

Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

4th Quarter 2021

2021년 4분기 암참 회원사들의 사회공헌 활동 소식



Since 1953
AMCHAM
American Chamber of Commerce in Korea

Corporate Social Responsibility

News & Highlights from AMCHAM Members

Please read below to see how AMCHAM members gave back to communities in Korea in the third quarter of 2021.

Bae, Kim & Lee LLC

bkl BAE, KIM & LEE

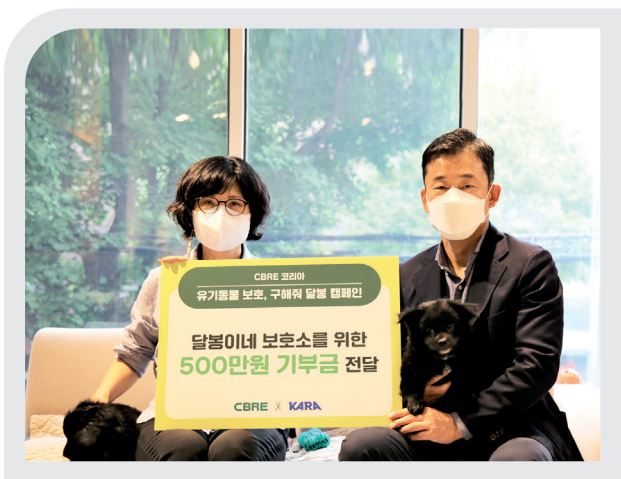


Contact | Yerang Kim (yrkim@bkl.co.kr)

Bae, Kim and Lee LLC (“BKL”) represented on the obtaining refugee status lawsuit for Iranian refugee, Mr. Mohammad Hassan, on a pro bono basis. He and his son arrived in Korea in 2010 and both converted to Christianity. They applied for refugee recognition based on fear of persecution for religion because conversion from Islam to another religion is a crime in Iran, but only his son was granted as a refugee but not himself. He filed a lawsuit to appeal the decision of non-recognition. By convincing the court that the authenticity of conversion should not be judged by high standards and the right to family reunification, the plaintiff, represented by BKL, successfully appealed the decision. He has finally been recognized as a refugee after this court judgment became final and conclusive.

CBRE Korea

CBRE



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

On August 30, CBRE Korea, a global commercial real estate service company, donated KRW 5 million to Korea Animal Rights Advocates (KARA) to help a shelter for animals abandoned. CBRE Korea’s three-week campaign raised the funds from 125 participating CBRE Korea employees. The donations will be delivered through KARA to the Dalbongene Animal Shelter, which protects 110 abandoned animals. CBRE works hard to help create a mature pet culture by taking the lead in caring for abandoned animals in need. It conducts a variety of social contribution activities to fulfill its social responsibilities.

Chubb in Korea

CHUBB®



Contact | Yoo-Young Lee (YooYoung.Lee@Chubb.com)

In 3Q, Chubb's general insurance business in Korea delivered supplies for frontline healthcare workers who have been fighting to prevent the spread of COVID-19 at the COVID-19 Test Centers in Jongno-gu, where Chubb Korea's office is located. Given the recent resurgence of COVID-19 across the country, the company decided to show support for healthcare workers who are dedicated to curtailing the pandemic especially through this year's summer heat wave. The funds were delivered to six COVID-19 Test Centers via the Seoul Jongno-Gu Council on Social Welfare to provide healthcare workers with hand sanitizers, masks, and bottled water, along with comfortable sneakers and high-quality microphones for the staff to usher examinees into the testing rooms.

Citibank Korea

citibank



Contact | Seong Jae Lee (seongjae.lee@citi.com)

In 3Q, Citibank Korea donated tactile dolls with Braille and vocabulary cards for blind children. Citibank Korea has operated voluntary work programs that are easily accessible by its employees at home to ensure that they can have a meaningful time in improving Braille literacy. The program was joined by about 70 employees and summer interns through a non-contact platform, including a small number of participants on site. A Citibank Korea official said, "This activity was designed to support blind children, who have difficulties going to school due to stronger social distancing rules, learn Braille at home. We remain committed to planning meaningful activities and participating in them with our employees to assume our social responsibility."

Grand InterContinental Seoul Parnas



Contact | Hyejin Jeon (hjjeon@parnas.co.kr)

Grand InterContinental Seoul Parnas announced its plan to donate 1000kg of rice to low-income families struggling due to COVID-19 and provide medical staff with iced Americanos every week for seven weeks, starting from July 28. Grand InterContinental Seoul Parnas also donated 1000kg of Heanaru Rice to the Food Bank Market of Gangnam-gu on July 28. Heanaru Rice is a specialty from Dangjin, South Chungcheong and is served in the hotel's restaurant. The rice will be delivered to low-income families. The hotel offers Grand Deli's iced Americanos to medical teams from the screening clinic at the Samseong Station every week starting from July 28.

HP Printing Korea Co., Ltd.



“ HP Mentoring Program was a true gift to the young female generation. During the mentoring program, I was impressed, comforted, and encouraged by the mentors and mentees. HP introduced me to new values and amazing experiences, through which I was motivated, and inspired. ”

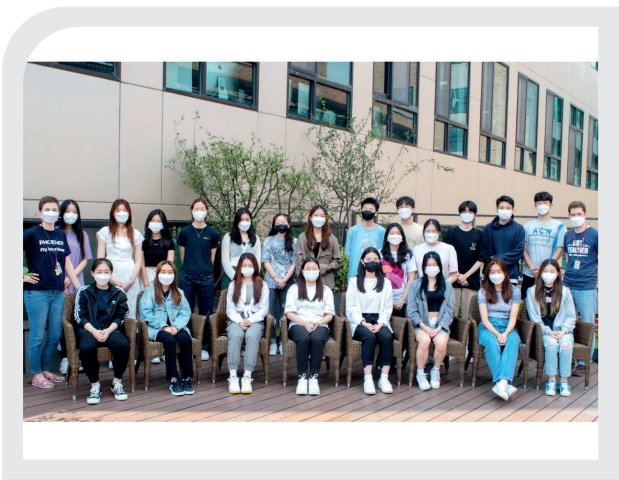
Ji Youn, Korea



Contact | Jihyun Hwang (jihyun.hwang@hp.com)

HP Korea and HP Printing Korea hosted the second year of the HP Mentoring Program from March to August 2021 in partnership with WISET. The HP Mentoring Program is designed to provide an opportunity for female university students to learn about careers in tech and explore companies. This year, six HP woman leaders in engineering and sales matched with 18 university students, providing mentorship for six months. Along with 1:1 mentoring, mentees were trained on job interviews, products and technology, market trends and social media and branding. It was a pleasant journey to see future woman leaders learn and grow with HP. HP will keep on this journey to empowering woman talents in tech.

Korea International School



Contact | Rea Jin Kim (rjkim@kis.or.kr)

Korea International School National Art Honor Society (NAHS) began service work with the Global Migrants Children's School (GMCS) to provide art classes to immigrant children in Korea. GMCS offers various Saturday classes to immigrant children, including yoga, soccer, science, and programming, and welcomed NAHS's proposal to lead art lessons. All NAHS members teach one virtual lesson a month designed to encourage expression and creativity. Each class focuses on a new project but the theme of culture threads through all sessions to give children an opportunity to share their own identity and experiences through art. GMCS and NAHS create space for children to share their story and develop compassion through art in their community.

LINA Korea



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

In 3Q, LINA Foundation, a CSR foundation established with 100% contribution of LINA Korea, published a series of books titled <Junsungki: Well-aging series_ Is it OK for me to live as who I am now?> to share the value of a healthy and meaningful aging process. Junsungki activists, who share their talent and experience through Junsungki Campus programs, contributed to publishing the book series. The book series will be published as audiobooks and shared on YouTube, and will be donated to the National Library for the Disabled Persons to help improve the quality of life of the visually impaired persons.

MetLife Korea



Contact | Min Jung Shin (min-jung.shin@metlife.com)

In 3Q, MetLife Korea Foundation organized an “untact” volunteer program to make pop-up books for orphans in partnership with ChildFund Korea. Nearly 1,900 MetLife employees, agents, customers, and college students, along with their family members, volunteered to make pop-up books at home. Pop-up book production requires precise craftsmanship and can be done by hand-made process. MetLife Korea Foundation donated a total of 900 pop-up books together with necessities for babies such as formula and diapers to 28 child centers across the country. Volunteers said they were happy to a part of such a unique voluntary experience that could bring smiles to children.

Millennium Hilton Seoul



Contact | Jenny Lee (Jenny.Lee@Hilton.com)

Millennium Hilton Seoul carried out the “Garden 6” project with Dongjak Gwanak to strengthen the bond between the parents and children in low-income families. Millennium Hilton delivered a total of KRW 3.8 million with all proceeds to fund parent counseling and children’s therapy sessions for 10 families. They provided families with unforgettable memories by gifting them a night in the hotel. Before dinner, talented chefs invited the children to a special cooking class session at Bistro 50, where they had a chance to create their own pizzas. Cheerful smiles and laughter colored the buffet restaurant Café 395 in the morning as they sat down and enjoyed a hearty breakfast together.

P&G Korea



Contact | Julia (Jiyong) Song (song.j.4@pg.com)

In July, P&G Korea's oral care brand "Oral-B" donated 39,000 premium toothbrush sets to the Seoul Homeless Facility Association via the Kids and Future Foundation. Given that shelters for the homeless are always short of daily necessities, such as personal hygiene care items, this will help improve the hygiene of underprivileged people. The association distributed donated toothbrushes across 36 shelters in the Seoul area. The Oral-B toothbrush is designed to be environmentally sustainable through easily replaceable brush heads. P&G Korea has been giving back to those in need, from single-parent families to marginalized communities, and will continue to support local communities through our global community impact initiative, "P&G Lead with Love."

Philip Morris Korea



Contact | Heather Kim (heather.kim@pmi.com)

Philip Morris Korea successfully completed its first "Na-Ggong-Chi" ("cleaning cigarette butts starts with me") campaign, which has been carried out for a year with Jeju Olle. It is an environmental campaign that encourages participants to pick up discarded cigarette butts around tourist spots and villages along Jeju Olle roads. During the campaign, 10,457 participants joined to collect 328,000 cigarette butts in total. Philip Morris Korea and Jeju Olle carried out this project to inform that cigarette filters decomposed into microplastics can reduce the impact on the environment and health. Philip Morris Korea has decided to continue the campaign for a second season thanks to the successful conclusion of the first year.

Qualcomm Korea



Contact | Eliana Kim (minjkim@qti.qualcomm.com)

Qualcomm has been expanding “The Smart City Safety Net Program” to Eumseong-Gun, Uiwang-City, Siheung-City. This program connects public safety communication infrastructures with the vulnerable who need emergency response. Through the Program, led by Qualcomm Incorporated as part of the Qualcomm® Wireless Reach™ initiative, Smart City Association and participating cities secure the safety of beneficiaries. When beneficiaries are in an emergency, they can alert their guardians and link with local CCTV centers and the police by activating Qualcomm-enabled communication wearable devices. It was launched earlier this year in Hwaseong-City for children and dementia patients and is expanding to other cities and schools for the disabled.

RGA Korea



Contact | Heejung Lee (hlee@rgare.com)

RGA Korea CEO Michael Shin was nominated by Prudential Life Insurance of Korea CEO Ki Sik Min to participate in Korea’s Children’s Traffic Safety Relay Challenge. This relay social media campaign was launched by the South Korea Ministry of the Interior and Safety (MOIS) to raise awareness of children’s traffic safety. A photo of CEO Shin with the campaign slogan, “First (1) Stop, To (2) Look Around, Three (3) Seconds to Wait, For (4) Preventing Accident”, was uploaded to social media. CEO Shin has nominated AIA Life CEO Peter Chung and Lotte Insurance Company, Ltd. CEO Myung Jae Lee to be the next participants in the campaign.

Ronald McDonald House Charities (RMHC)



Contact | RMHC (rmhc@rmhc.or.kr)

Korea's first Ronald McDonald House is in Busan National University Yangsan Hospital. Recently, RMHC offered a nail-art program to families at the house. This program was organized by volunteers with nail-art talent donations. The program is held on a monthly basis. RMHC House has operated various programs, and the main program is to provide housing for families while their children are treated at the hospital. Most families travel far from home for their children to receive serious medical treatment. RMHC continues to develop programs to offer comfortable and relaxing moments for patients and families.

Robert Walters Korea



Contact | KaYeong Choi (kayeong.choi@robertwalters.co.kr)

Robert Walters Korea engaged in numerous charitable activities for the annual Global Charity Day, the group's CSR initiative aiming to empower local communities worldwide. This year's activities included volunteering at an animal rescue shelter, distributing lunchboxes to the homeless, plogging, walking for charity, and selling homemade goods. They also hosted online activities such as making braille flashcards for children in need and online trivia. A total of KRW 4,800,000 won has been raised for donation to the international medical NGO, Doctors Without Borders, to support their global public health efforts amidst COVID-19, and Anna's House, a homeless shelter and long-time volunteering partner of Robert Walters Korea.

Stellantis



Contact | Charlotte Jeong (charlotte.jeong@stellantis.com)

To celebrate the launch of Jeep's first plug-in hybrid (PHEV) SUV, the Wrangler 4xe in Korea, Jeep partnered with social venture company "TreePlanet." The first 80 customers for the Wrangler 4xe will participate in social contribution activities to restore the ecosystem of the forest in Gangwon province. For each Wrangler 4xe that is sold, Jeep will be donating 100 trees under the owner's name to show not just the manufacturer but also the owners' commitment towards social, environmental responsibility. A welcome package that includes a donation certificate are to be offered at delivery.

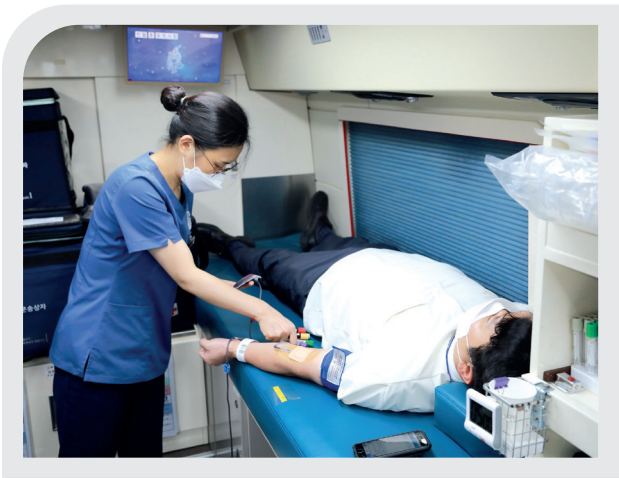
Seoul Foreign School



Contact | Maura Brookes (maura.brookes@seoulforeign.org)

SFS community service club ACTS (A Call To Society) teamed with luxury brand MCM to artistically upcycle old products and support multicultural daycare center 사단법인 밝은미래봉사단. Joohun Kim '22 collaborated with SFS teachers and students to upcycle 1,000 MCM bags, sneakers, phone cases, and other accessories. Supported by Darren Kim '22, Dongchae Shin '22, Jonathan Sung '22, Ray Park '23, and Katie Yoo '23, they sold the products to parents, teachers, and other community members. This September, they donated USD \$10,000 to the daycare center, which will use the funds to purchase technology supporting online learning activities.

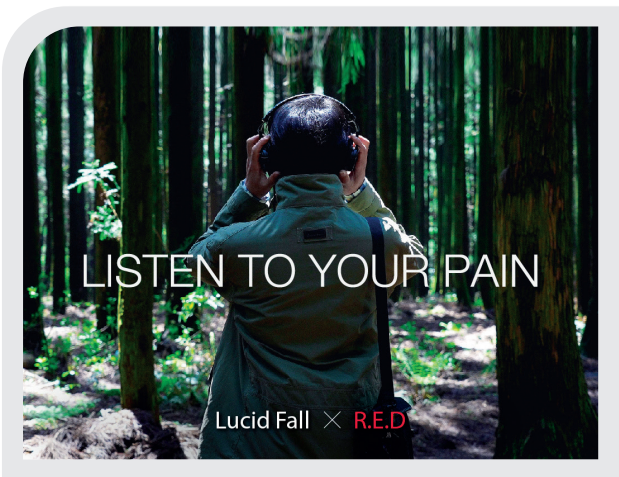
Seoul St. Mary's Hospital, Catholic University of Korea



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

On July 27-29, Seoul St. Mary's Hospital, Catholic University of Korea, hosted an employee blood drive. A nationwide blood shortage has occurred as the number of donations has dropped due to low national birth rates, and large blood drives have been cancelled due to the pandemic. The hospital launched employee blood drives for 30 years to help patients in need of transfusions. This year, medical staff who are fully vaccinated collected blood from many participants. "Blood donation is one of the most special ways to save lives and to share love with your neighbors. I hope more people join the blood drive," said a professor of the Department of Laboratory Medicine.

Viatrix Korea



Contact | Su-Hee Park (Su-Hee.Park@viatrix.com)

Viatrix empowers people worldwide to live healthier at every stage of life. As part of the Healthy Ageing Campaign, Viatrix Korea supported senior citizens' physical and mental health by providing necessary kits. The campaign supported upgrading outdated facilities at senior centers. In September, to raise awareness of neuropathic pain, Viatrix Korea released a digital album of ambient music called "Listen to Pain" with Korean singer-songwriter "Lucid Fall" as part of the R.E.D. Campaign. The proceeds from sales will be donated to neuropathic pain patients. Viatrix Korea also launched a Heartwarming Footsteps Campaign to draw attention to disabled sports players. Viatrix Korea will donate to Korea Paralympic Committee with training grants of athletes.

Wealthy & Wise



Contact | Sooyoung Oh (soh@wnwinc.co.kr)

Wealthy & Wise, headquartered in Baltimore, has been establishing a family office business in Korea. W&W has donated USD \$10,000 to the Maryland Koreatown Pillar Gates Project. This project promotes tourism, economic growth and the unique culture and history of Korean Americans. Mrs. Yumi Hogan, First Lady of Maryland, said, "It is meaningful because it is the first Koreatown pillar gate in the States." Dr. Tai-Young Lee, founder of W&W, said, "Koreans settled in Maryland for over 20 years and contributed to regional development, and I am proud to have a pillar gate that symbolizes Korea." W&W will continually engage in promoting the unique culture of Korea in the U.S.

Yoon & Yang LLC



Contact | Hyunseo Lee (lhyuns@yoonyang.com)

Yoon & Yang Pro Bono Foundation provides legal services to protect the human rights of minorities in Korea. In December 2020, the Foundation filed a complaint with contempt at the Public Prosecutors' Office on behalf of two immigrant victims of racial discrimination. The victims were pointed out by two Korean nationals, who shouted, "You, COVID, aren't you illegal immigrants? What an annoying life." In relation to this complaint, Incheon District Court imposed a fine of KRW 1 million against each of the defendants on August 9, 2021. This was the first case in which the court acknowledged contempt against immigrants during the pandemic. The Foundation will continue to root out discrimination against socially disadvantaged individuals.

The background of the page is a photograph of a modern office. On the left, there is a dark grey wall with a white rectangular panel containing text. To the right, a large window looks out onto a bright, overcast sky. In the foreground, several black office chairs with silver bases are arranged in a row, facing away from the camera towards the window. The floor is a light grey, polished concrete.

Share Your CSR 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) by December 10, 2021.

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 Korea and the United States. AMCHAM is the largest foreign chamber in Korea with around 1,800 individual members from around 900 member companies with diverse interests and substantial participation in the Korean economy. AMCHAM Korea celebrated its 60th anniversary in 2013. To find out more about AMCHAM, please visit our website: www.amchamkorea.org.

주한미국상공회의소(이하 암참)는 1953년 한미 양국의 투자와 무역 증진을 목적으로 설립된 국내 최대 외국 경제단체로, 한국 경제각계에서 활발하게 활동하고 있는 900여 개의 기업 소속 1,800여 명의 개인회원으로 구성되어 있습니다. 암참은 2013년에 60주년을 맞았습니다. 암참에 대한 자세한 사항은 웹사이트 참조: www.amchamkorea.org.

Partners for the Future Foundation 미래의동반자재단



Established in February 2000, Partner 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 \$13 million and provided scholarships to over 2,000 Korean students since establishment as of December 2013. The Foundation provides various partnering opportunities to give back to the community for companies interested in charitable giving. For more information, please call +822-6201-2251/2.

미래의동반자재단(이하 재단)은 국내 실업자 및 실업가정을 지원하고 그들에게 취업의 기회와 희망을 제공하고자 주한미국상공회의소에서 2000년 2월에 설립한 비영리 자선재단입니다. 재단은 장학금과 직업훈련 등의 프로그램을 통하여 직장을 잃은 이들과 그 가족들에게 자립심과 삶의 희망을 복돋아 주고 있습니다. 개인과 기업들의 기부로 유지되고 있으며 현재까지 천삼백만 달러의 기부금을 모금하여 2,000명 이상의 한국 학생들에게 장학금을 마련해 주었습니다. 재단은 우리 사회에 건강한 기부 문화를 확산 시키기위해 다양한 방법으로 후원사들과 협력하고 있습니다. 재단과 협력 프로그램 관련 문의는 +822-6201-2251/2로 연락 바랍니다.