMART'S ANNUAL REVENUE IS ALLOCATED TO CSR ACTIVITIES.

In 2020, Smart continued to demonstrate a commitment to being a business that looks beyond profits –

- Actively addressing urgent climate issues by monitoring and managing the company's carbon footprint;
- Increased competence in the areas of ICT and innovation.



During the Covid-19 pandemic, we went above and beyond our allocation. Smart continued to strive to create positive impact to society and improved the social well-being of individual in our communities.



Smart Axiata's contribution has not gone unnoticed

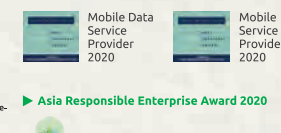
It is the sixth year that Smart Axiata won the award for "leading the way in telecommunication development in Cambodia". Smart Axiata was recognized by Global Banking and Finance Review and Frost and Sullivan for its strategic vision, continued investment in technology, deployment of innovative services and commitment to the socio-economic development in Cambodia.

Smart's Digital Literacy Program which raised awareness on responsible Internet use was also recognized by Asia Responsible Awards 2020 under the Social Empowerment category.

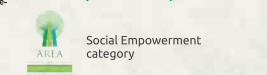
Global Banking and Finance Review



Frost & Sullivan Best Practices Awards



Asia Responsible Enterprise Award 2020



Scan here to download
the full report

EuroCham's Chairman Message

EuroCham, celebrating 10 years of business partnership

I am particularly proud of our 2021 CSR Contest Edition as we are also celebrating the 10-year anniversary of the European Cambodian Chamber of Commerce this year.

EuroCham's goal is to support and represent our members and European business interests in dialogue with the Royal Government of Cambodia, with the aim of developing a more efficient and fertile business and investment environment. The CSR contest, which we now organize for the second time, is clearly part of that effort.

EuroCham is also a bridge between our members, the business community as a whole, between the EU and Cambodia. On this note, it is very meaningful that our 23 November CSR Award Ceremony is part of the 1st Asia Europe Economic Business Forum (AEEBF) organized by the Ministry of Commerce and a side event of the ASEM 13 Summit. We indeed proudly champion European values ranging from fair competition, standards, legal compliance and transparency to environmental and social responsibilities and respective policy promotion.

Let me address briefly the concept of CSR. What is CSR – Corporate Social Responsibility – about?

This may sound somewhat enigmatic, but CSR goes to the core of the role that companies play in our everyday lives and the role that they play in shaping our environment, in shaping our lives as employees, as customers, as stakeholders in every possible form of economic activity.

Corporate Social Responsibility is a concept – and for many of us a deep-rooted conviction, I would almost say a way of life for our companies – whereby businesses, no matter their field of activity, integrate a wide selection of social and environmental matters in their economic activity, in their internal and external operations, in how

they do business, in how they interact with all of their stakeholders and partners.

CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders. Increasingly, companies realise that corporate social responsibility contributes to their profitability. Working in a sustainable, environmentally conscious way optimises the use of all resources at the company's disposal.

That is why we decided to open up our 2021 CSR contest not only to members, but to every company in Cambodia.

The principle of CSR is to lead by example in the broader society. We extend this idea by having the participants to our contest actually also lead by example amongst themselves.

The contest is a practical and rewarding way to engage more companies in CSR practices, but the concept of our contest really is to share experiences, at the same time to highlight good CSR examples at work in Cambodia.

We are also pleased to see similar initiatives being developed by other business communities such as AmCham and the Chambre de Commerce et d'Industrie France Cambodge (CCIFC), one of the founding chambers of EuroCham and one of our most active National Chapters.

Having nominations and an award is a wonderful reward, but it is about the CSR journey: thinking about your company's practices, thinking how you can improve and be more inclusive, perhaps discovering that there is still much to do; learning from the feedback of your audience and our experienced CSR judges. In short: the chase is better than the catch.



Mr. Tassilo BRINZER
EuroCham Chairman

ACT OF KINDNESS, A SHORT FILM THAT REFLECTS THE IMPACTS OF COVID-19

Our team came up with the short film "Act of Kindness" primarily to reflect the impact of Covid-19 in Cambodia during its height in 2020. Though everyone knows the term CSR as Corporate Social Responsibility our version of CSR is "Community Social Responsibility" because we felt that the responsibility of the pandemic lies within the community.

At the time of filming, we were not aware of the CSR contest by EuroCham until members of our filming crew mentioned this to us from social media. Though we had the expertise we were hesitant to submit our application because we did not have a big budget compared to large corporations for their CSR activities.

We felt that CSR should be 'Community' related rather than 'Corporate' driven and we felt through this film, we would be able to show and address the needs, concerns of the livelihood of people especially in the hospitality and tourism industry during the Covid-19 pandemic while at the same time appeal for contributions for those that have been affected, especially in the province of Siem Reap.

'Act of Kindness' was released on Facebook, YouTube and some individuals and corporate companies donated to a fund that we set up and was used to help a tuk tuk rider and his family that had suffered from the pandemic, similar to our short film. With this, we were able to help the head of the family to get a job in Phnom Penh, learn a new skill and who has now returned to his family and started a small enterprise.

Like most companies in Cambodia, we were severely impacted by the pandemic and just down to a handful of employees when we started the project. CSR was not part of the company's activities but oddly, all of our employees in the company were involved and it became our priority to "Pay It Forward" during this time of crisis.

We believe that companies, both small and large should have some tax incentives for being engaged in CSR projects as it is beneficial to society as a whole. CSR is not just about cash donations or enhancing corporate image but to address the needs and concerns of society with projects that can be socially and environmentally sustainable in future.

'Act of Kindness' would not have been possible without assistance from the private sector that despite the existing crisis, still offered some financial assistance for the project. As the company was winding down, with limited resources, we (actors, actresses, staff and the film crew) ourselves were experiencing difficulties but still held on, significantly contributing our time and collective effort that led to the overall success of the short film, reflecting compassion.



EU and Cambodia, two decades of partnering sustainable goals

The European Union partners with Cambodia for a green, resilient and inclusive recovery

The European Union (EU) has worked in partnership with Cambodia for more than two decades to contribute to the achievement of the Sustainable Development Goals and to support Cambodia's endeavour to become an upper-middle income economy by 2030. The preferential access we have granted to our market through the EBA scheme, contributed to the development of a dynamic export industry in the country that has become the foundation for high growth rates and better quality jobs.

Deepening trade relations with main partners, through bilateral and multilateral agreements, will be key to maintain the competitiveness of productive sectors. This will be even more important considering the prospect of Cambodia graduating from its Least Developing Country (LDC) status by 2027, affecting its preferential access to its main markets, including the European market.

Unfortunately, the COVID-19 pandemic has drastically changed our lives and countries all over the world have been struggling to keep their people safe and healthy. We have witnessed the serious impact of the COVID-19 pandemic on international trade, with supply chains put under stress, unprecedented supply shortages and the disruption of trade. We also must face the pressing challenges of climate change, the need to reverse environmental damage and embrace the green energy transition towards renewable and sustainable energy sources.

Now, as our economies reopen, we have an opportunity to build back our societies better, to strive for green, inclusive, and climate-neutral growth and the creation of decent jobs.

The European Green Deal is the European Union's ambitious strategy for growth and jobs, and for improving quality of life. Our goal is to become the first climate-neutral continent by 2050, slowing down global warming and mitigating its effects, which will directly benefit countries like Cambodia who suffer the most from the effect of climate change. It also aims to encourage economies and businesses worldwide to "build back" a greener and healthier world, to seize the opportunity to invest

in clean energy and green technology, in their transition into the 4th Industrial Revolution.

The principles of the Green Deal will be at the heart of the European Union's new partnership with Cambodia 2021-2027 and aim to contribute to the country's green growth and decent job creation in support of a strengthened integration in the ASEAN region.

We aim to work with Cambodia to make sustainable food systems and agriculture a driver for its recovery, contributing to deforestation-free and resilient value chains, which meet international standards. We will also contribute to greening industrial value chains for regional and global exports, with an initial focus on the garment sector, being one of the biggest exporting sectors in Cambodia, and severely affected by the COVID pandemic. We want to discuss potential to invest in renewable energy, green technology and contribute to a skilled workforce, capable to move into higher-value sectors and embrace digitalisation.

The European Union is ready to share its expertise to develop a positive, transparent and predictable business environment, facilitate trade, help business meet international quality standards and streamline customs procedures; matters which will be essential for Cambodia's recovery, for the establishment of resilient and strong value chains, and for its integration in the ASEAN Economic Community.

The European Union's objective is to align with Cambodia's commitments as set out in its National Determined Contribution (NDC) and support its implementation. We will honour our commitment made in the recent 26th UN Climate Change Conference of the Parties (COP26) to accompany developing countries' efforts to mitigate and adapt to climate change.

Our engagement with Cambodia will be centered in the promotion of Human Development, and build on human rights, as the foundation for the achievement of the Sustainable Development Goals.

We will continue to collaborate closely with our Member States to establish joint "Team Europe Initiatives", in support of economic and social prosperity for Cambodia and its people.



Carmen Moreno Raymundo
EU Ambassador to Cambodia

However, to achieve our collective goal to build back better, governments and development partners cannot act alone. We need the private sector to contribute to the green agenda, and to engage in effective social and environmental due diligence processes. For this, we greatly appreciate to see our longstanding partner, the European Chamber of Commerce (EuroCham), taking a lead role to promote responsible business practices in Cambodia in compliance with international norms. We need more than ever the private sector to contribute; its role will be essential worldwide for a resilient, inclusive and sustainable recovery.

The reinvention of CSR throughout history



Panelist at the 2021 EUROCHAM CSR Contest and Awards Press Conference organized in February 2021. Supplied

The global drive behind Corporate Social Responsibility [CSR] is often associated with social movements initiated during modern history under the pressure of the detrimental externalities caused by the industrial revolution. Yet, strong traditional notions of business engagement can be traced to the roots of trade and the earliest forms of industrialization.

In the past decade, corporate accountability has emerged as a hot topic, moving CSR strategies from corporate meeting rooms to regulatory policies and UN development plans. CSR also served as a starting point for experts to come up with a variety of concepts introducing new standards, targets, and challenges to be solved. While most are interchangeable, some provide a new perspective such as the Environment,

Social, and Governance [ESG] criteria, shifting the focus from corporate accountability to measurable social performance.

In Cambodia, CSR is rooted in the work of several organizations and is driven by numerous companies. This is where the EuroCham CSR Contest and Awards, which I had the chance to steer both in 2019 and 2021, play a key role in promoting the best CSR practices.

This year's contestants demonstrate that companies are gradually connecting social values to the core of their business while addressing local problems. The fact that they were able to pursue [and some even doubled] their CSR efforts during the COVID-19 pandemic is proof of that. This year was also about creating a generational bridge through a new youth engagement category. In practice, some universities in Cambodia have integrated business ethics into their curriculum, preparing the next generations to come. Hence, the decision to give a platform for young thinkers.

This being said, Cambodia – like many other countries – still has a long way to go, but the CSR agenda is thriving. Development partners are leaning more towards the private sector to address societal problems through partnerships and there is also an increasing political will from the government to boost CSR initiatives.

The future of CSR

I imagine the future of CSR as leveraging skills, expertise, and knowledge. A great example is Impact Valley based in Brussels, Belgium, where I come from. Much like Silicon Valley, which is famous for globally accelerating Tech innovation, Impact Valley brings together various professionals, researchers, and experts to share knowledge, provide training,

and create socially-driven start-ups prioritizing social transformation. I think this could be a great concept to develop in Cambodia. Who knows, it might be one of my future projects.

Secondly, companies need to focus on the future and become more proactive [rather than reactive]. This will allow them to create value for themselves, their industries, and society at large over the long run. This approach could stimulate social recovery and growth to accelerate a much-needed sustainable post-pandemic economic recovery.

It is important to also look at what is happening overseas. In the US and Europe, a new generation of corporate entities such as Benefit Corporations (B-Corp), Social Purpose Corporations (SPC), and Flexible Purpose Corporations (FPC) to name a few, are becoming a reality. Some experts even predict hybrid social businesses solely focused on providing social and environmental solutions through joint ventures between NPOs, public actors, and private companies.

Finally, CSR starts with people. Working for the past 4 years with the local business community inspired me to focus my services on integrating impactful environmental, social and community-driven targets, adopting sustainable methodologies, and using eco-conscious resources when working with organizations, businesses, and entrepreneurs.

Building a better future does not have to conflict with creating strong profitable businesses, conversely, both are essential for the perpetual improvement of our societies.

Lyze Ikopo Bentoto
is a certified international project management and CSR expert and founder of Forward Crossovers.

Pernod Ricard - striving to be sustainable and responsible at every step

Pernod Ricard is a convivial, responsible and successful global wine and spirits group. Number 2 worldwide with a clear ambition to become the leader of its sector, with one of the most comprehensive portfolios of the industry with 240 premium brands available in over 160 countries. As Créateurs de Convivialité, Pernod Ricard strives to be sustainable and responsible at every step, from grain to glass. This is why the company is committed to growing its Sustainability and Responsibility (S&R) agenda in Cambodia. At group level, Pernod Ricard is committed to a sustainability roadmap with multiples objectives to be achieved by 2030, at every affiliate and every Brand level. It aims to bring 'Good Times from a Good Place' by nurturing terroirs, valuing people, helping to preserve natural resources and fighting alcohol misuse, creating shared value for all stakeholders and ensuring direct support for

the United Nations Sustainable Development Goals (SDGs).

The S&R roadmap covers diverse commitments and aims to achieve the greatest impact. There are various projects in Cambodia, one of which, as part the global 'Bar World of Tomorrow' initiative, is to train 30 bartenders in Phnom Penh on sustainable practices in this first year. With their Brands, Pernod Ricard has committed to remove single-use plastic in all product packaging. The commitment to sustainability is embedded in every part of the business and involves all employees. Everyone at Pernod Ricard Cambodia has dedicated S&R KPIs and are given opportunities to access trainings on different S&R topics that can support them in their roles. Internal initiatives such as 'The Good Challenge', a call-to-action for all employees to submit their best S&R ideas to improve the business, also contribute to engaging employees.

Pernod Ricard also believes in combatting harmful use of alcohol

to create a more convivial work, a world without excess. Since 2017, they have worked in close partnership with the Ministry of Public Works and Transport and the National Road Safety Committee to address road safety and drink driving in Cambodia. The company has proactively engaged Cambodians on the moderate and responsible consumption of their Brands, with their activities contributing to reducing drink driving as a leading cause of road traffic fatalities in the country. For example, they have trained 450 high school students and 750 university students on road safety and 170 traffic police officers on drink driving enforcement. 10,500 students have been reached with education programmes that aim to reduce the onset age of drinking among youth. By tackling harmful drinking, Pernod Ricard is creating a better way to live and work together, bringing good times today and for generations to come. ■



Road safety campaign. Supplied



PHARE, CONNECTING COMMUNITIES WITH VALUES OF THE ARTS



When our team at Phare Performing Social Enterprise (PPSE), saw the announcement of the CSR contest by EuroCham, we immediately decided that we must participate. First because we are a company driven by social impact missions and second because we are a new member of EuroCham through CCIFC. We believe Phare stands a strong chance to win this award because Phare is a social enterprise. This means the organisation is designed and operated as a for-profit company which is guided by social-benefit principles. Our company's shareholders, board of directors and management team have adopted and are guided by our Social Business Charter. This charter is a document that cements our commitments to create shared social values. This Social Business Charter comprises 6 principles, 17 commitments and 31 indicators.

The tangible results of our company actions on SDGs are linked to our artists and employee income and the number of decent work and employment we create. In addition, Phare's contributions to SDG & CSR are far and wide, thanks to the intangible ripple effects that Phare artists and team have made, inspiring others to be aware, take action, change their behaviours that all contribute to different SDGs and development priorities in Cambodia.

OUR CSR STRATEGIC PILLARS:

Pillar 1: Connecting Communities with Values of the Arts: Democratising access to culture. Fostering Cambodia's artistic culture, creativity, community & employee connection, well-Being & resilience.

Example of such actions: give access to marginalised youth and their communities to Phare Circus; public performances at Angkor Hospital for Children & Made in Cambodia market and other social events; Arts Therapy Clowning in hospitals for the sick; artists and staff receive private health and accident insurance + 2 members of their families paid by the company.

Pillar 2: Inspirations for Social and Behavior Change

Example of such actions:

- Phare artists join and Phare social enterprise sponsors the costs for other artists (not only Phare artists) to create and perform in communities on social behaviour change communication/community empowerment on current needs social behavior change subjects. Phare Creative Studio creates and disseminate with partners, communication assets that helps people and community to change their actions/behaviours to responsible ones be it on plastic use, environment, non-discrimination on aging or sexual orientation...etc.
- Phare invites the Plastic Free July team to conduct workshops with Phare artists and team. We organise a staff contest on minimal or zero plastic waste behavior. The winners get prizes and recognition to inspire a more environmentally responsible lifestyle & awareness.

Pillar 3: Strengthen Community Partnership

Example of such actions:

- We work with 20 fair trade and social enterprises to help them market themselves and communicate about them using our platform, Phare Circus Boutique.



- Phare mobilizes humans and financial resources within the business community in Siem Reap to create a series of Siem Reap destination marketing videos helping tourists to know and plan to stay longer in Siem Reap and Cambodia. Phare artists act in some of those videos. StayLonger Campaign, this contributes to bigger tourism spending and strengthens the local economy.
- Phare does advocacy actions on responsible tourism.

We have both top down and bottom up CSR actions. Example of bottom up is: "Phare care for society" program. PPSE arranges for a brainstorming session with artists and team members to identify the priority of social actions. The team will vote for the most important and most urgent action to get access to this grant. The

project/action with the highest vote will be awarded the grant and we will work together to take this action. We do not foresee that there will be a government policy and strategy yet for CSR related tax incentives but we do hope that government will put in place incentive mechanism for companies like us. Especially PPSE is accredited as Inclusive Business by MISTI, we do hope, thanks to this and EuroCham CSR award recognition, the Royal Government of Cambodia will motivate and incentivise us to continue to do well and impact Cambodian communities positively.

Our CSR Pillar 2: Inspirations for Social and Behavior Change brings us the most satisfaction. The fact that we see our impacts that put smiles on faces of people and inspire them of hope and resilience is the most satisfactory and impactful actions that we are doing (see the photos).

NAGACORP GOLD STANDARD IN CSR ACTIVITIES IN CAMBODIA

In conjunction with the EuroCham CSR Awards, *Khmer Times* posed a set of questions to NagaCorp's Managing Director, Mr Pern Chen. The following are excerpts of the answers



1. What is the extent of CSR/ESG activities undertaken by you that prompted you to take part in this contest?

NagaWorld was one of the first foreign-invested private companies in the Kingdom following decades of wars and depredation. We see ourselves as part of the fabric of the Cambodian community and believe we only thrive as the country prospers. In the past 25 years, NagaWorld has supported Cambodia's development, including promoting tourism alongside the Ministry of Tourism and sharing best practices with the government and business communities. Today, as one of Cambodia's largest private sector employers and economic contributors, NagaWorld plays an important role in the well-being of the people whose lives we touch upon and the community in which we operate.

We believe that we have an important role to play as a corporate citizen who is fully involved in the community where we do business. Our continual evaluation and improvement process ensures that achieving sustainable growth goes beyond generating profits - and it must

include a positive impact on our environment and our community.

Our efforts have been recognised both locally and internationally, and this can be seen via the multiple awards we have collected through various CSR initiatives through the years. This motivates us to share our achievements and the successful implementation of our CSR initiatives with the public, as together, we can join hands to actively move forward for the betterment of our communities as a whole, and for the longer term.

2. Kindly give us a run-down on your CSR/ESG activities and what impact have they brought to the targeted community or activity.

NagaWorld's commitment to youth development and sustainable economic

growth is fostered through the implementation of Environmental, Social, and Governance (ESG) initiatives which focus on 4 important pillars – Education Enhancement, Community Engagement, Sports Development, and Environmental Care – aligning with the United Nations' Sustainable Development Goals ("SDG").

We have conducted a total of 556 activities involving 4,464 NagaWorld employees who have volunteered a total of 26,812 hours of their time and energy towards the betterment of communities – all of which has benefitted over 424,000 Cambodians.

For past two years, we have conducted the following initiatives:

- **Naga Academy** – 71 interns graduated whilst around 1,000 trainees benefited from the comprehensive apprenticeship-based hospitality training programme.
- **School Outreach Programme**

– provided study materials to **24,125 underprivileged children**; delivered fire safety classes to **3,743 Cambodians**.

- **Children@Risk Programme** – provided a **three-year sponsorship** to **10 underprivileged children** to complete their high school studies.
- **Pro-active Approaches against COVID-19** – assisting the Royal Government of Cambodia through **donations and emergency relief** – worth over **US\$306,000**.
- **Bears of Hope** – **empowered around 200 women/single mothers** during the pandemic.
- **Teen Challenge** – **supported 6 teens** who suffered with drug/alcohol problems through a residential programme.
- **Cambodian Red Cross** – contributed **US\$1million** towards improving social-welfare.
- **Access To Clean Water** – created new and hygienic **water sources for over 100,000 people**.
- **Football Development Programme at Kampong Speu** – a football programme that benefited over **51,775 Cambodians**.
- **Youth & National Sports Development** – rewarded SEA Games gold medalists.
- **Empowering Youth and Developing Sports At Kampong Speu** – contributed **US\$2million** towards fostering sports development.
- **A Sustainable Cambodia** – appointed 102 Green Ambassadors; helped **spread green aware-ness to 12,500 students**, and **530 volunteers removed 492kg of trash** from the communities.
- **Green Cambodia** – supported by relevant public institutions, we **planted 1,000 trees**.
- **No Plastic Straws, Please! Campaign** – **eliminated 4.5 million plastic straws** from our operations.
- **Earth Hour** – together with our employees, we **saved over 300kW of electricity**.
- **Soap Recycling Programme** – around **500kg of used soap** were hygienically recycled and distributed to over **500 underprivileged families**.

3. Does your CSR/ESG start at the company level or does it include the employees as well, meaning employees also contribute towards any given CSR/ESG programme.

The strength of a company is dependent on its employees to that end, Nagaworld's employees have started a volunteer based CSR program, titled Nagaworld Kind Hearts. Our "Kind Hearts" volunteer their time and energy by participating in CSR programs that help create a positive impact in our society. First formed in 2014, 4,464 'Kind Hearts' have volunteered a total of 26,812 personal hours towards the program to date. Our CSR motto is "We Serve Cambodia", and our programs are designed with that in mind. From our grassroots initiatives such as Football Development in Kampong Speu, to company level CSR such as COVID-19 Donations, we have made a difference to 424,000 Cambodians.

4. Do you foresee tax incentives being given to companies engaged seriously and sustainably in CSR/ESG.

Corporate Social Responsibility is a practice in which a company conducts their business with a degree of responsibility - not only for sustainable economic growth, but to also operate in a socially and environmental sustainable manner. Large companies have the ability to impact the environment and society through their business, by adopting responsible business practices, we can ensure that the impact is a positive one. Both the public and private sector should play an active role in encouraging and



facilitating social and environmentally responsible business practices, and if there are tax incentives, it only helps to encourage more varied and innovative CSR Programmes which would then benefit the community.

In short, tax incentives will encourage more companies to be socially responsible and improve on their corporate culture especially during this time of pandemic. These companies will be able to invest/enhance their individual initiatives when internal funds become more available with tax incentives.

5. Which is the project or activity in the realms of CSR/ESG which has created the biggest impact and brought you the most satisfaction.

All of our CSR initiatives are aligned with the four key pillars which target rightful/different groups and I am happy to see how these initiatives have brought about a positive impact at these communities.

I would like to share more about one of our award winning programmes that of our 'Football Development Programme at Kampong Speu'.

Football is the most popular sport in Cambodia as many youth aspire to play for their national team. NagaWorld Kind Hearts and NagaWorld Football Club ("FC") identified football as the key focus, collaborating with the Ministry of Education, Youth and Sport, the Union of Youth Federations of Cambodia and the Football Feder-

ation of Cambodia (FFC) to conduct a two-year Football Development Programme at Kampong Speu. This benefited our sports teachers from secondary and high schools across the province as they were professionally trained in on-the-field coaching techniques and skills with professional Licences being issued by the FFC upon completion of the training.

A total of 51,775 Cambodians benefited under this Programme through our five-pronged approach - inclusive of empowering more D-Licence Football Coaching of Sports Teachers (an official Licence to train grassroots football techniques), Football Coaching Refresher Courses, C-Licence Football Coaching of Sports Teachers (an official Licence to coach promising footballers for the U-18 Football Mini Tournaments), and where talented footballers were scouted. [Note: C-Licence meant upgrading coaching levels of the teachers to enable them to be able to plan, prepare, deliver and reflect on coaching sessions for the development of players. This, in the long run, will be able to build a strong football

generation and to feed the best national football teams for Cambodia.]

In providing real opportunities, 10 young footballers were scouted during the Tournaments and selected to train under the NagaWorld Football Club ("FC") which generates players for future Cambodian football. NagaWorld FC also sent two best footballers for a training stint with professional football team BG Pathum United in Thailand, with one of the youth signing a contract with NagaWorld FC to play in the Professional League.

This Programme has earned international accolades which includes the following:

- 1. The International Business Awards 2021 - Silver Stevie Award (will be held virtually from Virginia, USA)**
 - Submission title: NagaWorld Kind Hearts' Sports Initiatives Spur A Nation's Development
 - Category: Health, Safety & Environment Program of the Year - in Asia, Australia and New Zealand

2. The International Business Awards 2021 – Bronze Stevie Award (held virtually from Virginia, USA)

- Submission title: Nation Building for Cambodia's Youth and National Sports Development
- Category: Corporate Social Responsibility Program of the Year - in Asia, Australia and New Zealand

3. The International Business Awards 2019 – Bronze Stevie Award (Vienna, Austria)

- Submission title: NagaWorld's Nation Building Mantra For Cambodia's Youth and National Sports Development
- Category: Corporate Social Responsibility Program of the Year - in Asia, Australia and New Zealand

4. Asia Responsible Enterprise Awards 2019 (Taipei, Taiwan)

- Submission title: Football Development Programme in Kampong Speu
- Category: Social Empowerment



CSR AND ESG EMBEDDED IN HEINEKEN CAMBODIA'S CORPORATE CULTURE

At HEINEKEN Cambodia, CSR and ESG are embedded in our corporate culture from Amsterdam (HEINEKEN is a Dutch company) to Cambodia. We have applied our group's international adage Brewing a Better World to Cambodia, where we are determined to take the lead. In doing so, we are, at HEINEKEN Cambodia, committed to reach carbon neutrality, protecting water resources, ensure a fair and safe workplace, inclusive and diverse; but also developing our teams, caring for local communities, advocating for responsible consumption, and contributing to the country's economic growth.

Despite the impact of Covid 19, HEINEKEN Cambodia has managed to sustain the company's commitments to People, Prosperity and Planet through continuation of its various programs as follows:

Environment

In our brewery, we have halved our CO2 emissions since 2013, one of our main contributions to help address the global Climate Change crisis. We achieved this by focusing on energy efficiency and renewable energies.

For decades, we have focused on using less water to produce each liter of beer. This reduced HEINEKEN Cambodia's dependency on water as a key natural resource to preserve it for future generations.



Social

At HEINEKEN Cambodia, we have endeavored to source locally and sustainably. We have also sustained our commitment to local communities. Within our own workforce, we have taken the lead in promoting the government's vaccination campaign by ensuring the company's employees have been vaccinated. HEINEKEN Cambodia has also donated essential supplies to thousands of families living near the brewery at the heart of the Covid-19 lockdown.

Responsible Consumption

As part of HEINEKEN Cambodia's efforts to advocate for moderation, the company earmarked 10 percent of the Heineken® media budget to promote Responsible Consumption. In addition, employees are groomed to become ambassadors in advocating responsible consumption and making sure people around them don't drink and drive.

Sustainability and Responsibility are at the foundation of our company.

Our employees actively contribute to shape and deliver our CSR programs. They play an important role in embedding a Sustainable Development culture.

We also apply a green mindset to avoid for instance using Single Use Plastics within the company environment - and beyond. As such, the team use completely eco-friendly products for packing their lunches from the canteen for instance.

While we recognise tax incentives might be a 'driver' to implement CSR/ESG in companies, our Brewing a Better Cambodia adage is a way of life that is ingrained in our company – as set out by the HEINEKEN Group. With or without tax incentives, HEINEKEN Cambodia



is committed to People, Prosperity and the Planet.

With Covid-19 taking center stage throughout 2021, HEINEKEN Cambodia mobilised the company's resources and know-how to help the government prevent the spread of the pandemic and to reduce the effects on the local communities. As such, we directed our attention to those Cambodians who needed help the most by providing thousands of relief packages containing humanitarian aid to families in need. HEINEKEN Cambodia's 'care packs' included daily necessities such as rice, noodles, cooking oil, soap, masks... that HEINEKEN Cambodia is confident it has helped thousands of Khmer families stay safe, strong, and survive this crisis together.

We are proud that with such donations, coupled with our position at the nation's top tax payer, we have done our share to mitigate some of the devastating effects of the pandemic. ■

SOMNANG PICHMONIREACH – TOWARDS ELIMINATION OF PLASTIC POLLUTION

For English program, I have graduated from the ACE General English Program at Australian Centre for Education. During my study in both schools, I have volunteered as a garbage collector in the community which concerns the environment in our society. Rubbish was one of the environmental challenges in the country that should be controlled effectively. I also collected debris with my family at Kep Beach voluntarily and individually without taking benefits from any organisations. Moreover, I have joined ACE 'Running for Environment' on Sunday 28 August 2016 at Diamond Island with thousands of people, a run which concentrated on CSR, reducing plastic consumption, creating a healthy lifestyle, hygienic environment, and a clean city.

The event was also held in 2017 at the National Olympic Stadium and in 2018 at Koh Pich. It was supported in cooperation with the Ministry of Environment, Ministry of Education, Youth and Sport, Australian Centre for Education, IDP Education, and many others. It encouraged me to start taking action by myself first. Nevertheless, I have contributed my money by purchasing a ticket for the event to improve society by setting up many new trash bins in Phnom Penh and at provinces too. I want to see my society in a healthy growing condition rather than being in despair. Social development goals are crucial for all people in the society.

The goals are benefits not just only me but for everyone. I consider the development of society is needed seriously in order to reach its goals successfully.



I AM STUDYING KHMER AS A GRADE 12 STUDENT AT THE NORTHLINE SCHOOL

2021

I am keen to explore new things or experiences in the society so as I may be able to contribute back as a human being. The duty or obligation for improving the society comes from us. We, the people, live in the society, and it is the home to everyone. I also desire to see the future of the society being one step ahead which exists in the present. It is difficult and uncontrollable for me to face with numerous issues that are hard to solve or develop. I need to take action so that I may deal and solve these problems.

LAI CHENDA I AM DIFFERENT AND INDEPENDENT

"I AM DIFFERENT! I AM AN ORDINARY ONE BUT WAS BORN AND RAISED TO BE A STRONG AND INDEPENDENT WOMAN. THIS HAS NOT BEEN EASY, OFTEN I HAVE HAD TO STRUGGLE AND FIGHT FOR MY INDEPENDENCE, FOR THE FREEDOM TO BE TRUE TO WHO I HOPE TO BECOME. I MUST FIGHT WITH THOSE AS I HAVE FOUND THAT EDUCATION IS THE BEST PATHWAY FOR MY OWN LIFE. I BELIEVE I DON'T NEED TO BE BORN IN A RICH FAMILY JUST TO GET A SUFFICIENT EDUCATION." – CHENDA LAI.



environmental pollution. I believe that was the cause of anthropogenic activity so that I keep telling myself to learn more and more in this field. I have joined a lot of activities at school and in the community for training, sharing, and knowledge transfer. Now I can see myself as flexible, friendly, patient, active, and hard-working. I've also spent most of my experience through the job is channeled to monitoring, working on quality control, environment, and sustainable development.

Ms. LAI Chenda, a student from Prey Veng province is currently doing her Ph.D. (double degree) between Institute of Technology of Cambodia (ITC) and University of Liège (GxABT, ULiège) in Belgium focusing on sustainable agriculture under financial support of the Higher Education Improvement Project (namely, HEIP). Chenda obtained her Master's Degree in Urban Water and Sanitation Engineering at ITC in 2020 under a scholarship of the French Development Agency (AFD-EU) and her Bachelor's Degree in Chemistry Science at Royal University of Phnom Penh under the financial support of the Enfants du Mekong (EdM) - a French NGO and non-profit charity. "Coming from a farmer's family is not a harassment, but it is the best encouragement"

The story of my journey started in the last 12 years. In 2010, I lost one of my friends who was the victim of

I am determined to achieve my research goals. I hope Cambodian youth value the education sector and I really appreciate if they can find a scholarship to support their study and living. Being a researcher and future lecturer, I wish that my new knowledge will be more effective in helping the farmers in sustainable agricultural practices, and in improving the lives of the disadvantaged in Cambodia and beyond. Through the network sharing of my university, I've found that the content of this contest is very interesting and that I can express and share what I've learned so far within it. I always believe that youth could make the change.

Youth, we are the ones who stay between the old and young generations. We have the role to explore the world, learn from the old generation, and share it with the young generation. Youth, WE ARE THE COPPER LINE.

Rosewood Phnom Penh prides itself on its Open Doors yearlong paid internship for disadvantaged youth

Khmer Times interview about their Corporate Social Responsibility (CSR) initiatives with Rosewood Phnom Penh Managing Director **Daniel Simon**.

Dedicated to supporting local community, Rosewood Phnom Penh is proud to introduce its latest corporate social responsibility project: Open Doors, a year-long paid internship for disadvantaged Cambodian youth.

This meaningful new training program provides 12 underprivileged students from remote parts of the country with the opportunity to live and work in the capital while cultivating invaluable experience at Rosewood Phnom Penh. The students receive complimentary accommodation and meals throughout the program and a monthly allowance for expenses.

Education is a great equalizer. We are committed to providing the tools, skills and support for local talents to flourish.

a. Room to Read: supporting literacy and gender in education

Room to Read is a leading non-profit,

working towards gender equality in education. They not only instill early literacy skills and reading habits in young girls but also provide resources for secondary school female students to reduce dropout rates.

Over the years, Rosewood Phnom Penh has partnered with them on several impactful campaigns, from organising an annual flea market to raise funds for school outreach to sponsoring the construction of a new volleyball court at a local school.

b. Krousar Thmey: helping children live with dignity

Rosewood Phnom Penh is proud to support the Krousar Thmey Foundation. They help displaced, traumatised youth living on the streets by providing child welfare, cultural development programs, and education for those with disabilities.

Every month, Rosewood Phnom Penh

donates unused toiletries to the foundation, which recycles and redistributes an incredible 1,500 soaps and 50 liters of shampoo to Krousar Thmey shelters caring for street children. These resources help impoverished youth live with dignity.

c. Clean City: creating a cleaner, greener city

Rosewood Phnom Penh supports the community in a sustainable way. This government-backed initiative brings together volunteers uniting in one cause to create a cleaner city for all to appreciate.

All associates undergo a two-day session that includes a presentation of our social responsibility efforts.

20 associates join each "clean city" initiative.

Our associates chaperon youngsters from different organisations we support. In addition



to their time, some also donate money and initiate fund-raising sessions.

Rosewood Phnom Penh is committed to the prosperity of Cambodia. We abide by the regulations and support the tax authorities.

We nurture members of the next generation so they can realise their full potential and become a positive force in their communities and Cambodia. ■

LEANG SOPHEARA, 18, AN ASPIRING TO BE A WATER ENGINEER

I Was Invited By A Friend To Participate In This Contest And I Thought It Was A Good Opportunity To Share My Ideas And Thoughts On What We Could Do To Help Contribute Towards The Sdgs. Sustainable Development Goals Are A Collection Of Goals That The UN Has Established In Order For All Countries Around The World To Work Together And Achieve These 17 Goals, So That We Can Strive For A Better Future Altogether.

I Chose Goal 13, Climate Action Because Climate Change Is An Ongoing Cross-sectoral Issue That Is Drastically Affecting The World As We Speak. Every Country Is Affected By Climate Change In Some Way, It Can Range From Drought, Floods, Forest Fire, Typhoon, Hurricanes Etc. The Sooner We Act To Mitigate These Ongoing Issues, The Lesser It's Going To Cost Us Rather Than For Us To Sit Back, Not Paying Any Attention To It And Doing Absolutely Nothing About It. For An Example, What's Happening Right Now Is That World Leaders Are Attending Cop26 Of Unfccc That Is Currently Being Held In Glasgow, To Talk About How They Can Tackle Climate Change And What Actions To Take.

There Should Be More Investment In Education, Especially In Science, Technology, Engineering And Mathematics (Stem). We Should Also Invest In Innovation And Technology For Example, The Building Of Smart Infrastructure Or Smart City And Support Small Scale Projects Initiated By Local Communities To Improve The Livelihood Of The People. As There Are About 1.8 Billion Youths Around The World, That Number Is Expected To Grow In The Near Future And Within The Next Few Years The World Is Going To Have The Largest Population Of Youths. When We Have This Many Youth That Are Provided With The Necessities, The Necessary Skills, Opportunities, And Are Empowered By Knowledge And Practical Skills, They Can Mobilise Themselves And Others Around Them To Be The Driving Force That Can Make Considerable Changes In Their Own Respective Community And Country.

I Aspire To Become A Water Engineer In The Future, Because Water Plays A Pivotal Role In Our Daily Lives, We Use It To Perform Our Daily Tasks, For Consumption Etc.

We Could Live A Week Or Two Without Food But Without Water, You Simply Can't Do That, You Could Probably Only Live For

Two To Three Days. Not Only That, Our Country, Cambodia, Is Heavily Dependent On The Agricultural Sector, And This Sector Alone Requires A Lot Of Water. So I Hope That In The Future, When I Have Attained Adequate Skills And Knowledge, I Would Like To Play My Part, Become Of Service To My Country In Improving Both Quality And Quantity Of Water Supply.



MY NAME IS LEANG SOPHEARA, I AM 18 YEARS OLD, AND CURRENTLY STUDYING IN GRADE 12 AT WESTERN INTERNATIONAL SCHOOL.

CSR IN CAMBODIA: SUPPORTING SOCIETY, SUSTAINABLY AND SKILLS



Michael Firn
michael.firn@khmertimeskh.com

Corporate Social Responsibility has become a major part of most company's business plans. The term means different things to different people and the focus has been shifting from CSR to ESG, which includes environmental, social and governance, alongside financial considerations.

Khmer Times checked in with local and global companies and found that each had a different interpretation and approach.

Fashion chain H&M opens its first store in Cambodia early next year but has been sourcing clothing from around 30 garment factories near Phnom Penh for years. The Swedish company says its commitment to leading the change in the fashion industry is based on three principles: innovation, transparency and inspiring sustainable actions.

"H&M Group's vision is to lead the change towards circular and climate positive fashion while being a fair and equal company," a spokeswoman said.

"We see it as our role to use our size and scale to help create a better industry that operates within planetary boundaries and creates genuine value for people. We have been working on the sustainability of our business for more than 20 years and we will continue to do so to contribute to systemic progress and change in this pressing area." Last year it was reported that the fast-fashion chain was considering moving its business away from Cambodian factories after the EU partially suspended the Kingdom's trade preferences under the 'Everything but Arms' arrangement on human rights concerns. However, the company that sells coats for under \$40 decided to stick with its manufacturers and use its purchasing power to influence government policy.

"H&M Group has been sourcing from



Cambodia since the mid-1990s and has a long record of environmental and social sustainability actions. Our in-country team works closely with suppliers, relevant ministries and development partners to drive sustainability topics such as emissions reductions, waste management, and occupational health and safety," said the spokeswoman. Home-grown hotel and restaurant operator Thalys Hospitality Group says the wellbeing of its workers is of paramount importance. The company says its motto is: treat others the way you want to be treated.

"Thalys always puts team members first," said Settha Yok, Thalys Director of People & Culture. "During the Covid-19 pandemic, Thalys protected its team members' health through the implementation of health and safety protocols, training on sanitation and food safety and work from home for non-operational employees of back of the houses. In addition, Thalys provided job security to all employees without any lay-off plan and provide rank and file staff with full salary which enabled them to support their family members and pay any debt on a regular basis to the lenders. Thalys provided the contribution in kind such as food to any team members in blocked or locked down areas and also during quarantine. During this difficult time Thalys also provided them with learning and development through online training from its stakeholders," he said. The company also works to give budding restaurant staff the skills they need to meet exacting region standards giving them the opportunity to boost the Kingdom's reputation as a prime destination for foodies and also the opportunity to find work elsewhere in Asia.

"Thalys is committed to leveraging skills of the local community where Thalys operates. In partnership with Ministry of Tourism, ASSIST Mekong Region and William Angliss Institute in Australia, Thalys has

produced the first fresh 40 ASEAN national assessors and 26 ASEAN national trainers for food production. They are the chefs from hotels and restaurants across the countries. These new assessors have assessed the prior learning of 83 kitchen employees to recognize and certify their competencies for the ASEAN certificate 2 in cookery and pastry," Yok said.

For Cambodia's longest-serving and only fully locally-owned mobile communications company Cellcard, CSR is less a company policy set in stone and more of a reaction to current events.

"We don't gather at a meeting table and say: let's run some CSR activities. These are usually somewhat innate and come naturally whenever we see the need to help the communities we serve and provide support that is within our reach and capabilities," said Cellcard's Head of Media and Public Relations Naikeang Din.

"The pandemic has had significant impact on livelihoods and priorities. From the 'nice to have' we went back to focusing on the basic needs – getting food and medicine, looking out for each other and staying connected with our families and friends," Din said. "Our network teams, akin to front liners, went to red zones to strengthen the network signal and added more cell sites. Our commercial teams worked with partners, private businesses and NGOs to cater to the needs of communities in red zones and beyond. It is under our chairman's leadership and following his personal example, that Cellcard employee-volunteers helped to set up and operate the RGC Vaccination centre jointly with the Ministry of Health and TYDA [the Samdech Techo Voluntary Youth Doctor Association]. The centre was running for over a month and saw over 10,000 people vaccinated," she said.

Cellcard is keen to stress that not all its CSR activities spring up spontaneously. It has a history of helping the Kingdom's youth get the skills they need to contribute to Industry 4.0 and, hopefully, to Cellcard. In terms of sustainability Cellcard says it's the little things that matter. It encourages workers to use non-disposable water bottles, avoid printing documents when a digital copy will do and switching off the lights and air-conditioning when they leave their workstations. ■

KHMER ORGANIC COOPERATIVE CO., LTD. - SEEKING POSITIVE SUSTAINABLE CHANGE

Khmer Organic Cooperative's (KOC) CSR activities originate from the company's core values, beliefs, mission, and vision. Our business model is based on principles of seeking positive, sustainable change. Therefore, we are happy to participate in Eurocham's Contest

of CSR Awards, which contributes to raising awareness and further encourages local entrepreneurs to remain committed to excellence in their efforts to run CSR-oriented businesses.

Over ten years now, we have been focused on developing and promoting green regenerative agriculture in Cambodia. With engagement and support from various developmental partners, we gained knowledge and aim to share it. Through our work, we directly contribute to UN Sustainable Development Goals of zero hunger, good health and wellbeing, quality education, gender equality, clean water and sanitation, decent work and economic growth, responsible consumption, and production.

Our main CSR initiatives are dedicated to: Work with smallholder farmers to improve their livelihoods and empower sustainable food production. We regard farmers as our main business partners. Together with our sister companies- Entrée Baitang & Eco-Agri Center, KOC equips farmers with knowledge and essential skills to grow organic products on their own and work towards establishing an environment free of chemicals and other harmful materials for their health and the environment.

Promotion of women in agriculture: the women in Cambodia already play an important role in decision-making in agricultural activities, from farm to marketplace. Thus, KOC works with all stakeholders and development partners to empower them. 60% of KOC's employees are women, and the company's CEO is a woman entrepreneur.

Organic farming practices: We have established four organic farms in Cambodia, which have created over 200 jobs and provided the local community with appropriate salaries and safe jobs. Our farms have become Green Agriculture Learning Centers for students, teachers, NGOs, private sectors, development agencies, and especially farmers in Cambodia. Currently, we work with over 1000 farmers and 60 farmer cooperatives, and over 500 customers visit our organic food stores daily.

Everyone in the company is involved in the way we work. With 90 current employees, we believe that investing in our team is what makes the long-term impact and drives positive change.

We strongly support the idea of Tax incentives to companies who, through their work, return to society. This would have



numerous benefits to encourage companies to include social responsibility provisions in their charter and keep the managers accountable.

Our CSR activities are strongly linked, and the scope is larger thanks to that. It is hard to choose one that gives us the most satisfaction. Responsible business links people, planet, profits, processes, and long-term benefits are vital.

We collaboratively engage with Oxfam and CSR Asia to promote CSR practices in Cambodia in Agribusiness and were the Core member of CSR Platform Cambodia (established since 2015) by Oxfam Cambodia and the GRAISEA Program to promote socially-responsible businesses. In 2019, we were awarded the 4th ASEAN "Rural Development & Poverty Eradication Leadership" Award for our work with small-holder farmers. We also participated in the Inclusive Business Action Network (IBAN). ■



 **Manulife**
Every day better

Manulife Cambodia's CSR Impacts

More than US\$4 Million has been contributed to Corporate Social Responsibility in Cambodia from 2012 to 2021



Road Safety

8000+ helmets
donated to students

17,276+ Cambodians
received road safety
education

170+ children's lives
saved from road accidents

110+ bicycles
donated to students at Passerelles
Numériques Cambodia (PNC)

Financial literacy



130,000+ Cambodians
attended educational seminars



Health & Wellness

A total of **US\$437,211** has been raised for **Angkor Hospital for Children** since 2015 through **Angkor Wat International Half Marathon**, exclusively sponsored by Manulife Cambodia

COVID-19 Response



A total of

**17,150 COVID-19
precaution packs**
donated to:

- The National Pediatric Hospital
- Khmer Soviet Friendship Hospital
- Phnom Penh City Bus Authority

US\$190,000+
spent to support customers
impacted by COVID-19



*Awards & Recognitions

"Top Community Care in Asia" – 2020 (Thailand)

"Corporate Social Responsibility Leadership of the Year" – 2017 to 2020 (Hongkong)

CORPORATE SOCIAL RESPONSIBILITIES IS AT THE HEART OF ACLEDA BANK

ACLEDA Bank Plc. is a very well-known Financial Institution which always takes care of our Corporate Social Responsibilities (CSR) since we have started our business. There are a lots of evidences that show how our practices undertake CSR in our Bank including our offices arrangement and so on. All ACLEDA's offices throughout the country and overseas were designed and build with handicapped Slopes, Hand drills, Counters, Water Closets and even parking as a special treat for the disabled. One interesting implementation is that ACLEDA Bank Plc. has shared an important role in Human Resource Development. We recruit students who have just graduated without any experience in the financial sector and train them to be bank staff by ourselves. As of December, 2020, amongst 12,013 of our total employees; 2,030 of them are disabled, which shows our best support in developing Human Resource Affairs in Cambodia especially helping to increase job opportunities and reducing poverty in the

community. Additionally, we have established a Foundation, named ACLEDA-Jardines Educational Foundation, where we do our Charity Activities to raise funds to build school buildings for students at remote areas so that we can offer the younger generation, chances to get their foundation education. Regarding our Business Operation, we always have a proper assessment of the Environmental Impact on our Businesses before we provide loans. These are reasons which prompted us to take part in this contest.

We build up our CSR concepts, starting from the Company level and we offer opportunities to our staff to contribute their performance as well as their donations to our program. For tax incentives for our CSR activities, we have already obtained these benefits for our Charity Foundation since February 22, 2018 on our incomes from donations and expenses related to CSR. However, we understand that tax obligation of businesses is obviously a crucial revenue base for the Government

for supporting the development expenses. Thus, we strictly fulfill our taxes obligations as it is also a part of CSR to which we contribute.

The real CSR which satisfied us the most is the Charity Donations offered by ACLEDA Bank Plc. We always take part in required aid appeal by the Government to support any significant cases such as fight against COVID-19, flood aids, etc. Every year, we contribute to the Cambodian Red Cross, to Kantha Bopha Hospital in between \$200,000 to \$750,000. Activities

engaged with education or improving knowledge and skills of people in order enable them to have a better earning power and survival is one of the most critical component of our CSR. To build a prosperous country, we need to build the educated people first. Then they will integrate to develop a sophisticated capacity automatically. ACLEDA Bank Plc., is proud to be able to contribute all the above mentioned significant CSR initiatives to enhance the development of our beloved country. ■



ACLEDA Bank Plc. Headquarters. Supplied



Dr. In Channy,
President and Group
Managing Director of
ACLEDA Bank Plc.
Supplied

PESTLAB SPECIALISES IN PEST MANAGEMENT WITHOUT THE USE OF HARMFUL CHEMICALS



Pestlab Exterminator is specialised in pest management following Western Standards, including HACCP (food safety), IPM (techniques that are not related to use of chemicals, therefore limiting the impact on the environment) and subscribes to Eco-Cert (organic label for farm products).

All these standards are by nature related to CSR and ESG

Eco-friendly mosquito control

Pestlab Exterminator is the only pest control company that has never, ever used any warm fogging machine in Cambodia, technique that goes against the company's core ethical values, despite being widely used in. Pestlab's current core business activity is the installation and maintenance of eco-friendly mosquito traps made in Germany by Biogents AG that works with CO2 and artificial human scents.

Eco-friendly sand fly control

In technical partnership with Biogents AG, Pestlab has adapted their mosquito traps to sandflies trapping, as basic mosquito traps are not genuinely adapted to the general condition on a beach (salt, wind, heat, sand). This allows the reduction and control the sand fly population without using any harmful chemicals.

Safe ant and cockroach control

Pestlab produces their own ant & cockroach gel. In order to be safer and eco-friendly, they make it from a natural product (Spinoad) used in organic agriculture and combine it with only edible ingredients to make a palatable bait. Compared to professional insecticide gels that are imported, this gel is safer for humans and pets as well as eco-friendly by nature. The gel can even be used by non-professionals as it doesn't present a major risk in case of misuse.



This means less risk for the applicant, for the client and lower impact on environment.

Sustainable Bee management

Pestlab hired a sustainable beekeeper to train the entire team in domesticating bees in beehives. For species of bee which cannot be domesticated, they use a technique to gently remove the nest in a way that gives the colony the maximum chance to resettle somewhere else with the minimum loss and without the use of any insecticide.

Wild-life-friendly rodent control

Where wildlife needs to be protected, in particular birds, using anti-coagulant rodenticides is strictly forbidden. Therefore, using bait based on cholecalciferol (Vitamin D3) allows sustainable management of the rodent population and a complete reduction of the secondary poisoning of non-target wild animals.

CSR/ESG programs are mainly managed at the company level by the owners/top managers while the employee's contribution is mainly based on the feedback from on-ground treatments that helps to improve the efficiency and reduce the ecological impact of the treatments.

At the moment doing sustainable pest control relies on the import and/or registration of products. Due to the administrative and tax constraints, acting eco-consciously is more costly and difficult compared to the traditional toxic alternatives. In order to promote and encourage more businesses to use sustainable and environmental friendly products, Pestlab advocates for tax incentives in doing CSR/ESG.

This could for instance stimulate in the short-run the use of CO2 mosquito traps which represent almost 50% of Pestlab's business and could have a significant long lasting and game-changing impact.

Total Cambodge – fostering sustainability

Total Cambodge's CSR activities mainly focus on 4 key pillars including (1) Road Safety, (2) Education & Youth Inclusion, (3) Climate, Coastal Areas & Oceans, and (4) Cultural Dialogue & Heritage. With a commitment to be a responsible energy major, CSR is placed in the core of our business strategy. Moreover, we will contribute to the economy and social development of the countries where we are operating through various means such as paying

tax, human resource development and various CSR activities.

In addition, to deal with multiple issues on the climate change, the environment protection and care has been re-selected, and included in the Company's business road map 2021-2025, with emphasis on Fostering Sustainability as a key foundation.

With supports and involvement from different parties, we did initiate and in/externally implement many projects on

tree planting, plastic recycling and waste management, energy saving & the production of green energy...etc.

Where many companies would have cut their CSR budget and slow down their CSR activities during the outbreak, Total Cambodge has done differently by assessing the situation of Covid 19 and impact to the society and then allocate our resources to respond to the issues / challenges. Under the four pillars, we have done 29 CSR projects for 2021.



Asif Iqbal - Managing director. Supplied

Here are some of the projects that we are proud of and their impacts:

SUMMARY OF INITIATIVES & PROGRAMMES RUN BY TOTALENERGIES MARKETING CAMBODIA IN 2021

DESCRIPTION	CATEGORY	TARGETTED BENEFICIARIES	NUMBER OF PEOPLE AFFECTED
Angkor TotalEnergies Park: To plant 10,000 trees over 50,000 sqm in Angkor Archeological Park to build a natural habitat for wild animal, to protect Angkor temple, and to expand the existing green areas.	Climate, Coastal areas & Oceans	Local communities in Angkor Archeological Park & Tourists	More than 25,000 beneficiaries
Plant Trees Save Lives Campaign: With participation from public as well as our employees, more than 10,000 trees planted and 10,000 liters of Euro 5 diesel donated to Cambodia Kantha Bopha Foundation.	Climate, Coastal areas & Oceans	Local community & Children	More than 20,000 beneficiaries

All CSR initiatives are steered by CSR committee, consisting of more than 40 percent of management committee members and CSR in charge. With an open-door culture, employees and contractors are actively and happily getting involved and contributing

their time, financial resources, as well as their physical and mental supports to our CSR activities.

Recently, we have launched an Employee Volunteer Platform, where employees could easily access and register

for any initiatives of their preference. In addition, two issues of CSR newsletter (per year) are developed and circulated within the organisation to highlight CSR achievement and projects to come.

Tax incentives would be a plus, a benefit

and a recognition from the Royal Government of Cambodia for companies having put efforts in sustainable CSR programs. However, we continue to move in the direction of initiating programs / projects for a sustainable development for Cambodia and its people. ■

PHILLIP BANK'S VISION, "DELIGHTING CUSTOMERS, GROWING PEOPLE AND BENEFITING COMMUNITIES"



As part of Phillip Bank's vision, "Delighting Customers, Growing People and Benefiting Communities", we believe CSR is not just an optional add-on to our banking philosophy. It is in our DNA to do good and give back to the communities we operate in. Therefore, we have set out two approaches to CSR activities.

Strategic CSR refers to specific areas the bank has engaged for sustainable impact via the core activities of our local NGO as well as improving the standard of education in Cambodia and benefiting disabled arts.

Tactical CSR includes short term projects providing humanitarian aid and relief in response to events such as disasters, floods, and the Covid-19 pandemic. Other tactical outreach includes one-off events such as educational campaigns, health education, etc.

Koampia Phum Yoeung (KPY)

KPY is a local NGO spun off from the former KREDIT Microfinance focusing on community development and empowerment among vulnerable communities. These value-added services provide an unusual level of synergy not seen in the rest of Cambodia's banking sector.

E2STEM

Phillip Bank is a proud sponsor of E2STEM, designed to strengthen Cambodia's educational capacity in Science, Technology, Engineering, and Mathematics. In 2021, Phillip Bank sponsored four students for 3 years in high school and 2 years in technical school under the programme.

EPIC ARTS CAMBODIA

Phillip Bank is a sponsor of the arts among disabled persons in Cambodia and has proudly contributed to

performances by Epic Arts, a social and educational enterprise based in Kampot.

CHARITY DAY

Every year, Phillip Bank holds a charity programme, providing study materials for children in disadvantaged communities. Some of the bank staff also participate to help engage with the younger generation with some fun quizzes.

HEALTH CENTRE SUPPORT AGAINST COVID-19

Phillip Bank and its staff organised a charity event supporting 10 selected Health Centres located within areas where Phillip Bank operates. Employees of Phillip Bank contributed more than \$3,000, which was then matched by Phillip Bank to double the fund.

COVID-19 VACCINATION FUND

As a contribution to the government in its collecting of funds to purchase Covid-19 vaccines for fellow Cambodians, Phillip Bank has provided another convenient way for customers to donate the funds via mobile app (Phillip Mobile).

At Phillip Bank, we always engage our staff in our CSR activities including delivering donations, engaging with communities, fundraising, etc. In the case of the Covid-19 vaccination fund, our staff are active in informing about this to the customers as well as contributing their fund in the campaign. We are very proud of being the only commercial bank in Cambodia that has a local NGO, KPY, as the CSR arm of the bank. At the village level, KPY staff and bank staff collaborate to organise and provide training in these key areas for economic empowerment. We believe a tax incentive is a very positive approach since it would encourage other institutions to focus strongly on CSR activities by giving back to communities. It would also incentivise a growing spirit of volunteerism among Cambodia's new middle and upper class.

SOCFIN CAMBODIA - CREATING POSITIVE CHANGE IS ACHIEVED THROUGH COLLABORATION

Company village. **Supplied**School gifts donations (Jan 2021). **Supplied**

Socfin Cambodia, a rubber plantation company, applied the concept of corporate responsibility since the beginning of its operations. Its CSR strategy is part of the company's DNA and is at the roots of its presence in Cambodia. Its team strongly believes that creating positive change is achieved through collaboration. They are continuously engaging with external stakeholders, including through public events promoting its values such as the Eurocham's CSR Awards.

Socfin Cambodia's ambition is to promote a responsible agriculture that contributes to the improvement of local livelihoods. Its CSR strategy is developed around three impact areas: employees and their families, the local communities and the natural environment.

For its employees, the company supports capacity building and career development: for instance, two tapping academies have trained 816 employees in 2019/2020. For their families, Socfin Cambodia fosters better living conditions by providing free housing for over 1 200 people, and by supporting family livelihoods through community gardens. The company's medical department provides over 7 000 free medical consultations every year and 135 children attend classes in two schools located in the plantations.

Socfin Cambodia contributes to its local communities' livelihoods by creating employment and stimulating local entrepreneurship, and it collaborates with 52 families through a rubber smallholders program. When needed, it directly conducts local development projects too. For example, in 2019/2020 the company's Roads and Bridges team spent over 440 hours to maintain roads for the local communities.

CSR projects directly integrate the local Bunong indigenous communities as well: together with Socfin Cambodia, they are protecting over 560 hectares of their communal land.

Socfin Cambodia understands that practices supporting a sustainable production contribute to a better future. That is why it is publicly committed to preserve the ecosystem balance and protect the biodiversity in its area. The company integrates an environmentally sensitive vision in all activities from agricultural operations, to industrial facilities or the management of company villages; but also from written policies down to field activities.

Socfin Cambodia's Sustainability Department coordinates these CSR projects and activities are integrated in each department depending on their expertise: the agronomic department is in charge of regularly providing free technical trainings to local smallholders for instance. Tax incentives could be a positive lever to incentivize more companies to embark on the same CSR journey. However, although these benefits are always welcome, they are not what drives Socfin Cambodia. The company strives to be a responsible rubber producer and its objective is for its activity to benefit all.

The impacts of Socfin Cambodia's CSR projects can be seen in the long term. The most visible one is certainly the infrastructure development in Bousra Commune, with the support to the local schools, hospital and roads. As a responsible employer, the company is also proud to see some of its employees striving both professionally through its career development effort, and personally by creating roots in the area and benefiting from a recognition of the value of their work and contributions by the local communities.



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RABBIT



ELEVATING VOCATIONAL TRAINING IN CAMBODIA WITH SWISS WATCHMAKING

Cambodia is now open once more but Jessica Thakur, Technical Advisor of Prince Horology Vocational Training Center, has no plans to return home anytime soon.

Thakur, who hails from a small town outside Melbourne, is busy at work at the Prince Horology watchmaking school that was launched shortly after the beginning of the COVID-19 pandemic. While she was previously based in Switzerland, she enjoys the youthful and vibrant atmosphere in Cambodia.

"Phnom Penh is simply lovely," she says. "The streets are bustling and lively and Cambodians are such gracious and kind people."

Six students, all of whom are Cambodians studying under full scholarships, enrolled as the first group of students to learn the art of watchmaking. Thakur works alongside Maarten Pieters, a fellow technical advisor.

Thakur is a former instructor of the world-famous Watchmakers of Switzerland Training and Educational Program (WOSTEP). Before that, she was an instructor in a watchmaking school in Texas sponsored by the Swiss luxury group Richemont.

Pieters was the director of WOSTEP for more than 16 years after leaving Omega. At Omega, he

worked in the Haute de Gamme department, responsible for the brand's most complex watches.

Classes were disrupted due to COVID-19 but the students are on track to graduate next year. Recruitment has begun for the coming academic year – Cambodians will again get to study under scholarship or at heavily subsidised prices. The school hopes to be a beacon for emerging craftsmen and craftswomen from around the world who want to learn Swiss watchmaking in an Asian setting.

So far, a currency exchange teller, a human resource professional and a farmer have signed up. The comprehensive syllabus has been designed and is imparted by the two internationally experienced watchmakers, Jessica and Maarten.

Prince Horology's two-year programme has been designed to reflect as close as possible the certificate fédéral de capacité (CFC), standards for vocational training defined by the Swiss government that are widely considered as the watchmaking industry norm. The well-known and highly-regarded 3,000-hour programme at WOSTEP and Prince Horology is based on the same CFC benchmarks.

Thakur is confident that the two-year programme will open pathways that the graduates cannot possibly imagine.

"I was just an apprentice in Australia and little could I imagine that my career would take me to Switzerland and the United States," says Thakur. "I am mindful, though, that not everyone can afford to go to Switzerland to learn such a niche subject."

"I am glad that we could open a school here in Cambodia and I'm sure our students will learn valuable skills that are prized internationally."

WOSTEP, Thakur says, is famously well-known for its ability to nurture

international watchmakers. Thakur and Pieters hope to bring the pedagogical knowledge acquired over the years to benefit the group of students under their care.

Thakur states a number of countries have emerged to establish their own imprint on watchmaking. Japanese watchmakers, for example, perfected the quartz movement, which utilized a battery and challenged traditional conventions, making high-quality watches accessible to a wider group

of users. Asia's heritage in watchmaking is vastly underappreciated.

"Cambodia is well-known for craftsmanship and there's a lot of pride in the intricate designs that make up the exterior of Angkor Wat temples," notes Gabriel Tan, Chief Communications Officer of Prince Holding Group. "I am confident that our students at the school will not only master Swiss watchmaking but produce fine timepieces in Cambodia in the near future."



Six students, all of whom are Cambodians studying under full scholarships, enrolled as the first group of students to learn the art of watchmaking at the Prince Horology Vocational Training Center. **Supplied**



Some of the equipment at the Prince Horology VCT. **Supplied**



The Prince Horology VCT has some of the best watchmaking equipment around. **Supplied**



Prince Horology's two-year programme has been designed to reflect as close as possible the certificate fédéral de capacité (CFC), the watchmaking industry norm. **Supplied**

CORPORATE • SOCIAL • RESPONSIBILITY



Prince Holding Group Chairman Chen Zhi (left) with Education Minister Hang Chuon Naron at the signing ceremony to provide 400 Cambodian students with scholarships. **Supplied**

Thakur recalls how the instructors had to work with students over Zoom classes to design sun-dials, a tricky proposition given how most manuals available publicly fixate on

sun movements commonly found in the northern hemisphere.

“We have had some interesting projects that could only happen here,” she says.

No expense has been spared to ensure the Cambodian students get an experience comparable to their peers in Switzerland. Jiaxian Su, the renowned Singapore-based watch

journalist termed it as “the most impressive watchmaking academy outside of Switzerland”.

It was only possible because Prince Holding Group, most notably known as the parent group of companies including Prince Real Estate, Prince Huanyu Real Estate, Prince Bank, Belt Road Capital Management, Cambodia Airways and Awesome Global, prizes education as the key focus of its long-term corporate social responsibility efforts.

Like a tide that will hopefully lifts all boats, Prince Holding Group has invested considerably in educational initiatives over the past 18 months.

Last month, the conglomerate made waves nationally with the launch of the Chen Zhi scholarship, a seven-year programme set to disburse funds equalling US\$2 million backing nearly 400 students with full scholarships for Science, Technology and Management-related courses at top universities.

“We aim to be part of the transformational force driving vocational and academic education in the country,” adds Tan, a bonafide watch aficionado from Singapore.

Education will be key towards Cambodia’s eventual recovery. The country is arguably in a better position to emerge from COVID-19 with one of the highest vaccination levels globally. Europe is a key partner in the coming years as Cambodia seeks a more well-diversified economy

beyond garments manufacturing and tourism.

The success of traditional Swiss watchmaking at a Cambodian school featuring Swiss-trained experts could therefore hold an instructive example, reflecting the substantial goodwill between Cambodia and the EU as people-to-people exchange is only expected to increase.

A combination of aid, development, skills transfer and investment could alleviate poverty, improve the fortunes of Cambodians and introduce new industries targeting the broader Asian market.

“At the end of the day, most Cambodians just want better opportunities and we are here to offer what we can,” says Thakur. “Without financial support, I don’t think it would have been possible for a school like ours to operate in this part of the world.”

Prince Horology now serves as the blueprint for much of Prince Foundation’s CSR work that has seen the parent company win eight corporate awards this year. Partnering with institutions (or creating them if they don’t exist) that have the expertise and networks to advance social outcomes, Prince Foundation hopes to build an open yet strategic and audited approach to ultimately deliver its vision: ‘Together, Building a Better Future for Cambodia’. ■



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MALAYSIAN COMPANIES DONATE TO ENVIRONMENTAL ACTIVITIES



Malaysian Business Chamber of Cambodia

MALAYSIA *Boleh*

MAIN ACTIVITIES OF MBCC



MBCC donates food items and face masks to Park Rangers.



MBCC, Malaysian companies and Khmer Times provide aid to combat Covid-19 pandemic.



MBCC exco and Malaysian donors who had contributed towards medical consumables and drinking water to the Ministry of Health.



MBCC delegates (R) meet Minister of Environment Say Samal (L row, 3rd from L) and his officers at the Ministry.



50 get vaccinated in MBCC's vaccination drive for members and their family. Supplied

Photos Credit: KT/Chor Sokunthea

SINCERE APPRECIATIONS TO OUR PARTNERS



Soma Group – built with passion, patriotism and contributing to the environment

Soma Group was built with passion and patriotism. These core roots have been transferred to the new generation aiming to make positive social impact through our operations. Therefore, contribution to the country's environment, and socio-economics progress has been embedded within our DNA since the start. Today, we operate in 5 key industries: Agriculture, Infrastructure, Education, Trading, and Hospitality, aiming to provide sustainable solutions for Cambodia. We also believe that having the government and NGOs be passively engaged with our efforts is crucial to create shared value. Our CSR program called Soma Initiative, which focuses on education, environment, and health care, is working hard to redefine the meaning of CSR in local groups, as it is not merely about giving back but about making a concrete impact on the long term for our people.

Our main activities include providing health care education, clear water connections,

contribution to environmental protection through our Green Day, charity events, field studies and Online Talks. Not only do our activities have an impact on households' livelihood, but internally, it has also given us the opportunities to build connections with local organisations, authorities, and potential partners to make a change as a team. Our targeted community is large, involving youth, vulnerable families in rural areas, and our employees. We want our activities to be inclusive and diverse. To measure the impact, our operational team keeps planning our next moves and following up with the previous ones.

We created the Soma Initiative to foster talented Cambodians in our companies and encourage them to be purpose driven. The Soma Initiative program has a dedicated team structure composed of one committee team of 15 people, supported by a secretariat team of 8 people. All the members are volunteers from the group, its subsidiaries, and from all levels. We are doing

our best to have at least one volunteer member from each department and subsidiary. However, we do not force anyone to be part of this as it must come from the heart.

Initially we do not foresee tax incentives. We know that donations to the Red Cross from companies receive tax incentives. But our CSR activities are contributing to our communities through other CSR activities that have additional costs including VAT, withholding taxes, taxes income, etc. Conducting these CSR activities are not free and come at a cost, so it is likely that we do foresee some tax incentives that will greatly support our CSR efforts.

Access to clean water is an issue impacting most of our people's living conditions in Cambodia. In collaboration with Soma Kobelco Water Supply, Soma Initiative took the challenge to organise a first charity event inviting private, NGOs and public actors to contribute. We were able to collect \$29,998 and get our donors' positive feedback about the event, the cause, and their willingness to contribute to



Green Day 2020 - 1st edition on Biodiversity, in Kampot. Supplied



our future events. From this, we could help 370 families in remote areas of Siem Reap, Takeo, Kep,

Kampot and Monduliri to access clean water, uplifting their living standard. ■

SUGARCANE WASTE RECYCLE FOR MAKING PAPER PLATES



Taing Socheat - Founder and Managing Director. Supplied

I really want to be a part of the CSR campaign and contest organised by EUROCHAM or by any other organisation because I have a chance to inspire people and SMEs leader to get involved more with CSR activities.

Most people and SMEs leaders are hesitant to join CSR activities because their mindset is these events are for the rich and big companies. These thinking is totally wrong. CSR is for everybody and need the unity from relevant stockholders to do it together for our community and world.

Our sugarcane waste recycle for making paper plates is a small project by our company and it is to showcase to other SMEs leaders that we have to start from now and not to wait until one is big or rich and think the issues concerning environment will not happen.

We can see sugarcane juice selling is very popular nationwide, but people always burn the sugarcane waste which creates that harms the environment and brings about climate change. The uninitiated might know that sugarcane has many advantages that can be used as raw materials for paper to be converted into many kinds of packaging like plates, food containers and bag, among others. These can lead to the substitution of plastics and create more compost that are good for trees and which makes the world green.

Our CSR activities involve everybody in the company and our employees also understand the benefits of being involved with CSR activities. The more they are involved with CSR, the more value they stand to gain from it. The value or reputation is much more expensive and smells better than money. We are happy and willingly involve ourselves with as many CSR active as we can.

My personal answer to this question is I do not support tax incentives for the corporate program, because the tax incentive will lead to downgrading the values of the real CSR. The CSR has high values and reputation that refer to kindness or the big hearted people. The company which willing to help the world without expecting any returns, are the real champions of CSR and just a letter of appreciation or recognition from the government will suffice.

The biggest impact is the involvement and understanding of waste management is limited among the Cambodia people. Based on some studies about waste in Phnom Penh, nearly 70 percent of the waste are compostable, but we burn it and create smoke that is harmful for the environment. My team has is undertaking best initiatives to inspire people to love and understand the importance of waste management and create the machines locally to produce paper plates from sugarcane waste successfully.

CIMB Bank: Giving Back to the Community is in our DNA

At CIMB Bank, we understand the vital role banks play in a thriving society and we care about our impact. This is why we work every day to meet the needs of our customers, people and the communities we serve.

In line with CIMB Group's vision and mission, CIMB Bank has aimed to make positive changes and impacts in Cambodia by creating its own both short-term and long-term concrete approach and plan by bringing relevant regional CSR projects and organizing different local charity events in contribution to the country's development and sustainability in four significant main pillars – **Education, Health and Community Wellbeing, Economic Empowerment, Climate and Environment**.



Education

Scholarship

We are passionate about giving young people from all walks of life the chance to thrive. That's why we are giving students international and domestic scholarship opportunities to develop their skills, realize their potential and make meaningful contribution to the society. This year, 8 students in various fields have been awarded the scholarship. Most noticeably, an ASEAN Scholarship recipient recently graduated from McGill University Canada, is now taking part in the The Complete Banker™ Programme at CIMB Bank's office in Cambodia and will take part in a management role once completed.

Future Skills

Our goal to develop the employability and financial skills of young people remains at the forefront of our minds. Despite the prolonged movement control order due to COVID-19, CIMB Bank have shifted this initiative and conducted skill trainings digitally. Recently, the Bank offered virtual workshop to more than 100 Passerelles numériques Cambodia students and staff the skills such as information security, digital marketing, and career in banking staff skills.

Supporting Local Communities

Young people are not just the focus when it comes to education. Teachers are very important in our society and the backbone of the education. The Bank has donated KHR40 million to support Teach For Cambodia project and KHR41 million to support the National Bank of Cambodia in constructing Buddhist Universities in Battambang and Siem Reap.



Health and Community Wellbeing

Little Hearts Organization (LHO)

LHO is a non-profit NGO with its mission to save abandoned children from a harsh life of poverty on the streets of Cambodia. Our donation ensures that the children continue to receive necessary nutrition as the shelter is struggling with their overseas funding during COVID-19 situation.

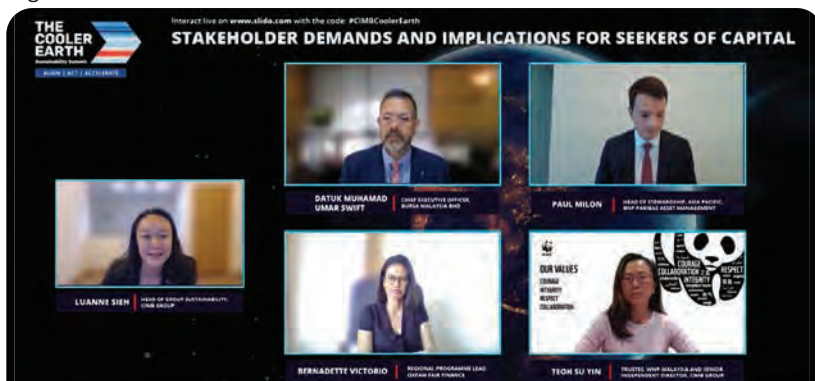
Contributions to fight the COVID-19

CIMB Bank, through the Association of Banks in Cambodia (ABC) has funded the Cambodian government to purchase COVID-19 vaccines. In addition to cash contribution, the Bank also offered 5 local districts the needed face masks and alcohol, keeping the front-line staff safe from this highly contagious disease.



Climate and Environment

As a leading ASEAN bank, our greater purpose is to advance customers and society towards a sustainable future. Starting with ourselves, plastic waste awareness posters have been placed in common areas to help staff to be a more conscious consumer. On top of that, the management is actively participating in The Cooler Earth Summit 2021 and other sustainability trainings, we believe as one of the key elements of our strategic theme to become a purpose-driven organization.



Economic Empowerment

In order to preserve and uphold the Khmer silk industry, CIMB Bank donated two modern laboratory materials to Khmer Silk Center, the first laboratory research center of Khmer silk industry in the Kingdom. This contribution is to boost research in achieving the production of artificial food and creating a better silkworm species which is the cause of building a better Khmer silk handicraft and national economy.



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GREEN DEVELOPMENT FOR CAMBODIA'S THREE INTERNATIONAL AIRPORTS

Business partners join Cambodia Airports in green initiatives, demonstrating a common engagement for sustainable activities.

Jose Rodriguez T. Senase
jose.senase@khmertimeskh.com

Aligned with its counterparts within the VINCI Airports network, Cambodia Airports, the developer and operator of the country's three major airports, has committed to fighting climate change, one of the most important and pressing issues of our time.

A part of the VINCI Group of France, VINCI Airports is a global leader in airport concessions. The company has built, developed and operates 45 airports across Europe, Asia and the Americas. The company has grown to become the number one private airports operator in the

world. Currently, VINCI Airports has presence in 12 countries, including France, Cambodia, Japan, Portugal, United States, Brazil, Serbia, United Kingdom, Chile and Sweden.

Its environmental strategy, featuring multi-pronged initiatives, has borne fruit and has won the wide support of the wider airport community.

The airports in Phnom Penh, Siem Reap and Sihanoukville achieved in October 2020 a new milestone, being upgraded to the Level 2 "Reduction" of the Airport Carbon Accreditation (ACA) Programme.

ACA is the only voluntary global programme for greenhouse gas emissions reductions at airports launched

on the initiative of the Airports Council International (ACI) in 2009.

The programme, independently administered and verified, has six levels of certification.

"By reaching level 2, Cambodia Airports has demonstrated that its actions actively reduce carbon emissions over the years in scope 1 & 2, which are directly under the responsibility of Cambodia Airports," the report from ACA said.

"This is the result of the company's environmental management strategy with investments, initiatives and strict monitoring of its energy sources," it added.

Initiatives leading to significantly lessened carbon footprint

include streamlining electricity use at the airports' facilities, phasing out old vehicles and changing to better efficient electrical equipment.

Energy-efficient LED lights also replaced traditional ones both in the buildings and outside, in particular along the runways and on aprons. A system controlling air conditioning and lighting equips buildings so that it manages properly their consumption depending on needs.

For Cambodia Airports, the next step will be to apply for level 3 "Optimisation", which requires widening the scope of actions to include the airport's partners in the carbon reduction endeavor.

The whole airport community plays a role in green development

Last May 2021, Phnom Penh International Airport implemented new systems supplying power and air conditioning to aircraft on ground.

The new systems replaced fossil-fueled equipment and cut further CO2 emissions and noise pollution.

Fixed Electrical Ground Power (FEGP) units and Pre Conditioned Air (PCA) units cater to aircraft at parking bays. Fixed under the passengers boarding bridges, they allow the aircraft to directly get electricity and air conditioning from the airport facilities.

In the past, auxiliary power units (APU) were the main source of power for airplanes on the ground. The switch to FEGP and PCA substantially reduces the use of APUs, which are noisy jet-fuel mini reactors that emit CO2



Phnom Penh Airport provides equipment supplying power and air conditioning to aircraft on ground that cut CO2 emissions.

and other local pollutants, curbing operational efficiency on the apron.

Airlines operating out of the international airports in Phnom Penh, Siem Reap and Sihanoukville have willingly and massively joined the scheme and demonstrated their engagement for sustainable activities.

"Their cooperation not only benefits the airport stakeholders but also the wider communities at large," Cambodia Airports noted.

Excellent and efficient waste management

Since 2016, Phnom Penh and Siem Reap airports have their own waste water treatment plants the first ever in Cambodia at that time. Using decanter centrifuge, they make possible, on the one hand, the recycling of organic waste for re-use in fertilizer and, on the other hand, the storing of clean water in a basin for watering the airports' green spaces in the dry season.

For hazardous waste, such as used oils and hydraulic which cannot be disposed in a landfill, the airports have resorted to a process involving an external partner.

The airport teams collect those wastes and send them for destruction to a cement factory managed by a renowned local company. The Chip Mong ecocycle is the process of burning wastes into the cement kiln at such a high temperature that there is no toxic smoke or residues. With this technique, the factory can also save on fuel.

Good environmental policy as a performance lever in its own right

To face environmental challenges, VINCI Airports and its subsidiary, Cambodia Airports, have mobilized all their collaborators at all levels.

Their ambitious policies subsequently translate into actual grassroots and individual initiatives.

To foster new ideas, every two years the company promotes new initiatives by organizing an internal challenge throughout all of VINCI Concessions entities worldwide.

The companies are fully aware that the success of their airport projects is intimately tied to their public utility.



Siem Reap and Phnom Penh airports operate their own waste water treatment plants, recycling organic waste and storing clean water for the dry season.

Pushing the decarbonisation of air travel

Airbus, Air Liquide and VINCI Airports, three major players in the aviation, hydrogen and airport industries, are working together to promote the use of hydrogen at airports and build the European airport network to accommodate future hydrogen aircraft.

The airport of Lyon-Saint Exupéry (France) will host the first installations as early as 2023. This partnership reflects the three groups' shared ambition to combine their respective expertise to support the decarbonisation of air travel.

From 2023, Lyon-Saint Exupéry airport is to deploy a hydrogen gas distribution station. This station will supply both the

airport's ground vehicles (airside buses, trucks, handling equipment, etc) and those of its partners, as well as the heavy goods vehicles that drive around the airport. This first phase is essential to test the airport's facilities and dynamics as a "hydrogen hub" in its area of reach.

Between 2023 and 2030, the deployment of liquid hydrogen infrastructures that will allow hydrogen to be provisioned into the tanks of future aircraft will come into play.

Beyond 2030, the three partners are looking at deploying the hydrogen infrastructure from production to mass distribution of liquid hydrogen at the airport.

By 2030, they will study the possibility of equipping VINCI Airports' European airport network with the hydrogen production, storage and supply facilities needed for use on the ground and on board aircraft.

This partnership illustrates the partners' shared commitment to decarbonising air travel and is a major step forward for the development of hydrogen across the airport ecosystem. It relies on the know-how of Airbus in commercial aircraft, on Air Liquide's expertise in mastering the entire hydrogen value chain (production, liquefaction, storage and distribution) and on the global reach of VINCI Airports.



VINCI Airports commits to Net Zero Emission and implements innovative environmental solutions including the development of green hydrogen across the airport ecosystem.

Prudential commits to Support Cambodia in its post pandemic recovery with a special focus on helping students return to schools



ព្រូដិនស៊ីលកម្ពុជា បានចូលរួមចំណែក ជួយដល់ការបើកសាលារៀនឡើងវិញនៅកម្ពុជា

As COVID-19 cases stabilize and Cambodia enters a post pandemic recovery phase, schools have been reopening under the “back to school” campaign. Prudential Cambodia has committed \$100,000 in 2021 to support the Ministry of Education, Youth and Sports and other NGO partners in their efforts to provide quality education as well as ensure public safety. The funds will be used to donate high quality thermometers and masks, and other necessary items to encourage students especially those in middle or higher education to return to school.

His Excellency Dr. Hang Chuon Naron, Minister of Education, Youth and Sports said “I would like to thank Prudential Cambodia for their support on our back to school campaign which will enable children to continue their education during this challenging time”.

“Prudential is committed to supporting our communities as they recover from the pandemic. Education is critical to an individual’s success in the future and we are happy that we are able to help parents and students in Cambodia continue to access quality education in a safe manner,” said Mr. Sanjay Chakrabarty, Chief Executive Officer, Prudential Cambodia.

Prudential also donated \$100,000 to support front line workers as they battled the pandemic. The funds were provided under the Prudential plc COVID-19 Relief Fund, a joint fund set up by Prudential plc and Prudence Foundation which aims to support the most vulnerable communities in Asia and Africa in their ongoing COVID-19 relief efforts.

ABOUT PRUDENTIAL

Prudential (Cambodia) Life Assurance PLC (Prudential Cambodia) began operations

in January 2013. By providing tailored life insurance solutions to individuals and families and conducting insurance seminars for the public, Prudential Cambodia helps Cambodians protect and secure their financial futures. Prudential Cambodia is a wholly owned subsidiary of Prudential plc*.

Prudential plc provides life and health insurance and asset management, with a focus on Asia and Africa. The business helps people get the most out of life, by making healthcare affordable and accessible and by promoting financial inclusion. Prudential protects people’s wealth, helps them grow their assets, and empowers them to save for their goals. The business has more than 17 million life customers in Asia and Africa and is listed on stock exchanges in London, Hong Kong, Singapore and New York.

Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a

company whose principal place of business is in the United States of America or with The Prudential Assurance Company Limited, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

ABOUT PRUDENCE FOUNDATION

Prudence Foundation is the community investment arm of Prudential in Asia and Africa. Its mission is to secure the future of communities by enhancing education, health and safety. The Foundation runs regional programmes as well as local programmes in partnership with NGOs, governments and the private sector in order to maximize the impact of its efforts. Prudence Foundation leverages Prudential’s long-term mindset and geographical scale to make communities safer, more secure and more resilient. The Foundation is a Hong Kong registered charitable entity.

PARTNERSHIP FOR COMMUNITIES

Founded by Suwanna Gauntlett, Wildlife Alliance is the Development Partner of the Royal Government of Cambodia through the following Corporate Social Responsibility (CSR) projects:

- access to fresh water through deep wells powered by solar energy for remote villages where water is scarce and surface streams are not available -access to university education scholarships
- skill transfer in financial literacy, micro-credits and small business management to contribute to sustainable economy of forest-dependent households
- development of community-based ecotourism so that families can stop

destructive forest slash and burn and have sustainable income

- community sustainable agriculture that prioritizes small-scale family farms and community orchards with diversified production instead of industrial scale monoculture by large corporations
- access to market and health care

Many of these CSR activities are made possible thanks to the Cardamom Forest Protection Program that is being implemented jointly by the Ministry of Environment and Wildlife Alliance, who have developed the Cardamom REDD+ Project that benefits 29 communities with a total of 3,841 families and a population of 16,319. REDD is an

international mechanism to Reduce Emissions from Deforestation and Forest Degradation that allows the Cardamom forest to sell carbon credits to large international corporations that need to offset their carbon emissions. A notable benefit of the Cardamom Forest Protection is provision of water supply to villages in 6 provinces because this vast expanse of rainforest has been kept un-fragmented through strict protection which ensures the perennity of 22 major waterways and a gigantic network of underground aquifers and water tables. The preserved forest canopy attracts the necessary rainfall to supply these rivers and water network, with 3,500-4,500mm of rainfall per year. ■

WILDLIFE ALLIANCE HAS BEEN PROVIDING TECHNICAL AND FINANCIAL ASSISTANCE FOR ALL OF THE CSR PROGRAMS SINCE 2002.

COMMUNITY BENEFITS



Construction of 43 water wells with solar power to bring fresh water to 11 villages in Koh Kong, Kampong Speu and Pursat



Scholarships to poor children from Koh Kong for university bachelor degree in Phnom Penh



Financial contribution to COVID-19 intervention of \$199,757 to Pursat Provincial Administration



250 families benefiting from family scale agriculture farm development

OUR COMMUNITY PROJECTS: COMMUNITY-BASED ECOTOURISM AND COMMUNITY AGRICULTURE ARE TO SUPPORT IMPROVEMENT OF COMMUNITY LIVELIHOODS.

ECOTOURISM DESTINATIONS



15 ecotourism destinations (high-end, mid-end and low-end) developed in the region



484 families benefiting from ecotourism community-based businesses and associations



FARM TO TABLE IS COMMITTED TO AND RECOGNISED AS BEING A BRAND THAT HAS ENVIRONMENTAL ACTIVISM CENTRAL TO OUR BUSINESS MODEL



Farm to Table has long been committed to, and recognised as being a brand that makes environmental activism central to our business model. We applied to the EuroCham CSR contest to make both a public and internal commitment to continue our efforts.

Our company's sustainability focus on three areas: Company, Community, and Self.

Our Company has metrics for 'zero waste' hospitality business, and we aim to share knowledge and tools within our industry. For example: after preventing food waste, we transfer 350kg/month to local composting to generate organic food. In 2021 we trained 80 Khmer hospitality professionals on technical waste management, free of charge. Through various partnerships with other restaurants, like Thalias, we helped them divert one tonne of glass waste from landfill/month.

With our Community, we host many initiatives. We started Phnom Penh's only Glass Recycling operation with GAEA Waste Management Siem Reap, diverting 18 tonnes of glass waste from landfill in 2020. To support ecotourism during COVID, we organised, together with USAID, to spotlight eight wildlife protection organisations - with thousands raised, and 100 domestic trips.

We choose to create menu items e.g. 'Charita-Bowl' - with nearly \$10,000 revenue sales supporting local needs.

Finally we focus on our Selves via employee engagement. We build skills that create conscious citizens - learning to compost, cook zero waste recipes, make plastic-free products, meditate, go on educational field trips.

Our long-term sustainability vision is delivered by the company, while the roadmap, goals and creative solutions

are generated by our employees. We reward individuals and the team for achieving their eco objectives along the way via financial incentives, prizes, and team celebrations.

We're on a trajectory in Cambodia to make green hospitality and ecotourism more of the norm. While tax incentives may not be the mechanism per se, there will be governmental decisions and market forces that will shape the reopening of the Kingdom's hospitality and hope for the better. Tools, standards, and certifications will be needed to say whether a business is achieving this improvement. Enforcement is a challenge in Cambodia, and elsewhere across the industry.

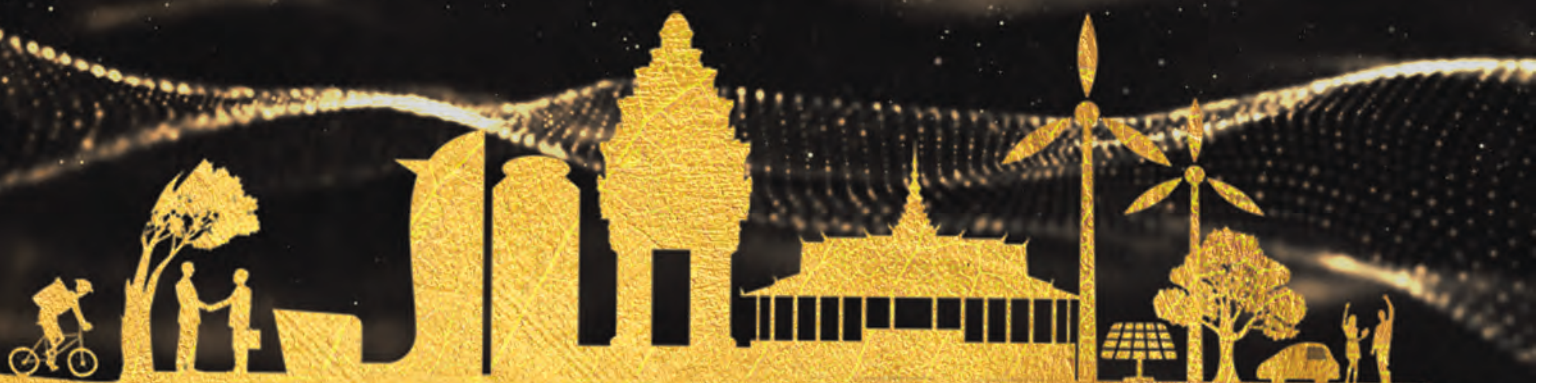
In the post-COVID world, we are seeing the rise of customers expecting and demanding different business practices. Simultaneously we are seeing MNCs such as Accor Group, Hyatt, Marriott, etc, now mandating their global outlets to work toward sustainability targets by 2030, or sooner. The incentive to change now comes from the organisation and the private sector itself, regardless of local incentives.

We believe companies themselves will innovate to make 'being green' a profitable way of doing business, in which case, focusing on both profit and planet will align itself as it has for our small business. Our latest project is a tech solution that fixes food waste in commercial kitchens, the most impactful solution we've ever seen. This led to us becoming a winner at Global Green Growth Institute's 2021 Greenpreneurs competition for this new F2T initiative.



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CSR brings prosperity to farmers' Livelihood

"Corporate social responsibility (CSR) is a commitment and practice within Amru Rice. It is the core ethic that guides our long-term interests for integrating economic, social and environmental impacts to our operations and helping out poor smallholder farmers in the process, as partners. CSR is our "everyday business" and we are strengthening this framework at the local level through contract farming with local farms on a sustainable agriculture partnership; through food standards certification model; through fair trade, and by multiple-stakeholder platform that draws in government incentives to poverty reduction, health, and nutritional status of smallholder Cambodian food producers." - Amru Rice's CEO, Mr. Song Saran.

In 2021, Amru Rice renewed and expanded its contract farming agreement to now 82 Agricultural Cooperatives (AC) across Cambodia that directly benefited almost 10,000 farmer's households, including indigenous people and poor farmers in the remote upland areas with very limited access to market. Cambodian economic progress should be

inclusive, with "No One Left Behind." Our proven approach supports disadvantaged people by improved farmer livelihood through incentive price for organic rice, empowering farmers' capacity, and productivity by 20% and raising income by 50% more than the normal conventional practices.

The producer cooperatives in contract farming gain market sustainability and profit, while trained on soft skills and practical skills on organic standards, internal audit systems and financial and institutional records and management. Amru's contract farming model creates positive systemic change by phasing out the greedy middle-men traders, growing certified safe foods and promoting sustainable agriculture that is climate smart, resilient, and eco-friendly. Rising numbers of farmer partners in this endeavour is proof of this positive systemic change.

Amru Rice installed solar energy in its storage warehouse in Kampong Thom province to help reduce greenhouse gas and carbon dioxide emissions. The company contributed 100 million riels to the National

Committee for Disaster Management for seed distribution to 6650 farmer's households affected by flood in 2020 in Kampong Thom province. It provided a Rehabilitation Support Fund to 1000 households in 11 villages affected by flood and COVID19 to enable them to restore their income; each family received 5 kgs of rice, a box of fish can, and 120,000 Riels. Amru Rice donated 150 liters of alcohol, 50,000 masks, 100 boxes of noodles, 12 cases of dried fish and 5 tons of rice from the Cambodia Rice Federation (CRF) to IDPoor households of Kampong Cham in May 2021 and rice and food supports for 6 months to 300 students at a primary school in Otdar Meanchey Province in November 2021. For promoting ethical business as a beneficial concept in the agriculture sector, Amru Rice is officially awarded "CRS's Excellence Award" from AmCham on November 16, 2021. "The AmCham Award to Amru is not solely a corporate achievement, but a victory of our farmer suppliers who are moving forward the AMRU Rice Company's CSR Plan of Action" said Amru Rice's CEO, Song Saran. ■



COCA-COLA'S

ESG INITIATIVES ARE ANCHORED BY OUR PURPOSE — TO REFRESH THE WORLD AND MAKE A DIFFERENCE

At Coca-Cola Cambodia, our Environmental, Social and Governance (ESG) goals are embedded in how we operate as a business. Profitability is important, but not at any cost. People matter. Our planet matters. And that's why our ESG initiatives are focused on creating a more sustainable business and better shared future, that makes a difference in people's lives, communities and our planet. There are five main pillars that make up our ESG efforts—a World Without Waste, Water Replenishment, Women Empowerment, Climate and Community Well-Being.

In the context of these 5 pillars, Coca-Cola Cambodia's achievements include becoming the first Cambodian manufacturer to launch a bottle (Dasani 350ml) made entirely from 100% recycled PET plastic; installing 31 AquaTowers that have helped bring clean water and sanitation to 200,000 people in remote and water-deprived rural communities across the Kingdom; taking the lead in setting specific targets for the empowerment of women in the workforce and building capacity of female street food vendors; and assisting local communities to tackle Covid by creating a Coronavirus education campaign, providing relief for communities adversely affected by the pandemic, and distributing educational banners to pagodas throughout the country in the period leading up to Pchum Ben.

Coca-Cola Cambodia's initiatives have had a significant impact at a national as well as grass-roots level. For example, headline numbers include the following:

➤ **World Without Waste: There is too much plastic in the world ending up where it does not belong. This is a major and urgent challenge, especially in ASP region – and a solvable problem. We're taking action now to be part of the solution and to make waste history. This is a critical priority and the right thing to do for our business and the planet. Here are some steps we have taken since 2018 forwards a World Without Waste, for Cambodia particularly.**

- **Design:** This means starting with how we design and make our packaging to support a circular economy for PET bottles in our markets, including using more recycled content in our packaging. This will reduce the use of virgin plastic by ensuring that PET bottles are collected so that they can be recycled and reused.
 - ◆ The strategy raised a goal that BY THE YEAR 2025, 100% PACKAGING of the company will be recyclable globally.
 - ◆ Now our bottles and cans are 100% RECYCLABLE in Cambodia
 - ◆ Launch the 1st beverage bottle in Cambodia made from 100% recycled plastic (Dasani 350ml)



H.E Kittti Settha Pandita CHAM Prasidh, Senior Minister and Minister of Industry, Science, Technology, and Innovation and Mr. David Wigglesworth (red), CEO of Coca-Cola Cambodia, at the handover of segregation bins ceremony to the community at Kep province. Supplied

- **Collect:** Collection is a massive challenge and key to solving the problem. High collection rates are critical to achieving our vision for circular plastic. By 2030 we want to collect and recycle every bottle or can we sell so the material can have another life.
 - ◆ Aiming at reducing the amount of plastic waste from packaging, Coca-Cola Cambodia has LAUNCHED A PROGRAM TO COLLECT PLASTIC SHRINK FILM since end of 2020 in Phnom Penh by partnering with our customers and recyclers. This initiative benefits all parties as retailers and distributors earn extra income from the sale of the collected plastic wrap waste; recyclers get access to clean and better-quality plastic wrap waste; and last but not least, the environment benefits as less plastic wrap ends up as litter or in the landfill.
 - ◆ To promote and drive the habit of sorting waste among students, sellers and public, we have donated 850 sorting and collection bins to public schools, wet markets and other key locations in 120 communities.
 - ◆ Partnering with a PET recycler to collect and recycle 400 tonnes of post-consumer PET bottles, avoiding them ending up in landfills.
- **Partner:** We cannot achieve our goals alone, which is why we continue to help drive collective action to turn the tide on plastic waste.

We're partnering across industry, government and civil society to support a closed loop economy and reduce marine pollution. The plastic waste crisis can't be solved by a single entity. Partnership, we believe, is more critical than ever.

- ◆ **CONSUMERS:** Using our brands and our marketing assets to inspire everyone to recycle, including roll-out of "Recycle Me", our largest on-pack messaging effort to date.

We have a responsibility to help solve the global packaging waste crisis. Our goal is to drive change through a circular economy for our packaging – from how bottles and cans are designed and manufactured to how they're recycled and reused.

➤ **Water Replenishment: We replenish to communities and nature more water than we use in the production of our beverages. Over the last decade, our community water programs have improved the lives of over 200,000 people in 16 provinces.**

- Treatment of 100% of the water used in Coca-Cola Cambodia's manufacturing processes – with 73% used for irrigating the green spaces around the Coca-Cola Cambodia plant.
- Installation of 31 AquaTowers bringing clean water to 200,000 students, health workers, and villagers in remote and clean water deprived rural communities

We have a responsibility to respect and protect water resources. Water is not only the first ingredient in most of our beverages but it's also central to the long-term success of our business and the health of our communities. That's why we will work to improve water availability and quality, ecosystems, access and governance to increase water security for our business, communities and nature.

➤ **Women Empowerment: As we look to the future, the company remains committed to its purpose to refresh the world and make a difference. Our efforts will be focused on supporting community resilience and as the impact of our continuing efforts multiplies with each passing year, we expect to reach many more women and underprivileged populations around the world, including Cambodia.**

- Coca-Cola Cambodia commits to ensuring 50% female staff by 2025. So far, we have 31% female workforce locally - with women making up 37% of the senior management team. Female Well-being,

by establishing Internal Forums discussing on health, career coaching and development, and leadership making it as A Female Network.

- Coca-Cola Cambodia is also partnering with Ministry of Tourism to build Capacity Development to Female Street Food Vendors program aiming to sustain their business and attract more visitors to Cambodia. The program has reached and benefited more than 300 street food owners who are female.

➤ **Community Well-Being: We are helping communities through difficult times (disaster recovery and relief)**

- Mitigating the impact of Covid-19 by providing essential supplies to 10,000 workers in the red zones (those areas most affected by Covid-19) that were in Lockdown.
- Coca-Cola Cambodia also supported front-line workers and authority with free drinks alongside donations of PPE, hand sanitizer and other essential supplies to help those in the forefront of the fight against Covid-19.

➤ **Climate solutions – reduce our carbon footprints**

- A solar farm installed on the factory roof supplies 30% of our total energy consumption
- We sponsored a Water Pump to APSARA authority for the use for tree watering. These trees are to be planted in the APSARA areas which is our heritage zone.

At Coca-Cola Cambodia, ESG is a way of life with our more than 800-strong workforce actively encouraged to take part. Many of Coca-Cola Cambodia's CSR initiatives require company-wide coordination and participation. Personal initiatives such as 'private' support for the Kantha Bopha hospital that staff engage in, are also encouraged.

With or without tax incentives, Coca-Cola Cambodia is committed to the company's 5 ESG pillars. As such, Coca-Cola Cambodia would encourage others to commit to sustainability, reducing environmental impact and the promotion of community well-being for the overall benefit of the country.

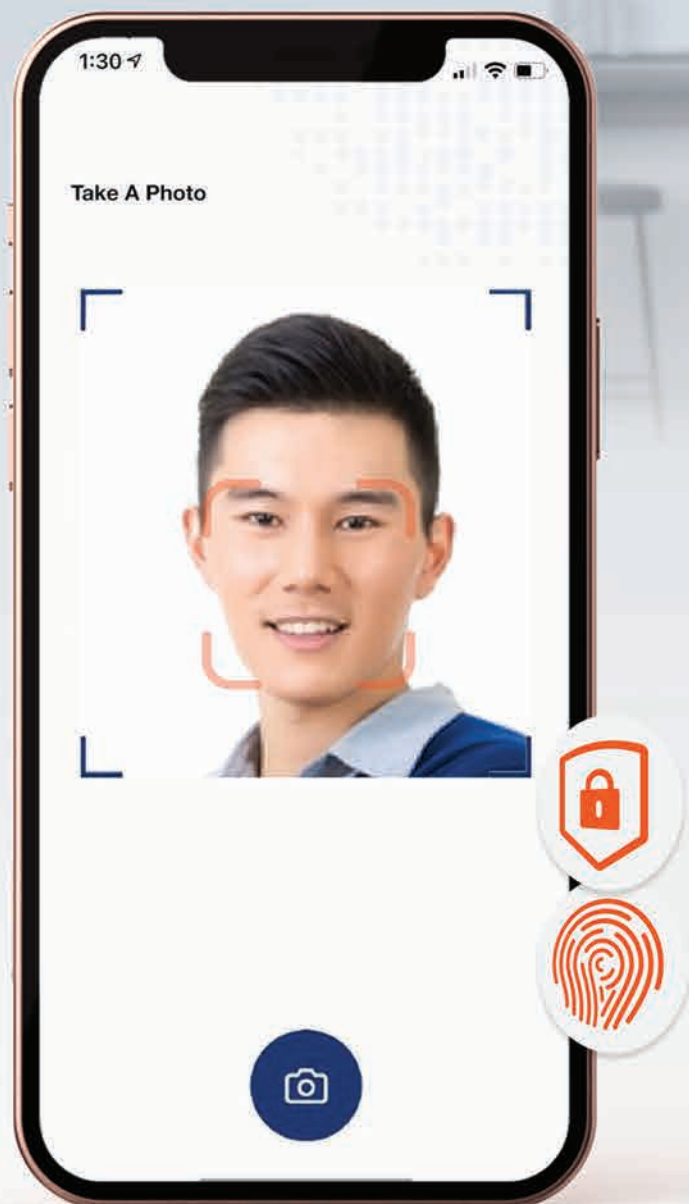
From a macro economy landscape, it is reality-proven that the availability of tax incentives in some industries could encourage more companies to adopt more sustainable business practices and embed ESG principles throughout their corporate culture.

Coca-Cola's purpose is to refresh the world and make a difference. This guides us in everything that we do.

As a global corporation, Coca-Cola has much to contribute to Cambodia when it comes to ESG. This has been the case since the company's inception in Cambodia as the Cambodia Beverage Company in 1993 – and we, at Coca-Cola Cambodia, are confident that this will continue to be the case for many, many years to come. ■

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Sofitel Phnom Penh Phokeethra Hotel's six major pillars of Accor Planet 21 Program

CSR has played a big part in Sofitel Phnom Penh Phokeethra as the hotel committed itself to Accor Ethic & CSR charter which is the code of conduct or values of the company for responsible tourism. We are passionate about caring for our community. This means that we are constantly looking at how we can involve our guests, Hotel Employees, and Business Partners in sustainable activities which have long-term impacts in Cambodia. We are proud to be involved in education projects, health issues, environment and cultural initiatives. We believe by attending Eurocham CSR contest we can call for more attention from our guests, employees, and partners to look at the above issues and contribute to CSR activities.

Sofitel Phnom Penh Phokeethra Hotel is working on various CSR projects under 06 major pillars of Accor Planet 21 Program (Guest, People, Partners, Communities, F&B and Building) by addressing major challenges in society including water and energy saving, reducing plastic and food wastes, cooperation with local communities and partners for solidarity projects, dealing with society and environmental issues and to act as inclusive company for our employees.

Our goal is to engage all stakeholders at the maximum level. For instance, we have linked CSR yearly objectives to KPIs of all Executive Committee members including General Manager and Head of Departments; we encourage our employees and guests to participate in CSR

activities; One of the initiative is the nomination of "Green Employee of the Month" award to select the best employee who has involved him/herself in recycling and reducing the use of plastic bottles, water and energy saving as well as food waste in our hotel. For the guests, if they choose Green Meeting Package, they will receive a special rate on meeting rooms to appreciate their involvement. With this strategy, we notice that our guests and employees have increasingly participated in Green activities and they also contributed ideas to our CSR project as well. I am not sure about it but we would certainly welcome tax incentive initiatives. At the moment CSR activities or environmentally friendly operations does not mean always saving cost. It is actually often the opposite. Therefore a tax incentive would be well received. In addition, it will bring awareness to the public and allow companies to start or actively animate their CSR/ ESG activities.

We are proud of every action as we believe that small actions can be very impactful. Nevertheless, challenges are sometimes greater than others, therefore if I had to select one, our waste water recycling system would be the one. Also, since the pandemic affected highly the community, we were glad to support front-line workers by providing water and equipment. Last but not least, we also support local communities by incorporating local produce (Cage-free eggs, Sofitel grown mangoes, Mango Organic hand soap, Cambodia rice and Chocolate). ■



PPCBANK – IMPROVING THE LIVES OF CAMBODIANS, CLIENTS OR OTHERWISE



Giving back to society is a core pillar of PPCBank. Our CSR activities are aimed at improving the lives of Cambodians, whether or not they happen to be our clients. Our activities range from supporting demining projects to restoring the sight of the poorest of the poor. PPCBank chose to take part in the EuroCham CSR contest not to gain publicity or recognition for our work, but rather to inspire other companies to consider how they might contribute to improving the lives of others in the communities they serve.

We believe the biggest impact has come from our two main activities. The first involves our support for the humanitarian organisation APOPO, which is working to make Cambodia landmine-free. Its "HeroRATS" have made headlines around the world. Thanks to the support of PPCBank, over the past year "APOPO HeroRATS" have sniffed their way to clearing 2.4 hectares of landmines and other unexploded ordnance in the Sre Nui Commune of Siem Reap province's Varin District. Last October, we were able to hand the cleared land back to villagers who could again make a living from the land without the constant fear of landmines. Obviously, given the pandemic and its financial impact on Siem Reap particularly, this work has had a profound impact on the lives of this community.

PPCBank's 'New Vision' CSR project has also been making a significant impact on the lives of underprivileged Cambodians. It allows us to bring ophthalmologists from South Korea to work with local healthcare practitioners and our teams on the ground to offer life-changing eye surgeries to those who cannot afford them. Many in the community tell us that thanks to 'New Vision', they no longer feel like a burden to their families. In 2019 alone, PPCBank provided 171 eye checkups which



resulted in 64 cataract surgeries, 11 Pterygium surgeries and two strabismus procedures. While the pandemic curtailed our activities for much of 2020 and 2021, PPCBank remains committed to 'New Vision'.

Our staff are at the forefront of everything PPCBank does, including our CSR activities. Across 2021, our 'APOPO Fundraising Campaign' directly involved our team. Our staff not only make donations, but also support operations and spreading awareness about the campaign. These were matched dollar-for-dollar by the bank. Their contributions go directly to APOPO and will support further demining operations in the months to come.

PPCBank believes it would be extremely beneficial if tax incentives were introduced to encourage more companies to engage in CSR. Corporate Social Responsibility should never be for financial gain, but if a set of tax incentives were to spur more CSR activity in the kingdom, then this is something PPCBank would certainly welcome.

While our 'New Vision' project is certainly rewarding, it is our work with APOPO that has the deepest impact on our team. To meet with the people whose land has been restored and to hear their stories, is what makes engaging in CSR activities so worthwhile. PPCBank is looking forward to meeting the beneficiaries of this year's demining activities in December.

Wing Bank Drives CSR Practices among Its Community



The Senior Management of Wing Bank handovers the community fund from Wing's agents to Cambodia Kantha Foundation. **Supplied**



Wing's team and students at the childcare center enjoy a tree-planting ceremony in their campus. **Supplied**

WING holds itself to the highest standards across every community we serve. That is why Wing Bank has been committed to living up to the principles of sustainable development and realizing our social and ethical duties as responsible corporate citizens.

"Our mission 'to deliver robust and cost-effective mobile financial services that promote financial inclusion, catalyze growth and reduce social inequalities' is not only found in our operations; it serves as the foundation of our business," said Mr. Han Peng Kwang, CEO of Wing Bank (Cambodia) Plc

Wing Bank has been committed to making a better Cambodia in every way. "That is why our corporate social responsibility programs cover financial literacy, health and safety, community development, education and gender diversity," he added.

Community care is rooted in the heart of Wing's corporate philosophy, engaging employees with an array of social responsibility activities.

In the past years, Wing facilitated fund-raising for tour guides and tuk-tuk drivers struggling through the Covid19 pandemic,

helped fund the Angkor Hospital for Children in Siem Reap province and Cambodia Kantha Bopha Foundation to support free treatment to children, built a road community in Kampong Speu, hosted an employee blood donation drive, partnered with Smile Cambodia to provide free surgery for people with cleft lips, donated laptops and provided educational resources to children at the Full Gospel Assembly Child Care Center Cambodia (FGACCC) in Kampong Speu province, and raised donations from the public to support the Royal Government's initiative to purchase

vital Covid-19 vaccines.

Wing was also instrumental in disbursing the Social Protection Fund to the poor people as part of the Cambodia Government Initiative through the Ministry of Social Affairs, Veterans and Youth Rehabilitation so that the people can use the fund to support their basic needs.

"We believe that 'team spirit' is vital in our community. To foster that spirit, we create opportunities granting employees, Wing agents, and business partners the chance to be involved in partners with an array of social responsibility activities as much as they can," he added.

In August 2021, Wing Cash Xpress Community Fund was formed to raise funds to locally support social causes. We are proud that agents are very passionate about our community.

"We are thankful for their kind hearts and dedication to helping the needy", he said. Wing's agents not only work to provide financial services for the daily needs of Cambodians, but they also contribute their personal resources to help vulnerable people in their communities."

This year they have collected around USD 45,000 to support the operation of Kantha Bopha Hospital. ■

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PRUDENTIAL'S COMMUNITY INVESTMENTS IN 2021

HEALTH



Donation of High Quality Personal Protective Equipment to the Minister of Health, H.E Dr. Mam Bunheng.



Donation to Kantha Bopha Foundation following the Run/Walk for Kantha Bopha fund raising initiative.

EDUCATION



Donation of High Quality Personal Protective Equipment to the Minister of Education, Youth and Sports, H.E Dr. Hang Chuon Naron.



Cha-Ching financial literacy training delivered virtually to primary school children across 150 schools.

ROAD SAFETY



Road Barriers Donation in Kampong Thom/Kampot province.

PRUDENTIAL
ប្រុងសុខ ធានារ៉ាប់រងអាយុជីវិត