

MY  
AMCHAM  
**CARES**  
2018



Building **Strong**  
**Partnerships**  
for a Sustainable Future



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# Message from the President

For businesses to create a more sustainable and prosperous future for all, it is incumbent of all of us to align corporate citizen objectives and business goals. It is, therefore, a delight to see that as a Chamber, AMCHAM is able to play its part in advancing the field of corporate citizenship through our MY AMCHAM CARES program.

The lessons imparted through learning about each company's activity with their best practices in the four pillars that underpin a good program: strategy, sustainability, measurability and communication will allow us all to be stronger and improve the environmental, social and governance issues we choose to address.

MY AMCHAM CARES provides our members with a platform to be our best by learning from each other. We are delighted to see that this program is growing and that members are supporting their staff to get more involved, so that together we achieve greater business and social value while still being aligned with corporate, national and global targets.

Congratulations to the companies being honored today, keep up the good work, knowing what you do is an inspiration to others.

## **Ramzi Toubasy**

President, AMCHAM  
Chief Executive Officer  
AmMetLife Insurance Berhad



# Message from the Executive Director

I am very pleased with the way MY AMCHAM CARES has developed over the past two years. We began our efforts in 2016, sharing the success stories our members were creating in delivering corporate social responsibility (CSR). This grew into a benchmarking effort in 2017, assessing 'how' our members planned and implemented their CSR initiatives.

In 2017, we had 63 members participating in the online CSR survey, with 46 of them eligible for consideration for recognition. We honored 12 member companies who achieved a high standard across the pillars at our Thanksgiving Luncheon in 2017.

This year, we saw a 62% increase in participation in the online survey, with 102 of members participating in the survey (nearly 40% of membership), and 70 of them eligible for consideration for recognition. We are proud to be honoring 22 of them at this year's Thanksgiving celebration.

Always looking to have a greater impact, we have pushed the program further, not just into our membership and deepen the engagement of MY AMCHAM CARES, but to also ensure we are making an impact on the larger society.

First, we have incorporated the term corporate citizenship, to expand the perception and scope of our member's CSR initiatives. We have established the Committee on Corporate Citizenship, with, so far, 28 member companies participating in the committee. With these expanded efforts and insights, we are now incorporating the alignment of these activities; to better strategize how our

"Do what you can,  
with what you have,  
where you are."

**Theodore Roosevelt**



initiatives can meet corporate, local, national and global goals.

This year, I would like to thank all of our members who have participated in MY AMCHAM CARES and extend congratulations to the 22 member companies who are being honored for their outstanding achievements in corporate citizenship.

I anxiously await 2019, to see how the scope and impact of MY AMCHAM CARES will continue to grow to support more meaningful change, internally and externally. The challenge ahead is for us to imbue the spirit of Malaysia *boleh!* into "Saya *boleh!* so that the changes we wish to see can be achieved - together.

**Siobhan Das**  
Executive Director  
AMCHAM

“American corporations play important and valuable roles in their respective communities, particularly here in Malaysia. MY AMCHAM CARES helps American businesses in Malaysia improve their reach and effectiveness and increases their contributions across the country.”

**Ambassador Kamala Shirin Lakhdir**  
U.S. Ambassador to Malaysia

MY AMCHAM CARES is a core AMCHAM program that celebrates and promotes best practices within the corporate citizenship and Corporate Social Responsibility (CSR) programs implemented by our members.

It is a forum through which members can share achievements and experiences that are meaningful to them, and support one another on more technical aspects of implementing and governing CSR programs, in order to achieve the highest standards and greatest impact through their environmental, social and governance initiatives.

Through MY AMCHAM CARES, the Chamber encourages members to reflect upon their existing programs and to consider how projects implemented at the local level can be strengthened and best contribute to national and global development goals.

Initiated in 2016, and coordinated from the AMCHAM executive office, MY AMCHAM CARES is a platform to:

# Introduction to MY AMCHAM CARES

## 1. Amplify

- Showcase activities of AMCHAM members across all sectors and types of activities and initiatives that support good corporate citizenship and community development using AMCHAM’s platforms especially on the website, social media and events.
- Raise awareness of corporate citizenship and CSR.

## 2. Benchmark

- Benchmark best practices of members citizenship programs, focusing on the key pillars of: strategy, sustainability, measurability, and communication.

## 3. Congregate

- Create a robust and vibrant CSR community among AMCHAM members, to share best practices, successes and challenges, and work towards continuous improvement of their CSR efforts. This includes the establishment of the Committee for Corporate Citizenship (CCC)

## 4. Align

- Demonstrate how alignment can be a powerful tool in delivering impact. Raise awareness of how activities can be aligned with corporate, local, national and international goals.
- Incorporate UN Sustainable Development Goals (SDGs) into MY AMCHAM CARES efforts with the aim of showcasing our members’ contributions towards the UN 2030 Agenda for Sustainable Development.



# Benchmarking Best Practices

Corporate citizenship is more than philanthropy, more than just community work. It is the company's impact on its staff, the environment, and society at large. It is corporate governance, health and safety, environmental effects, diversity, integrity and contribution to economic development. To be successful the ethos of responsibility needs to be woven into the fabric of each company's culture where it can be seen in action day to day.

To embed this, every initiative should ensure they are: strategic, sustainable, measurable and well communicated.

## Key Pillars to Effective CSR Programs



STRATEGY

Integrating Corporate Citizenship (social and environmental considerations) within the company's mission



SUSTAINABILITY

Mainstreaming social and economic impacts into the core business strategy



MEASURABILITY

Assessing and evaluating the impact of CSR initiatives and help plan for the future



COMMUNICATION

Speaking, listening and learning with the stakeholders, whether they are within the company or outside the company

**STRATEGY**

**STRATEGY** requires us to consider all aspects of our CSR initiatives, from beginning to end, and beyond. With good strategic links, we are looking at the interlinkage of a company's activity and goals, what our society's or community needs and how do these fit together. It provides us with a common purpose to ensure that everyone is working towards the same outcome. It requires us to think in advance of what we need to measure, analyze and evaluate, who do we need to communicate with and how will we sustain the programs we establish.

We want our CSR initiatives to endure and have a lasting impact. By considering **SUSTAINABILITY**, potential roadblocks, funding, and implementing partnership are addressed early to ensure the initiatives will continue and grow as time progresses. Sustainability encourages us to incorporate corporate citizenship into our core and everyday business strategy and engage our staff in our CSR efforts.

**SUSTAINABILITY**

With data being king, **MEASURABILITY** forces us to define and track the impact each activity and capture the inputs, outcomes and potential ripple effects that emerge. By identifying the correct targets and recording the correct indicators from the beginning of the program, we are then able to assess the initiative as it progresses, as well as at the end of the implementation period. Measuring components of our CSR initiatives helps us to better understand our return on investment, gauge staff perception and plan for the future.

**MEASURABILITY**

Successful CSR requires good **COMMUNICATION**. Determining who we need to communicate with is vital. While it is important that we share our successes, communication also involves listening to our stakeholders and incorporating their feedback where possible – whether these stakeholders are within our company, the surrounding community, government agencies or the public at large. Communication includes not just social media and advertising, but increasingly comprehensive sustainability reports that have multiple audiences. Implementing a good communication plan helps us get the right information to the right partners at the right time.

**COMMUNICATION**



STRATEGY



SUSTAINABILITY



MEASURABILITY



COMMUNICATION

## Recognition of Achievement

The MY AMCHAM CARES' annual survey benchmarks our members' corporate citizenship and CSR initiatives across the four key pillars. This year, over 100 members participated in the voluntary online survey, and 70 were eligible for consideration for recognition\*.

We are proud to recognize 22 of our members, who have successfully deployed CSR activities and achieved high scores across the pillars.

## 22 Companies Receiving Recognition of Achievement

AmMetLife Insurance Berhad

Berjaya Starbucks Coffee Company Sdn Bhd

Citibank Berhad

Coca-Cola Malaysia

Crown Worldwide Group Sdn Bhd

ExxonMobil Exploration and Production Malaysia Inc

Herbalife Products Malaysia Sdn Bhd

Hess Exploration & Production Malaysia B.V.

Honeywell International Sdn Bhd

IBM Malaysia Sdn Bhd

Intel Technology Sdn Bhd

Johnson & Johnson Malaysia

J.P. Morgan

Keysight Technologies

Mondelez International ( Malaysia)

Pfizer (Malaysia) Sdn. Bhd.

Procter & Gamble Malaysia

PwC Malaysia

Sime Darby Bhd

Standard Chartered Malaysia

SunPower Malaysia Manufacturing Sdn Bhd

Visa Malaysia

\* Eligibility is self-defining in that companies may not have an established CSR program for a minimum of one year or their entry was incomplete



## AmMetLife

Providing opportunities for our customers to feel secure in their financial futures and improving the lives of Malaysians is at the core of AmMetLife's goal for Malaysia. Besides providing financial solutions, we aim to improve the lives of Malaysians by expanding financial literacy, promoting healthy lifestyles, and increasing access to technology.

Collaborating with like-minded organizations is critical to our goal. This includes our ongoing support for Bank Negara Malaysia's (BNM) Financial Carnival literacy campaign or promoting healthier lifestyles by collaborating with our industry peers aimed at increasing the importance of regular health screenings, we believe the collaboration will help all Malaysians to achieve financial success and live healthier lives.

The MetLife Foundation also plays a leading role for AmMetLife. In 2018, the MetLife Foundation, in collaboration with the United Nations, BNM and the Malaysia Digital Economy Corporation (MDEC), launched a Digital Innovation Hub, aimed at helping budding entrepreneurs through the delivery of workshops, boot camps, design sprints and seed funding. Overall, the program will reach more than 200,000 Malaysians in the B40 group. This program is a result of a \$3 million grant to the UN's Capital Development Fund to launch digital innovation labs focusing on improving the financial health of low to moderate-income families in Malaysia, China, Bangladesh and Vietnam.

Most heartening is the fact that over 400 of our employees share the focus on improving lives. In 2018, our employees participated in a partnership between the MetLife Foundation and Kiva, a global organization supporting low-income entrepreneurs around the world, to provide over RM45,000 in contributions to support budding entrepreneurs.

Together we can improve the lives of all Malaysians.

For more information please visit us at

<https://www.metlife.com/about/corporate-responsibility/metlife-foundation/index.html>



Improving the financial futures and health of all Malaysians



**STARBUCKS®**

From the very beginning, Starbucks has set itself out to be a different kind of company. Aside from achieving extraordinary coffee experiences, Starbucks has made a business out of human connections, community involvement and the celebration of diversity. We have always believed Starbucks can – and should – have a positive impact on the communities we serve. One person, one cup and one neighborhood at a time.

As good neighbors, we get involved with local efforts to bring people together and create positive change whenever we can. We also share our customers' commitment to the environment. And we believe in the importance of caring for our planet and working with and encouraging others to do the same. As a company that relies on an agricultural product, it makes good business sense. And as people living in the world, it is simply the right thing to do.

We're also committed to buying and serving the highest-quality, responsibly grown, ethically traded coffee to help create a better future for farmers. Furthermore, inclusion and diverse experiences help create a culture of empowerment at Starbucks, and this is how the Starbucks Signing Store, the first of its kind in the world, was developed here in Malaysia.

Over the years, Starbucks Malaysia has more than 5,449 volunteers who participated in more than 43 projects, contributing more than 70,497 community service hours during its Global Month of Service (GMoS) every April, a month where Starbucks partners and customers connect to dedicate and focus on contributing back to the communities where Starbucks operates around the world.

In 2018, Starbucks Malaysia celebrated its eight annual GMoS to establish a community edible garden for Perumahan Awam Rumah Panjang Ikan Emas community in Cheras, Kuala Lumpur. More than 150 people participated, bringing together Starbucks partners, customers, non-profit organizations, civic leaders, business partners and the community members.

For more information please visit us at <http://www.starbucks.com.my/responsibility>



Being a  
Responsible  
Company





It is about making a positive financial and social impact in the communities we serve and to show what a global bank can do.



“ At Citi Malaysia, our social responsibility efforts are aligned to Citi’s mission of enabling growth and economic progress as a trusted financial partner.



Citizenship is core to Citi and a responsibility shared by all of our employees, businesses, clients, suppliers and communities. Through the support of Citi Foundation, our citizenship efforts focus and invest in initiatives that increase financial inclusion, create job opportunities for youth, and introduce new approaches to build and sustain vibrant cities. In Malaysia, Citi has proactively embraced a “More than Philanthropy” approach to our strategic community initiatives.

### Snapshot Of Our Initiatives

#### Urban Transformation

##### Think City – The Laneway Improvement Programme

Aimed at transforming dilapidated laneways into vibrant community spaces with opportunities for healthy living. The ultimate aim is to improve livability by way of setting inclusive city goals with the local communities. These goals are based on the Sustainable Development Goals (SDG) of the New Urban Agenda set by the United Nations (UN- Habitat).

#### Youth Economic Opportunities

**The Edge Education Foundation** – ‘Money & Me’ Youth Financial Empowerment Program Designed to equip low and middle-income youth with basic financial planning goals and entrepreneurial skills to prepare them for the job market.

**Asia School of Business** - The Rapid Youth Success Entrepreneurship (RYSE) Program Aimed to improve youth unemployment rates in urban Malaysia by equipping low-income youth who are in the Klang Valley with the skills to plan, design, and run their own businesses or startups from scratch.

#### Junior Achievement Malaysia – JA Social Impact Program

To provide and equip low and middle-income youth across Malaysia with entrepreneurship and business training to develop future entrepreneurs and business owners.



“ Our sustainability efforts are not just about aligning to our global sustainability priorities, but they are about how we deliver the most value to our local communities based on their needs. Continuous engagement with our stakeholders is key in ensuring we work towards solutions that benefit us all

Mr. Ahmed Yehia G. El Deen  
Country Manager Malaysia, Singapore and Brunei



Coca-Cola Malaysia has refreshed Malaysians with its wide range of beverages since 1936 and is committed to making a lasting positive difference in the local community in its key sustainability pillars - World Without Waste through partnerships with the Malaysian Nature Society, Global Environment Centre, Reef Check Malaysia, MareCet, Waste Management Association of Malaysia and Universiti Putra Malaysia on recycling awareness and education program; Women Empowerment by economically empowering 20,000 women through the Coca-Cola KU entrepreneurship programmes in partnership with Ministry of Domestic Trade & Consumer Affairs; and Water Conservation through working on water projects with Muslim Aid Malaysia and Raleigh International to provide access to clean water for more than 23,000 villagers in rural Sabah.

For more information please visit us at  
<https://www.coca-cola.com.my/sustainability>



Economically  
empowering 20,000  
Women Entrepreneurs  
by 2020



A life-long commitment to building our communities and protecting the environment



Crown's seeks to positively impact the world, including communities, service partners and employees. The Company's commercial activities are balanced by compassion and responsible actions.

Since establishing a formal CSR function in 2008, Crown has deeply embedded corporate responsibility in its policies, processes and communications. The goal is to do business in a way that positively impacts the communities. This award application describes Crown's CSR actions and resulting benefits in the following areas: Give back to the community and employee engagement; diversity and inclusion; environmental protection and sustainability.

In each of these areas, Crown sets targets for improvement and measures its actions to track progress; more importantly, in each of these areas Crown has defined actions, made progress, improved and innovated. In addition to corporate-led global initiatives that pull geographically diverse teams together for a common effort, Crown also encourages and incentivizes employee-led regional and local initiatives – the origins of many of the most impactful ideas. This mix of grassroots and corporate-driven action, along with the volume of activities helps Crown engage its employees, sustain itself and enrich its communities. This triple benefit – to stakeholders, to Crown and to the community at large – is at the heart of its CSR philosophy; it is what allows its effort to be financially sustainable.

Each year Crown communicates CSR actions and relative improvements in a published Sustainability Report available to all internal and external stakeholders.

For more information please visit us at <https://www.crownworldwide.com/en-us/page/crown-csr-policy>



“ For 125 years, ExxonMobil has been working to meet Malaysia’s growing demands for energy while making a positive contribution to society.

Sukiman Mohamed  
Public & Government Affairs

# ExxonMobil

ExxonMobil has a long tradition of helping to improve the quality of life in the communities where we operate. We support a range of community causes and projects to benefit the communities, focusing on four key areas: human capital development, energy literacy, safety and health, and business ethics. Our safety and environmental performance has long been recognized and we have won numerous awards both internally as well as from various government, industry and safety bodies.

In the area of human capital development, we work closely with various partners to help develop and increase awareness of Science, Technology, Engineering and Mathematics (STEM) subjects. We give special emphasis to initiatives that help identify future STEM talents and to motivate young people to consider future careers in these fields which are critical for Malaysia in achieving its developmental goals.

These include Malaysia’s participation in the International Mathematical Olympiad, the National Science Challenge, the ExxonMobil STEM Awards, and others. We also make significant contributions to enhance English language proficiency among school children and helped establish three English resource centres in Terengganu. We also sponsor an entrepreneurial skills development project with the Terengganu Royal Foundation which helps single mothers and girls from low-income families to fulfill their economic potential and lead social change in their communities. Our employees and their families also volunteer their time, skills and energy to make a difference in the local community through various projects under our focus areas.



Our flagship STEM programmes impact more than 40,000 students annually.





Purpose  
Driven  
Nutrition

## **HERBALIFE NUTRITION** Making the World Healthier and Happier

Herbalife Nutrition is a global nutrition company whose purpose is to make the world healthier and happier. Through its corporate social responsibility efforts, Herbalife Nutrition supports the Herbalife Nutrition Foundation (HNF) and its Casa Herbalife programs to help bring good nutrition to children in need. Created in 1994 by Herbalife Founder Mark Hughes (1956-2000), HNF is a global non-profit foundation dedicated to improving the lives of children around the world. We envision a world where every child has equal access to healthy nutrition.

We fund grants to charitable organizations - Casa Herbalife programs that provide children with the nourishment, care, and education they need to reach their full potential. Today we provide millions of dollars in funding to 130 orphanages, hospitals, schools, and organizations in more than 50 countries and serve nearly 100,000 children every year.

Herbalife Nutrition Malaysia has supported four local non-governmental organizations since 2006 having contributed more than USD330,000 towards elevating the lives of children in need. Currently, we are proud to be working with three charitable organizations, namely Good Samaritan Home in Klang, Selangor; Amitabha Charity Orphanage in Johor Bahru, Johor and Pusat Jagaan Kanak-Kanak Yatim/ Miskin Rukaiyah in Kajang, Selangor under the Casa Herbalife programs. This year, a total of USD45,000 was distributed to these Homes to care for the combined nutrition needs of more than 80 children.

Herbalife Nutrition Malaysia's passionate independent members and employees also actively volunteered in the Casa Herbalife programs. We frequently visited these children and organized nutrition education activities to inculcate the right habits in them. Together, we can make a difference.

For more information please visit us at  
[www.HerbalifeNutritionFoundation.org](http://www.HerbalifeNutritionFoundation.org)



At Hess, we are committed to meeting the highest standards of corporate citizenship by protecting the health and safety of our employees, by safeguarding the environment and by creating a long-lasting positive impact on the communities where we do business.

Education is the primary focus of our CSR initiatives in Malaysia and our ongoing commitment to supporting quality education is evident through our active involvement in MACEE's Fulbright English Teaching Assistant (ETA) program. This program is administered by MACEE, in coordination with the Malaysia Ministry of Education to help tens of thousands of Malaysian students to boost their confidence and improve their proficiency in English language. Additionally, the program promotes goodwill by establishing friendship and mutual understanding between the ETAs, students, teachers and their communities.

The American ETAs serve in rural secondary schools across Malaysia for ten months, playing the role of supplemental English instructors and cultural ambassadors. Many ETAs find a sense of purpose and belonging as they build meaningful relationships within their communities. Hess is the official sponsor and biggest corporate contributor for the 2018 ETA Program specifically in Kelantan, which is our area of operations. In 2018, ETAs in Kelantan has taught over 5000 students in the classroom and reached additional 1000 students who participated in over 11 ETA-led English camps, with varying themes centered around leadership, culture, environment, health, public speaking and more. Hess employees contributed significantly to the English camps during the year through their efforts in volunteering and facilitating teaching and learning outside of classroom.

For more information please visit us at <http://www.hess.com/sustainability/social-responsibility>



Transforming Lives Through Education





Making a difference here in ASEAN, one neighborhood at a time

# Honeywell

THE POWER OF **CONNECTED**

Honeywell's innovations help to make our world cleaner and more sustainable, more secure, connected, energy efficient and productive; a world where people and organizations have the tools to be even more successful. Nothing is as important as ensuring a clean, safe, and healthy environment for our families, colleagues, neighbors, and communities for many years to come. Honeywell's corporate social responsibility initiative, Honeywell Hometown Solutions (HHS) offers corporate citizenship programming, provides resources and financial support to those in need and encourages employee volunteerism where we can make a real, lasting impact in critical areas of importance to our communities. HHS focuses on these five areas - Science & Math Education; Family Safety & Security; Housing & Shelter; Habitat & Conservation; and Humanitarian Relief.

At Honeywell, we understand the importance of inspiring and preparing the next generation of science and math leaders. In ASEAN, our STEM initiatives have inspired more than 60,000 students via various programs of which includes the Honeywell Educators at Space Academy (HESA) program, Honeywell Leadership Challenge Academy (HLCA) and Honeywell Institute for Science & Engineering Program (HISE). Other initiatives include education kits, workshops, scholarship opportunities as well as the establishment of Honeywell University Control Labs which allow students and faculties to simulate, learn and develop smart building systems via Honeywell-provided modules and software.

In addition, Honeywell continues to run programs that help protect loved ones; rebuild and improve homes, schools and communities; provide hands-on support for a cleaner, safer and healthier environment; as well as help communities and employees recover from natural disasters.

For more information please visit us at <https://www.honeywell.com/who-we-are/citizenship>

“ While we often see the impact our projects have on the ground, assessing these with reliable measurement allows us to back up our claims with facts and figures.

Lizayati Damit (Liza)  
Senior Corp Communications  
Manager, ASEAN



IBM combines the greatest strengths of our company and its people — technology, expertise and energy — to develop innovative programs focused on challenges facing communities where we live and work. Our Corporate Citizenship initiatives are focused in Education and skills; Health; and Community Resiliency.

Towards our focus in Education and skills, we trained 330 educators across Kuala Lumpur, Penang and Johor to use IBM's analytics Artificial Intelligence platform to enable 13,000 school students to build foundational skills in data analytics. Meanwhile, 60 special education educators have received teacher professional development to use IBM's design thinking methodology to improve Science learning amongst 1,800 disabled, and sensory impaired students.

In the area of Health, we worked with the Malaysian Mental Health Association (MMHA) to use social media analytics and subsequently develop a cohesive strategy to improve reach to youth at risk of mental health issues by 300% via social media. We additionally worked with the National Cancer Society Malaysia (NCSM) to develop data management and analytics capabilities to enable the organization to better measure the impact and improve youth smoking cessation programs in public schools.

Within our focus in Community Resiliency, we worked in partnership with the Sarawak Ministry of Education, Science & Technological Research to provide effective pro-bono consulting teams of experts to four public agencies to kickstart the agencies' digital transformation journey into supporting the state of Sarawak's Digital Economy Strategy. In line with this digital focus also, we facilitated more than 600 students across 3 districts in Sarawak in building essential digital skills through constructing and programming cardboard robots with Artificial Intelligence.

For more information please visit us at [www.ibm.com/ibm/responsibility/](http://www.ibm.com/ibm/responsibility/)



Putting smart  
to work for our  
company and  
the world





“ Our commitment to corporate responsibility and sustainability—built on a strong foundation of transparency, governance, and ethics—creates value for Intel and our stockholders by helping us mitigate risks, reduce costs, build brand value, and identify new market opportunities.



### Who and what we are

Intel Malaysia is the first offshore site for Intel Corporation, with more than US\$5B invested since 1972. Today, Malaysia is one of Intel's most comprehensive sites with 10,000 employees. It is Intel's largest assembly and test manufacturing facility with an all-Malaysian workforce in manufacturing, producing Intel's latest products utilizing smart manufacturing techniques. The site is also home to Malaysia's largest product design and development center, employing 3,500 engineers and is one of the only two Intel shared services hubs supporting HR, Finance, Procurement, IT, and Supply Chain operations to Intel sites globally.

### Empowering our people to care for our community

The Intel Involved Matching Grant Program (IIMGP) empowers and encourages our employees to volunteer their skills and time to worthy causes. Through this unique program, Intel Foundation will match US\$5 for each hour volunteered by our employees in the community. Since 2006, over 700,000 volunteer hours have been clocked in by our volunteers and over US\$2.2 million has been disbursed to NGOs and schools in Malaysia.

### To the next 50!

This year, to celebrate Intel Corporation's 50th anniversary, Intel targets to hit 1 million volunteer hours by 50,000 employees worldwide by the end of 2018. For Intel Malaysia, our goal is 100,000 volunteer hours with 10,000 employees volunteering this year.

For more information please visit us at <https://www.facebook.com/IntelMalaysia/>



Over 700,000 volunteer hours recorded, over US\$2.2 million disbursed to communities.





## Johnson & Johnson

Johnson & Johnson's Global Community Impact is focused on supporting and championing the people on the frontlines who are at the heart of delivering care. In J&J Malaysia, from 2018 to 2020, we aim to raise awareness of mental health issues and opportunities for each life stages by reaching out to various stakeholders, from employees to school counselors and the public, including students and young adolescents. In July 2018, the GCI team together with the Malaysian Mental Health Association (MMHA) organized an experiential workshop comprising four activity stations to enable participants to better understand the importance of mental health. The workshop, which was accompanied by a fund-raising activity, reached out to 200 employees. The workshop was so successful the GCI and MMHA trained 10 employees to carry out the workshops themselves, after which the workshop was held at Asia Pacific University (APU) and 15 schools in Ampang Jaya in August. The effort reached out to 500 students. Moving forward, over the next few years, GCI will continue to raise awareness of mental health by carrying out the workshops in schools and academic institutions to reach out to the youths. In addition, plans are underway to build an app to help the public become more aware of their mental well-being and to help direct them to professional help. GCI will also continuously seek to collaborate with stakeholders to extend our reach in raising awareness of mental health.

For more information please visit us at <https://www.jnj.com/our-giving>

“ *Achieving 2020 Goals is integral to Johnson & Johnson's long-term success. We consider them to be the Key Performance Indicators of our citizenship and sustainability approach and have processes in place to measure and track progress. We report out on our progress annually, including independent review and assurance of our progress and associated data.* ”



Johnson & Johnson Malaysia is focused on raising awareness of mental health issues and eliminating the stigma of mental illness.





# J.P.Morgan

J.P. Morgan Chase Foundation aims to enable more people to contribute to and share in the rewards of a growing economy. In Malaysia, J.P. Morgan's grant-making strategy is focused on workforce readiness programs, taking significant steps to help narrow skills gaps, more effectively integrate industry requirements into training curricula and ensure that underserved youth have sustainable employment pathways into the country's fast-growing industries such as mechatronics, electrical and electronics and manufacturing. In 2018, J.P. Morgan launched a partnership with MySkills Foundation (MSF) to help at-risk youth gain relevant skills for gainful employment. Aside from MSF, current grantees include Science of Life Sciences 24/7, Junior Achievement Asia Pacific and the Soroptimist International Club of Damansara. Across Asia Pacific, the firm's workforce readiness initiatives have helped to create nearly 50,000 new jobs, placements and internships, leveraging our colleagues' engagement, mentorship and volunteering efforts to reinforce program delivery and impact.

J.P. Morgan actively seeks to use the expertise and commitment of its employee to maximize the impact of its philanthropic investments and help nonprofit partners better serve their communities through a variety of programs including Good Works and Technology for Social Good. In the past year, more than 16,500 J.P. Morgan employees in Asia Pacific contributed over 78,000 volunteer hours through Good Works alone. In Malaysia, J.P. Morgan employees volunteer in programs run by grantees by providing training workshops, lectures, mentorships and motivation exercises to boost the confidence of the youth and prepare them to transition into the workforce.

For more information please visit us at [www.jpmorganchase.com/corporateresponsibility](http://www.jpmorganchase.com/corporateresponsibility)



Transitioning  
Disadvantaged  
Youth into  
Quality Jobs





As a leading technology company, Keysight's vision is to build a better planet by advancing the world's technology while employing a business framework of ethical, environmentally sustainable and socially responsible operations. Its business and CSR efforts are synergistic, with a CSR strategy that maps to business commitments.

The key goals encompass:

### **Strengthening communities through philanthropy, employee volunteerism and community sponsorships**

Among the 2017/2018 initiatives in Malaysia were the inaugural Tour De Keysight global cycling relay to raise funds for charity; contributions to the Penang Down Syndrome Association; donations of Keysight solutions to universities for research; and, providing support and financial assistance to hundreds of Keysight colleagues impacted by the Santa Rosa wildfires of October'17.

### **Engaging students in STEM education outreach programs from primary to tertiary levels**

Programs include the Keysight After School hands-on science workshops; Introduce-a-Girl-to-Engineering Day; and, the Innovate Malaysia Design Challenge. Keysight is also a leading industry partner for Penang's state STEM initiatives, playing a key role in the establishment and activities of the Penang Science Cluster, Penang International Science Fair and Penang Digital Library.

### **Improving the environment through natural resource conservation and efficiency**

In addition to ongoing efforts to optimize electricity consumption and practice responsible waste disposal, Keysight is also the first MNC in Penang to stop dispensing single-use plastic straws and utensils across its 1.2 million sqft facility. Through the "Final Straw" campaign, Keysight solidified the culture of social responsibility among its 2500 employees, encouraging them to play their part for a sustainable future.

For more information please visit us at <https://www.keysight.com/us/en/about/corporate-social-responsibility.html>



Building a Better Planet, Positively Impacting Communities





Empowering  
over 3,000  
students in  
Malaysia

## Mondelēz International

### SNACKING MADE RIGHT

Joy Schools is Mondelēz International's adopt-a-school programme that empowers school children to make positive changes towards improving their overall well-being. Joy Schools addresses the lack of healthy eating habits through a collaborative community partnership platform with the Ministry of Education, schools, parents and non-governmental organisations across three core pillars:

- **Access to Fresh Food** – pioneering a Garden-to-Table initiative within the school compounds for students to grow fresh produce comprising herbs, vegetables, and fruits that are served as main ingredients in school canteen dishes.
- **Nutrition Education** – creating nutrition awareness by instilling the importance of healthy eating habits and making balanced food choices through fun-filled discussions and hands-on experiences among students.
- **Active Play** – advocating active play by converting classrooms into vibrant and interactive spaces to promote physical engagement and collaborative learning among students.



Mondelēz is set on transforming the lives of more than 1.5 million children across 18 countries with this three-pronged approach to well-being. The Joy Schools program was established in 2011 in the Philippines, and in Malaysia in 2015. Since its inception, Joy Schools has benefitted over 3,000 students in Malaysia across 4 schools nationwide.



As a member of today's rapidly changing global community, Pfizer Inc adapts to the evolving needs of society and contribute to the overall health and wellness of our world.

We are building partnerships in communities throughout the world to strengthen health systems, increase access to our medicines, and find sustainable solutions to the health challenges of today and tomorrow.

In Malaysia, since our inception in 1964, we have been giving back to communities through various initiatives focus on health education and patient support such as Care-A-Van, Hope Program, Mencare, SWAT and Pfizer Malaysia Health Fellows among others with partner agencies.

Our most notable and sustainable initiative is CARE-A-VAN, a free mobile health screening which was launched in 1998 with endorsement from Ministry of Health. It remains one of the country's longest serving community project by a multinational company. CARE-A-VAN has been crisscrossing Malaysia for the last 20 years, giving free screening and improving health literacy of rural and underserved communities. To date CARE-A-VAN has screened more than 180,000 Malaysians with approximately 1,700 volunteers devoting more than 35,000 hours across 800 locations.

True to one of our corporate values – COMMUNITY, we encourage active volunteerism. Launched in 2009, Pfizer Malaysia Health Fellow is a program whereby Pfizerians provide direct health assistance to underserved communities in East Malaysia. Annually selected, volunteers travel to remote villages and live with communities to carry out health mission. So far, 12 missions were carried out with total of 82 Health Fellows serving in 49 rural locations.

For more information please visit us at <https://www.pfizer.com.my/communities/pfizer-worldwide>

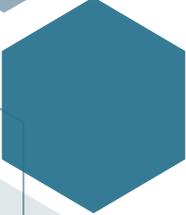


Sustainable and Impactful to Communities





A Force For Good And A Force For Growth



For over 30 years, Procter & Gamble (P&G) has been committed to be a force for good and a force for growth for Malaysia. Established in 2015, the Ibu Nakhoda Hidup and P&G Smallholders Program have grown to become P&G's flagship CSR program in the country. Ibu Nakhoda Hidup (SDG 5: Gender Equality) is a three-party collaboration between P&G Malaysia, MYDIN and WOMEN:girls (NGO) and aims at supporting mother entrepreneurs (momprenuers) to be the captains of their own destiny, helping to not only generate the household income but also to accomplish their dreams to become a successful entrepreneur. Funded through the P&G-MYDIN Huluskan Harapan Fund, WOMEN:girls will select and award 5 women yearly with special grant to strengthen their businesses in terms of branding, business acumen and enhancement of machinery and equipment. The program also benefits other mother entrepreneurs who are provided with business knowledge and mentorship by MYDIN and with special promotional offers matched to P&G products. As of 2018, the Huluskan Harapan has raised a total of RM 384,260.42, reached more than 10 states nationwide with a total of 602 submissions from mother entrepreneurs.

The P&G Smallholders Program (SDG 8, SDG 12, SDG 15) is a multi-year commitment which is part of P&G's 2020 Zero Deforestation Commitment and Ambition 2030 to develop and enable independent smallholders in our Malaysian supply chain to improve sustainability practices and livelihood by increasing yields from existing lands. In 2018, The Program has successfully assessed and trained 759 smallholders in Johor on sustainability and good agricultural practices (GAP). The Program will expand to cover a footprint of 10,000 independent smallholders in Johor and Terengganu by end 2020 (current footprint: 2000 independent smallholders).

For more information please visit us at <https://www.pwc.com/my/en/publications/pwc-annual-report-2017/workforce/cr.html>



**pwc**

One of our Corporate Responsibility area of focus is to help disadvantaged youth achieve their full potential through education via several initiatives including our Community Outreach Programme (COP). Since 2002, our COP volunteers spend 5-months at selected charity homes to tutor underprivileged children and assist the homes with administrative duties. In 2017, we expanded this programme to SMK Bandar Baru Ampang collaborating with MYReaders (a non-profit) with the aim to improve literacy.

This programme targets secondary school students who are unable to read in English (reading levels between pre-kindergarten to standard 1). Each volunteer dedicates two weeks of their time helping the students to read better in English using a specially designed and structured syllabus that covers phonics, fluency and comprehension and the students' progress are measured through pre, mid and post diagnostic tests. We recorded positive outcome from our pilot programme last year - reading ability for participating students grew by 47% on average and they could answer 40% more comprehension questions than before, with one student growing by 2 reading years (from Kindergarten to Standard 2 level).

The teachers and school administrators also shared qualitative positive changes in the students' learning behaviours as they are now seen to be more confident to speak up and read in English - watch our video to see the students' progress. We also have other similar programmes on education sharing at the schools we support – read the CR section on our Annual Report or check out our hashtag on social media #PwCMYCR.

For more information please visit us at

<https://www.pwc.com/my/en/publications/pwc-annual-report-2017/workforce/cr/my-readers.html>



COP MYReaders,  
helping students  
read better in  
English





Delivering  
Sustainable  
Futures



*Delivering  
Sustainable Futures*

### **Yayasan Sime Darby**

Yayasan Sime Darby (YSD), or the Sime Darby Foundation, was established in 1982 and is the philanthropic arm of Sime Darby Berhad, Sime Darby Plantation Berhad and Sime Darby Property Berhad.

YSD's vision is to lead and make a sustainable impact in the lives of others. The Foundation's objective is supported by its five pillars, namely education, environment, community & health, sports, and arts & culture.

Since its inception, YSD has awarded scholarships worth RM268 million to 3,786 students in Malaysia and internationally, with a focus on the underprivileged. It is supporting long-term research projects such as Stability of Altered Forest Ecosystems (SAFE), the world's largest ecological project, reforestation initiatives such as the Reforestation and Rehabilitation of Orangutan Habitats in Northern Ulu Segama, and conservation of endangered species like Danau Girang Field Centre's research to protect the Sunda clouded leopard, proboscis monkey and the Bornean Banteng.

YSD is also actively involved in the development and improvement of sports in Malaysia, particularly in track cycling, football and golf. Under its community & health pillar, YSD works with organisations such as the Malaysian Aids Council, Women's Aid Organisation and Cancer Research Malaysia to promote the health and wellbeing of disadvantaged groups irrespective of race, culture, religion, creed or gender. YSD also works with established organisations such as the ASK Dance Company, Five Arts Centre and The Kuala Lumpur Performing Arts Centre to promote the development of arts and culture.

For more information please visit us at <http://www.yayasansimedarby.com/>



### Standard Chartered Sustainability; A force for good

Our purpose as an international bank is to drive commerce and prosperity through our unique diversity. We seek to ensure that the financial services we provide to individual, businesses and global institutions improve livelihoods and provide new economic opportunities for people in our markets.

We are committed to promoting economic and social development in the markets we serve, doing so sustainably and equitably in line with our purpose and three valued behaviours: 'Never settle', 'Better together' and 'Do the right thing'.

Our approach to sustainability focuses on three pillars – contributing to sustainable economic growth, being a responsible company and investing in communities.

Health and education are the foundation of social and economic development. We work with local partners to deliver programmes that improve people's health and educational opportunities.

Our Goal programme has empowered more than 430,000 adolescent girls across our 20 markets with the confidence, knowledge and skills they need to be integral economic leaders in their families, communities and societies. Through a combination of sports and life skills training, In Malaysia, we have engaged over 2,800 secondary school girls after Goal was launched in August 2017.

Seeing is Believing, our flagship global programme to treat avoidable blindness and visual impairment has raised USD100million globally in 2018 through fundraising and matching by the Group.

Since 2013, Standard Chartered Foundation (SCF) sealed a partnership with the Ministry of Health to support underprivileged cataract patients in Malaysia. Close to MYR2 million was donated to-date for the purchase the intraocular lenses required for cataract surgeries for over 6,300 patients.

For more information please visit us at

<https://av.sc.com/my/content/docs/malaysia-sustainability-summary-2017.pdf>



A force for good - We're committed to promoting social and economic development through our core business of banking





Empower Our  
Communities  
Around  
The World

# SUNPOWER®

SunPower has taken pride in their CSR programs throughout the sites around the world. SunPower has initiated SunPower Giving as an integrated CSR program that aims to promote sustainable development by empowering stakeholder through social initiatives.

The Frog Classroom Makeover Program, a collaboration with YTL Foundation. Location: State of Melaka.

The Frog Classroom Program aims to transform classrooms throughout Malaysia into 21st century learning spaces, designed to promote technology-enabled, student focused learning. This program brings together schools, Parent-Teacher Associations, NGO's and corporate bodies to make that first step of making a difference for Malaysian students.

This will be our third year collaborating with YTL Foundation and SunPower Malaysia identifies schools within the state of Melaka to participate in this program which are

Y2016 Sek. Men. Kebangsaan Datuk Dol Said.  
Y2017 Sek. Men. Kebangsaan Tun Haji Malek.  
Y2018 Sek. Kebangsaan SKK Paya Rumpit

Volunteers consisting of SunPower Malaysia's employees, parents and teachers work together to transform the classroom from painting, electrical and civil works including repair and/or upgrading works to the classroom. The classroom will have sleek timber flooring, fully air conditioned with curved tables and chairs to create a conducive area of learning.

Approximately 8,000 students and teachers are impacted from Frog Classroom in Melaka so far.

## QUICK OVERVIEW

1. Total number of Volunteer Hours as at Sept 2018 – 800 hours
2. Total of monies contributed for CSR program as at Sept 2018 – RM72,000
3. From our CSR programs initiated, we have covered the following SDG areas:- Goal 3 Good Health & Well-being, Goal 4 Quality Education, Goal 6 Clean Water & Sanitation, Goal 12 Responsible Consumption & Production





# VISA

Visa continues to drive economic growth and improve lives through the global electronic payments network that we run and the products we offer. We also believe in using the power and assets of Visa to strengthen our local communities and be a global citizen. For over 20 years, Visa has been a private sector leader in developing innovative and free financial literacy programmes that help people effectively learn the fundamentals of personal finance, including budgeting, saving, responsible spending and using credit wisely. In Malaysia, we have been introducing meaningful financial literacy initiatives with our key partners for several years. We continue to partner with Credit Counselling and Debt Management agency, AKPK to reach out to young Malaysians using financial education board games, mobile apps and websites to teach them the important concepts of money management.

In addition to creating financial literacy programmes, Visa has also been encouraging employees to donate to their charities of choice since 2008 by providing a programme to match their philanthropic generosity. In 2017, employee volunteers from 79 Visa offices contributed 34,000 hours to nearly 350 non profit organisations at more than 600 separate events.



Promoting Financial Literacy and Supporting the Community



“The business sector has a tremendous role to play in achieving Agenda 2030. MY AMCHAM CARES can play an important role in helping American businesses in Malaysia align with these goals.”

**Mr. Stefan Priesner**  
UN Resident Coordinator  
for Malaysia

## Aligning Corporate, Local, National & Global Goals

Beginning this year, AMCHAM is incorporating UN Sustainable Development Goals (SDGs) into MY AMCHAM CARES efforts, in order to showcase our members' contributions towards the UN 2030 Agenda for Sustainable Development as well as our contributions towards Malaysia's national aspirations for the goals.

Questions relating to the SDGs were included in this year's CSR survey, which will allow AMCHAM to go one step further in 2019. By identifying the SDGs companies are targeting, members in the same space will be able to learn and learn from each other and potentially coordinate for greater impact.

### Looking Ahead

MY AMCHAM CARES has become an important platform for our members. With the insights gained across the four areas of the program, it enables AMCHAM to support our members as they enhance their performance in CSR, connect and build from each other, showcase the additional benefits they bring with their investment and align corporate, local, national and global goals, in order to better support their business in a holistic manner.



# Aligning MY AMCHAM CARES with the UN SDGs and the Eleventh Malaysia Plan's Strategic Thrusts

Percentages indicate the number of MY AMCHAM CARES survey respondents targeting specific UN SDGs



## SUSTAINABLE DEVELOPMENT GOALS

Source: Mid-term Review of the Eleventh Malaysia Plan - Executive Summary



## Thank you to all the 2018 participating companies

AMCHAM would like to thank all our members who participated in the CSR Survey and have corporate citizenship and CSR initiatives running for more than one year:

Accenture Solutions Sdn Bhd

Agilent Technologies LDA Malaysia Sdn Bhd.

AmMetLife Insurance Berhad

Analog Devices Sdn Bhd (Formerly Linear Semiconductor)

Berjaya Starbucks Coffee Company Sdn Bhd

Boeing Aerospace (Malaysia) Sdn. Bhd.

Boston Scientific Medical Device (Malaysia) Sdn Bhd

Chubb Insurance Malaysia Berhad

Citibank Berhad

Coca-Cola Malaysia

Colgate-Palmolive (M) Sdn. Bhd.

ConocoPhillips Asia Pacific Sdn Bhd

Crown Worldwide Group Sdn Bhd

Dow Chemical (Malaysia) Sdn. Bhd.

Edelman Public Relations Worldwide Sdn Bhd

ExxonMobil Exploration and Production Malaysia Inc

Facebook Malaysia

Federal Express Services (M) Sdn. Bhd.

Finisar Malaysia Sdn. Bhd.

Flextronics Technology (Penang) Sdn. Bhd.

General Electric International, Inc. (GE)

Gerbang Alaf Restaurants Sdn Bhd.

Haskell Malaysia Services Sdn. Bhd.

Herbalife Products Malaysia Sdn Bhd

Hess Exploration & Production Malaysia B.V.

Hilton National Sales Office

Honeywell International Sdn Bhd

HP PPS Sales Sdn. Bhd.

Huntsman Global Business Services Sdn Bhd

IBM Malaysia Sdn Bhd

Integrated Device Technology (Malaysia) Sdn. Bhd.

Intel Technology Sdn Bhd

ISC Innovators

ITW Meritex Sdn Bhd

Johnson & Johnson Malaysia

J.P. Morgan

Keysight Technologies

Kimberly - Clark Trading (M) Sdn. Bhd.



“AMCHAM’s active committees and strong relationships with key government stakeholders enable its member companies to collectively engage stakeholders and resolve common issues affecting our businesses. AMCHAM amplifies the CSR efforts carried out by its member companies resulting in our government’s recognition of the positive impact made by American corporations’ in our communities.”

**Robin Martin**  
 Managing Director  
 Intel Malaysia

- Levi Strauss (Malaysia) Sdn. Bhd.

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- Leo Burnett/ Arc Worldwide/ Alpha 245

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- Marsh Insurance Brokers (Malaysia) Sdn. Bhd.

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- Microsemi Solutions Sdn Bhd

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- Mondelez International ( Malaysia)

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- Motorola Solutions Malaysia Sdn Bhd (Innoplex)

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- NNR Global Logistics (M) Sdn Bhd.

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- National Instruments

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- Nu Skin (Malaysia) Sdn. Bhd.

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- ON Semiconductor Malaysia Sdn Bhd

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- Paramit Malaysia Sdn Bhd

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- Pfizer (Malaysia) Sdn. Bhd.

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- Procter & Gamble Malaysia

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- PwC Malaysia

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- Samtec Asia Pacific (M) Sdn Bhd

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- Sanmina-SCI Systems (M) Sdn. Bhd.

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- Schmidt Abrasive Blasting Sdn Bhd

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- Seagate International (Johor) Sdn Bhd

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- Sime Darby Bhd

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- Skrine

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- SMART Modular Technologies Sdn. Bhd.

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- Standard Chartered Malaysia

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- SunPower Malaysia Manufacturing Sdn Bhd

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- The Ritz-Carlton, Kuala Lumpur

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- The Westin Kuala Lumpur

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- Transpo Movers (M) Sdn Bhd (Asian Tigers Mobility Malaysia)

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- Unisem (M) Berhad

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- United Parcel Service (M) Sdn. Bhd.

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- UOP Malaysia Sdn. Bhd. (Honeywell Subsidiary)

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- Visa Malaysia

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- Wong & Partners

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- Xylem Water Solutions Malaysia Sdn Bhd

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