

# Corporate Social Responsibility (CSR)

*News & Highlights from the AMCHAM Members*

1st Quarter 2023

2023년 1분기 암참 회원사들의 사회공헌 활동 소식

# Corporate Social Responsibility

## News & Highlights from AMCHAM Members

Please read below to see how AMCHAM members gave back to communities in Korea in the fourth quarter of 2022.



### 3M Korea



Contact | Jun Lee (jlee20@mmm.com)

3M Korea carries out several CSR efforts such as creating jobs for vulnerable groups, promoting eco-friendly products and fostering scientific talent. The 3M Science Camp, which fosters future scientific talent, is 3M's representative social contribution program that has been held since 2002. This provides education on global problem such as energy and climate, and creative ways to solve them. Another is the 3M Inspire Challenge, which is a case competition where the power of people, ideas and science creates synergy to lead a better life of science and technology. Furthermore, the 3M Women in STEM mentoring program offers mentoring to female university students.



### AIA Korea



Contact | Minji.Kim (Minji.kim2@aia.com)

AIA Korea continues its community outreach to foster better, more meaningful education outcomes for children. The company expanded its Healthiest Classroom program to help students develop habits to live "Healthier, Longer, Better Lives." The program promotes five areas of health: healthy diet, physical activity, financial awareness, concern for the environment, and self-expression. AIA Korea participated in the Seoul International Kid's Film Festival, where company volunteers and their family members engaged with participants through games and providing information through the Healthiest Classroom booth. Through the Miru Foundation, AIA also supported the film production by elementary school students on Healthy Expression. AIA Korea Awards were given to students who participated in filmmaking and demonstrated healthy communication and self-expression skills.

## Bae, Kim & Lee LLC



Contact | Jihee Han (prteam@bkl.co.kr)

BKL and Dongcheon Foundation hosted the 7th annual sharing event at the end of November 2022. During this event, donation funds are made by auction of paintings by artist / actress Jung EunHye, who has Down’s syndrome, and of art works donated by BKL employees. The documentary film screening session about the story of Ms. Jung was also held at the end. The proceeds from the event will be donated to three organizations which supports people with developmental disabilities. BKL and Dongcheon have donated funds every year through auctioning donated goods, bazaar events, and talent donation to support public interest organizations and scholarship students from vulnerable families.

## BAT Rothmans



Contact | Eunji Ko (eunji\_ko@bat.com)

Last November, BAT Rothmans, the Korean subsidiary of the BAT Group, hosted the final awarding ceremony for its flagship ESG Campaign, the “University Eco-Club League,” presenting awards to the top five winning teams. The grand prize went to a team from Chungnam National University, which designed its very own eco-friendly mobility engine that could potentially replace and resolve carbon emission from internal combustion engines. BAT Rothmans’ University Eco Club League invites college clubs from around the country to come up with eco-friendly ideas that will help create “A Better Tomorrow” for the future generations. Through this campaign, the company also aims to foster future talents in the eco-friendly sector.



## CBRE Korea



Contact | Kayla Ryu (kayla.ryu@cbre.com)

CBRE Korea, a global commercial real estate services company, visited Gaemi Village on November 17 to deliver “briquettes of love” as part of its “CBRE Cares” social contribution campaign carried out by CBRE offices around the world to support local communities. About 80 executives and employees of CBRE Korea who participated in the event spent meaningful time delivering 5,000 charcoal briquettes to underprivileged families suffering from winter heating cost burdens. In addition, a CBRE Korea in-house fundraising event raised KRW 6 million won for the Babsang Community Foundation and Briquette Bank. CBRE Korea conducts volunteer activities for the local community every year in November through its CBRE Cares campaign such as delivering charcoal briquettes, making kimchi for the elderly and supporting animal shelters.



## Citibank Korea



Contact | Kim, Jeung Lun (jeung.lun.kim@citi.com)

Citibank Korea held a “charity auction night” event to support musicians with visual impairment. The bank’s key executives, including CEO Myung-Soon Yoo, donated about 30 items that contained their own stories. All items were auctioned off thanks to active participation of the bank’s employees. In line with the event’s theme, “Fill the end of this year with warm-hearted sharing. Be a Santa for would-be musicians with visual impairment,” proceeds from the auction will be donated to Hanbit Performing Art Company, the world’s first and world’s only professional musician group consisting of the blind, to find and support visually handicapped people who want to be musicians.





## Delta Air Lines



Contact | Soomee Moon (soomee.moon@delta.com)

On October 5-6, 2022, Delta Air Lines and its joint venture partner Korean Air worked together to lend a hand to Habitat for Humanity in Los Angeles for the second time. For the 279th home built by Delta for Habitat, Korean Air's LA team supported the initiative. With hammers, nails and drywall, volunteers from both airlines helped families who need safe homes. This is another milestone for Delta and Korean Air to strengthen the partnership through Delta's commitment to supporting the communities where employees live, work and serve. In 2022, Delta was named one of the 50 most community-minded companies in the U.S. by Points of Light, the world's largest organization dedicated to volunteer service, for the fifth year in a row.



## Dow Korea



Contact | Kyutae Kim (kkim12@dow.com)

To support safe, clean, and inclusive study room for children, Dow Korea held voluntary activities to repair community childcare centers in Seoul and Jincheon on September 15 and November 1, 2022, respectively. The community childcare center plays an important role in providing comprehensive welfare services, including protection and education of local children, but many of them are exposed to safety risks or inconvenience due to aged facilities. Dow volunteers repaired doors and windows of study rooms and painted outdoor stairs as well as supported renovating kitchen and replacing air conditioners and refrigerators.



## FedEx Express Korea



Contact | Seulki Ku ([seulki.ku@hkstrategies.com](mailto:seulki.ku@hkstrategies.com))

FedEx Express teamed up with non-profit organization, Korea Zero Waste Movement Network (KZWMN) to launch an online Resource Circulation School aimed at spreading awareness on how to reduce the environmental impacts of plastic waste, including carbon emissions. Through a series of educational videos, more than 1,700 students nationwide from 30 elementary, middle, and high schools were educated on issues caused by plastic waste and given useful tips and guidelines on waste sorting and reduction. Students also gained hands-on experience by creating their own upcycled items by re-using discarded everyday objects. This collaboration with KZWMN is part of FedEx Cares, the company's community engagement program with a goal to positively impact 50 million people worldwide before its 50th anniversary in 2023.



## Grand InterContinental Seoul Parnas



Contact | Gabriel Lee ([sy.lee@parnas.co.kr](mailto:sy.lee@parnas.co.kr))

Grand InterContinental Seoul Parnas' annual Christmas Tree of Hope charity campaign launched on November 14 and lasted until December 30, 2022. Now in its 20th year, the campaign was conducted through the sale of the hotel's signature I-Bear doll. I-Bears purchased by contributors were showcased in the hotel's lobby along with contributing company logos or special cards filled out by individual donors. This year's campaign closed early as I-Bears sold out just two weeks after the start of the campaign with the total donation volume recording 140% of last year's. The donations were delivered to the Community Chest of Korea and will be used to help marginalized residents in Gangnam to spend a warmer winter.



## Herbalife Nutrition Korea



Contact | Seulki Baek (claireb@herbalife.com)

On November 17, 2022, Herbalife Nutrition Korea, a premier global nutrition company, held the 2022 Kimchi-Sharing Volunteer Activity to offer a healthy and warm winter for children in the local community.

The event resumed after two years of social distancing. It was held at Hyesimwon, a children's welfare facility located in Yongsangu, Seoul. Employees from Herbalife Nutrition Korea and children from the facility made kimchi and had an enjoyable and meaningful time together. Chung Seung-wook, General Manager of Herbalife Nutrition Korea, said, "This event is more meaningful since it is conducted based on the voluntary participation of employees. Herbalife Nutrition Korea will continue to carry out various sponsorship activities for the underprivileged in the community."



## Hewlett Packard Enterprise Korea



Contact | SeungEun Joun (s-eun@hpe.com)

On November 12, 2022, HPE Korea Charity held the Annual Kimchi Donation Festival of Love, called "사랑의 김장 나눔 봉사." It was the fourth Kimchi-making volunteer activity and the first #HPEGives charity activity in FY23. Around 40 employees and family members shared the joy of giving through Kimchi-making. Participants prepared Kimchi to be distributed to children living alone in Seoul's Guro district. 40 boxes of Kimchi were made by HPE Korea employees. One volunteer who newly joined HPE said, "It was new and impressive to do something with other employees that I wouldn't experience often. I didn't know many people as a new employee, but it was fun to communicate with colleagues from various teams through this charity event."





## HP Printing Korea Co., Ltd.



Contact | Jasmine Yoo (jasmine.yoo@hp.com)

HP Printing Korea has been providing virtual career counseling for middle school students in Seongnam City since April 2022. In partnership with the Seongnam Career & Job Experience Center, HPPK has so far connected with over 1,200 kids. November 22 marked the last live session for 2022. HPPK engaged with students in real time through a series of fun activities and shared not only employees' day-to-day life at work but also their career experiences along with HP's value and culture. It is no surprise that participating students fired up the chat box with their comments and questions. What a fantastic way to connect with the next generation! HPPK is already looking forward to next year's encounter.



## IMA® (Institute of Management Accountants)



Contact | Nina Michels-Kim, CMA, CSCA (nmichelskim@imanet.org)

IMA® (Institute of Management Accountants) was a sponsor of a special seminar on ESG awareness in Korean accounting education. This seminar took place at the Plaza Hotel in Seoul on October 21, 2022. It was attended by about 100 academics and professionals who exchanged ideas on how to instruct students about ESG topics. Introducing sustainability and ESG to students, our future leaders of tomorrow, is now a must. As ESG is still an emerging topic, there are no textbooks to help academics to instruct students. Integrating ESG topics into university accounting curriculums could be implemented relatively simply and with free IMA resources. IMA will continue to support academics and management accountants in Korea on the essential dialogue on ESG.



## LINA Korea



Contact | Kim Ji Ha (jiha.kim@linakorea.com)

LINA takes part in micro-donations where employees contribute the cents of their salary every year. Since 2013, LINA employees have been participating in micro-donations out of their own will. The employees, who agreed to micro-donations, donate less than KRW 10,000 from their monthly salary to help the disadvantaged. LINA Foundation uses this donated money to carry out CSR activities including donation campaigns for the underprivileged groups and, in 2022, donated around KRW 20 million for the development of Gwanghwamun Square in Seoul.

## MetLife Korea



Contact | Hyun, Dan Bi (danbi.hyun@metlife.com)

MetLife Foundation organized “Volunteering with Purpose” in October 2022. Volunteering with Purpose is a global volunteering campaign that started in 2020. A total of 12,800 volunteers in 32 countries participated in more than 260 activities and achieved 37,683 volunteering hours. The MetLife Korea Foundation organized “the Santa Claus in October” supporting the mental health of seniors living alone. A total of 380 MetLife Korea employees, agents and customers volunteered and achieved 1,164 volunteering hours. MetLife Korea volunteers assembled and decorated 380 Scandia Moss frames, which are known to have the air purifying function and provide emotional stability. Volunteers delivered the frames with hand-written letters and winter goods to elderly citizens. They spent time with the elderly explaining the frames and winter goods.



## Nike Korea



Contact | Cherry Jun (Cherry.Jun@nike.com)

To give back to the community and with their mission to take action to create a better world, Nike Korea participated in a Kimchi-making project. On November 11, 2022, members of Community Impact Network, one of Nike Korea's Employee Network programs, gathered to visit Gwangjin Senior Welfare Center and volunteered in Kimchi-making: the so-called Kimjang project. Employees made 340 cabbage heads worth of Kimchi to be delivered to 100 elderly people with financial difficulties. In addition, employees who were unable to participate gave support through Nike's Give Your Best platform and fundraised for the community. Moreover, Nike Korea offers various sports-inspired opportunities to support the community, that includes Give Run Challenge, to expand sport for a new generation and invite more people into sport.



## Qualcomm Korea



Contact | Jeongeun Park (jeopar@qti.qualcom.com)

The Qualcomm Innovation Fellowship Korea 2022 was held on November 7, 2022, at COEX. Qualcomm Innovation Fellowship Korea 2022, a thesis contest for students currently in master's and doctoral degree, aims to encourage IT talent for science and engineering to pursue independent and creative study and achieve outstanding outcomes. It gave an opportunity for students to share ideas and get advice from the researchers of Qualcomm Technologies with the first offline final event. Among the semi-final papers, 20 final papers were awarded research scholarships. The submitted papers on AI, machine learning and autonomous driving were assessed with comprehensive criteria, such as innovation, creativity, overall understanding, the outcome and the potential of the study.

## Seoul St. Mary's Hospital, Catholic University of Korea



Contact | Sung-Hwan Nam (shn5736@naver.com)

A 10-month-old Uzbek girl with congenital heart disease underwent pediatric heart surgery at Seoul St. Mary's Hospital and fully recovered. Oysha (Barotova Oyshaona), the recipient of the Ministry of Health and Welfare's charity project, needed emergency heart surgery due to a pulmonary artery occlusion and ventricular septal defect. She had been unable to be treated in her country. She underwent seven hours of major surgery under the supervision of Professor Lee Chul of Thoracic Surgery, a pediatric heart surgery expert. Her cyanosis disappeared, and she ate more and cried louder than usual. Oysha was discharged in good health on December 7, 2022, and the treatment fee was supported by Seoul St. Mary's Hospital.

## Shin & Kim LLC



Contact | You-Jin Seo (yjseo@shinkim.com)

Shin & Kim has been conducting monthly volunteer activities at the Wongak Soup Kitchen since October 2020. It is a place where free lunches are provided for over 300 low-income senior citizens and homeless people every day. On every second Wednesday of the month, Shin & Kim members visit to help serve meals to the elderly. At the end of each year, Shin & Kim holds a donation event to distribute cold weather gear to senior citizens who visit Wongak Soup Kitchen. This year's donation event was held on December 14, 2022, in which over 500 pairs of gloves, hats and cotton pants were given away to the visiting elderly.



**Jeep**

**Jeep**



**Contact |** Charlotte Jeong ([charlotte.jeong@stellantis.com](mailto:charlotte.jeong@stellantis.com))

Jeep conducted an ESG program called “Beach Plogging” during Jeep’s 16th off-road festival, “Jeep Camp 2022,” which was held for 10 days from October 24 to November 2, 2022. Beach Plogging was conducted by a total of 200 teams, 650 customers who participated the event with the cooperation of the Gangwon Tourism Foundation to protect the beach and camping zones of Yangyang-gun, Gangwon-do, where the Jeep Camp was held. During Beach Plogging, participants were able to think about the importance of nature while making irreplaceable memories at Jeep Camp. In addition, Jeep held a “Save the Forest” campaign to donate wildflower seeds to Yangyang-gun to quickly recover the areas affected by wildfires last spring.



**United Service Organizations,  
Inc. Korea**



**Contact |** Douglas A. Boltuc ([dboltuc@uso.org](mailto:dboltuc@uso.org))

U.S. Service members deploy to all corners of the earth, but America’s love and support follow them wherever they go through the USO. USO Korea has five centers and three lounges that offer amenities to help them relax and unwind. These include comfy chairs, free WiFi, food and beverages, big screen TVs, gaming consoles, and much more. Additionally, USO provides weekly programs designed for single service members, families, spouses, children, and for those transitioning out of the military. Some of these programs include Coffee Connection for military spouses, Operation Birthday Cake, USO Transitions, and local baby showers. More information can be found online at [USO.org/Korea](http://USO.org/Korea) or go to [Facebook.com/USOKorea](https://Facebook.com/USOKorea).





## Viatrix Korea



Contact | Park, SangMoon (sang-moon.park@viatrix.com)

Viatrix Korea donated KRW 20 million to ChildFund Korea to support children in low-income families who need professional support with a psychotherapist.



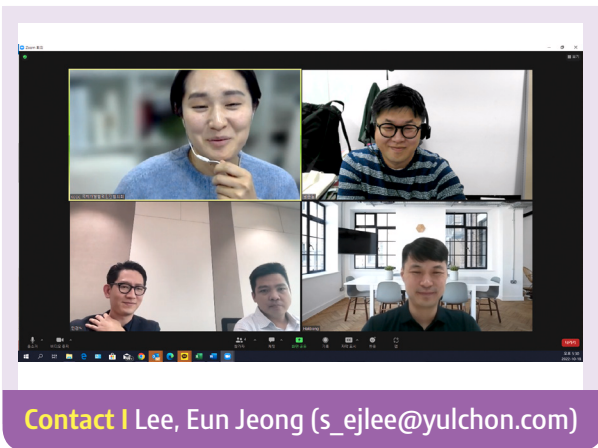
## Wealthy & Wise



Contact | Sarah Mack (smack@wnwinc.co.kr)

Wealthy & Wise hosted a delegation from the Chinese Chamber of Commerce of Hawaii (CCCHI), including six former organization presidents and the current Narcissus Queen Court. As an international wealth management company with offices in Honolulu, Seoul, and Baltimore, Wealthy & Wise was honored to present a traditional Korean meal, personalized souvenirs, and a presentation on the connections between “jeong” (정), “aloha,” and “qing” (情) in Korean, Hawaiian, and Chinese cultures. The company will also provide complimentary financial education to the Chamber and its youth leadership group. The event was an exciting opportunity to connect with leaders and youths within the Chinese-Hawaiian community and foster the next generation of globally-minded, financially confident individuals.

## Yulchon LLC



Yulchon LLC's Ho Chi Minh City Office in Vietnam participated in the "International Development Cooperation NGO Accountability Program," held by the Korea NGO Council for Overseas Development Cooperation (KCOC), and provided legal advice to the Vietnamese branch of Korea Food for the Hungry International (KFHI). Following the first meeting with KCOC officials who visited Vietnam in July, Yulchon Attorneys Mr. Kyoung Sic Min and Mr. Van Hieu Huynh participated in the two-hour online meeting to listen to the KFHI Vietnamese branch's situation and provided comprehensive legal advice on various issues including tax, fundraising and compensation. This pro bono activity is the very first one conducted by Yulchon LLC's overseas branch for a local NGO.

## Share Your CSR (Corporate Social Responsibility) Activities with AMCHAM Journal Readers!

To promote your company's  
CSR activities in the  
AMCHAM Journal, **please**  
**email a short description of**  
**your recent CSR program**  
(in English) with a **photo**  
and a **company logo** to  
the Communications Team  
([comms@amchamkorea.org](mailto:comms@amchamkorea.org))  
by **Friday, March 10.**



Since 1953



## AMCHAM Korea 주한미국상공회의소(암참)

The American Chamber of Commerce in Korea (AMCHAM Korea) was founded in 1953 with a broad mandate to encourage the development of investment and trade between the Republic of Korea and the United States. AMCHAM is the largest foreign chamber in Korea comprised of 800+ member companies and affiliates with diverse interests and substantial participation in the Korean economy. To find out more about AMCHAM, please visit our website: [www.amchamkorea.org](http://www.amchamkorea.org).

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## Partners for the Future Foundation 미래의동반자재단



Established in February 2000, Partners for the Future Foundation (PFF) is the charity arm of AMCHAM Korea whose purpose is to improve the lives of Korean citizens by ensuring that all have opportunities for meaningful employment. The Foundation provides assistance in the form of college scholarships and vocational training to help people find employment opportunities. PFF is maintained through contributions from multi-national and Korean companies and individual sponsors; it has raised over KRW 10 billion and provided scholarships to over 4,200 Korean students. The Foundation provides various partnering opportunities to give back to the community for companies interested in charitable giving. For more information, please call +822- 6201-2232.

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