

Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

4th Quarter 2018

2018년 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 2018.

Bae, Kim & Lee LLC



On September 14, BKL and its pro bono affiliate, Dongcheon, attended the Youth Labor Rights Exposition held for about 1,500 students of Meister/Specialized High Schools at a park in front of Seongnam City Hall. Attorneys and members of BKL and Dongcheon, including attorney Sun Kyoung You of BKL and Soonmoon Jung of Dongcheon, participated as counselors advising on legal matters that teenagers must be aware of when they work as part-timers. BKL and Dongcheon hope that this event will help raise the students' awareness of their labor rights, and that they will be able to better address and overcome violations of their human rights.

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Beltone



In August, Beltone, a company that makes audio technology and hearing aids, donated hearing aids to two beneficiaries chosen by DAIL Community. The beneficiaries visited Beltone head office and Beltone audiologists took audiometry test and gave them suitable hearing aid models. Also, the audiologists fit the hearing aid sound and described how to use the hearing aids and the precautions to the recipients.

“We are glad that hearing aid donation helps our neighbors and social community,” said Kyu-Whan Jang, General Manager of Beltone. “We will consistently execute and expand social contribution activities in a variety of areas.”

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Blizzard Entertainment

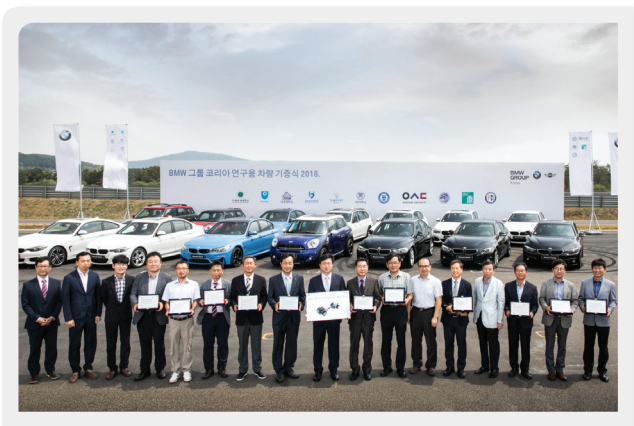


On July 31, Blizzard Entertainment invited nine teenage long-term outpatients of Severance Children's Hospital to the Blizzard office in Samsung-dong for a tour. The patients learned about Blizzard's philosophy, tried Blizzard games, and visited a shelter of Blizzard figures and monuments with detailed explanations. Blizzard Day was hosted with Little Heroes, with participation from employees and the cosplay team Spiral Cats to distribute gifts and host a Hearthstone session for pediatric patients and their families. Blizzard's CSR program is ongoing in various forms.

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BMW GROUP Korea

**BMW
GROUP**
Korea



On August 20, BMW Group Korea donated 14 research vehicles to 11 automobile-related colleges' and universities' departments at BMW Driving Centre. Approximately KRW 720 million worth of BMW 1, 2, and 4 series and MINI vehicles are donated to colleges and universities which are engaged in BMW Apprentice Program, an education course for future mechanics, and Ausbildung, a vocational training program. Since 2001, BMW Group Korea has donated 101 vehicles to 44 schools, colleges and universities, and to one government office. All donated vehicles are utilized for research purposes. Not limited to research vehicle donation, BMW Group Korea continues to carry out various social contribution activities, manpower training programs, and academia support.

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Citibank Korea Inc.



On July 20, Citibank Korea signed an agreement with WWF-Korea to support partnership initiative “Change Now for Tomorrow” at its Dadong headquarters. Citi Foundation delivered a KRW 278 million sponsorship fund. The “Change Now for Tomorrow” climate action partnership is a program to respond to climate change, promote citizens’ awareness of climate change and motivate companies to change their behaviors. The fund delivered by Citibank Korea will be spent on the programs designed to connect the government, companies, academia and civil society to discuss response actions on climate change, enhance citizens’ awareness and operate college student supporter groups as well as other projects to accelerate climate actions in Korea.

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Conrad Seoul



On September 1, Conrad Seoul implemented a hotel-wide plastic straw disposal campaign by replacing all plastic straws with biodegradable paper straws in the hotel outlets, guest rooms, and meeting rooms. Mark Meaney, General Manager of Conrad Seoul, said, "This campaign has great significance for Conrad Seoul as guests can easily participate by not using plastic straws and contributing towards environmental protection. We will continue to lead the way in making a sustainable tomorrow together."

Hilton, the parent company of Conrad Seoul, launched 2030 Goals. This series of initiatives aim to support sustainable living by 2030 among the four pillars of the corporate responsibility strategy called Travel with Purpose and includes the removal of plastic straws at Hilton-managed properties.

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Dow Chemical Korea Limited



On September 14, Dow Korea participated in volunteer program Repairing House with Hope with Habitat for Humanity Korea to improve the residential environment for low-income families. Dow Korea employees and Andrew Ryu, Country manager, joined community success program and did maintenance and repair work covering ceiling, floor, window and paint work. This year, various Dow products such as antibacterial paints, and weatherproof silicone sealant were used. In addition, Toilon, a building materials manufacturer and Dow Korea's customer, donated polyurethane insulator, which Dow and Toilon jointly developed.

Meanwhile, Dow Korea has been carrying out Repairing House with Hope since 2013.

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GE Korea



GE Healthcare held the Bio Challenge campaign to help small biotech companies in the biopharmaceutical manufacturing process, ultimately contributing to the growth of Korea's biotech industry. The aim of the campaign was to share GE's expertise with small biotech companies and support the development and manufacturing of their biopharmaceuticals across the entire production process—from cell cultivation, purification, process optimization, process scale-up and sample production for non-clinical studies. Around 40 biotech firms applied between May and June, and three were chosen in September to receive technical and resource support worth KRW 2.5 billion through the APAC Fast Trak Center in Songdo.

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GENZYME KOREA

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GENZYME KOREA is supporting Korean Pompe Disease Society(KPDS) in a two-year journey through the company's Patient Group Empowerment Program(PEP). The project Nana's Bi-sang follows Nana throughout her Seoul journey providing the perspective of a mobility challenged Pompe patient. Four travel videos were produced and released via Facebook to raise awareness of accessibility. The videos feature the elderly, a person in a wheelchair, and a mother pushing a baby stroller.

In July 2018, Nana was interviewed live on KBS 3 Radio to share about the project. A travel essay of Nana's Bi-sang will be distributed to relevant stakeholders (government bodies related to patients, disability, mobility, travel). The essay will also be made available for public access.

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Habitat Korea

 한국해비타트
Habitat for Humanity
Korea



Habitat for Humanity Korea kicked off its 13th Korea Blitz Build (KBB) from July 30 to August 2. 200 volunteers built houses in Cheonan and Samcheok for families in need.

The KBB is an annual event which started as a commemoration of the Jimmy Carter Work Project 2001. In 2001, U.S. President Jimmy Carter visited Korea to take part in several building projects in the country. Since then, a total of 20,095 volunteers have joined KBB to build 674 houses.

The houses do not come for free; a few selected people need to make a monthly payment of KRW 150 thousand for 15 years. However, their payments are used to build houses for other struggling families.

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JT International Korea Inc.



JTI Korea held its second Portable Ashtray Design Contest for college students as part of its Smoking Manners Campaign.

Out of the 191 entries submitted from this May 8 to July 31, seven works were selected as final winners after an evaluation based on criteria including expression, uniqueness, appeal to popular culture and utility by JTI Korea employees and prominent professionals related to design. The contest had a total of KRW 10 million in prizes.

The champion design will be utilized for the 2019 JTI Smoking Manners Campaign.

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Kelly Services, Ltd.



On September 13, global workforce solution provider Kelly Services Korea hosted Career Day with LiNK (Liberty in North Korea) at WeWork Euljiro for North Korean refugees studying in university. Around 20 students attended the seminar and were provided tailored and practical job consulting from professional recruiters of each industry in Kelly Services Korea. Kelly organized the career seminar for North Korean refugee students who contemplate their career path after college and have limited opportunities to get answers to their most pressing concerns. Kelly aims to actively support youth employment with the mission of nurturing the next generation of talents.

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Lee & Ko

Lee
& Ko



On August 9, Lee & Ko's Corporate Social Responsibility Committee ("CSR Committee") received a plaque of appreciation from Compassion Korea, an affiliate of the international humanitarian organization dedicated to the long-term development of children living in poverty around the world.

Lee & Ko has provided legal services to Compassion Korea since 2015 and has been involved in over 50 cases involving, anti-graft law, personal information protection, intellectual property, public bidding, and more.

In appreciation of our service, Mr. Jeong In Suh, the CEO of Compassion Korea, personally presented a plaque to Lee & Ko.

For its part, Lee & Ko will continue to fully support Compassion Korea's work by providing quality legal services.

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Lee International IP & LAW Group

Lee International
IP & LAW GROUP



For many years, Lee International has supported hearing-impaired children through the Snail of Love, a social welfare organization that provides financial assistance to the hearing-impaired for the costs of cochlear implants and hearing aids and engages in various activities to raise public awareness.

The Snail of Love announced on June 27 that a Honduran boy named Samuel, to whom Lee International has been providing regular support, had successful cochlear implant surgery.

Samuel's family has expressed their gratitude to the Americas Missionary Society and Lee International for their help in the surgery. Attorney Nicholas Park said, "We are delighted to provide assistance and we will continue our support."

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LINA Korea



On September 19, LINA Korea had a 2018 Cigna Day event to share the spirit of Chusok with seniors living alone. Employees invited seniors living in Jongno-Gu matched for the company's Care Call program to the event to present rice cakes that they made for the seniors.

The participants enjoyed the special performance by entertainers Im Ha-ryong, Hwang Tae-hoo, and Tongnoma, an acoustic guitar band.

Benjamin Hong, President and CEO of LINA Korea, said, "With this Cigna Day event, I want to deliver a message that anybody can give back to the community. I hope that LINA Foundation can be instrumental in spreading the giving culture."

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Maersk Korea



The Holt Children's Service hosts an overseas children's training program every year that invites children in developing countries to Korea for a week. This year, a total of six children from Cambodia, Mongolia and Tanzania were invited to experience Korea.

On September 15, the children and three accompanying mentors visited Lotte World. A total of 11 employees and their families from Maersk Korea (including MCC Transport Korea and Safmarine Korea), who have been doing volunteer work with Holt since 2013, also joined this program to help them enjoy their first-time experience in an amusement park and Korean cuisine. The children were pleased with the gifts prepared by Maersk Korea as well.

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Manpower Korea



Manpower Korea, the only company in the world that has been named both the “most ethical company in the world” and one of Fortune’s “most respected companies in the world,” has been carrying out social contribution activities led by employees. On August 18, the Manpower workforce carried out services as parents at facilities such as cleaning shelters and changing babies’ diapers and giving warm baths at the Seoul Temporary Infants Daycare Shelter in Yeoksam-dong.

Manpower, which focuses on sustainable management with the belief that “The practice of love and sharing must go on,” will ensure that our society and neighbors can live happily together by continuing our love sharing program every month.

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McDonald's Korea



Rising global demand for coffee, combined with more erratic weather patterns relating to a changing climate, labor shortages and the remote nature of coffee growing, is adding to the pressure on the world’s coffee-growing communities.

Hence, McDonald’s Korea announced to switch to 100% Rain Forest Alliance (RFA)-approved coffee beans as part of the global “Scale for Good” campaign starting from August 29 to ensure coffee is grown and traded in ways that support communities and their land.

McDonald’s strives to become a global leader in serving sustainable coffee that is good for farmers and nature. The commitment of McDonald’s marks an important step to make coffee the world’s first fully sustainable agricultural product.

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Merck Biopharma Korea



Merck Biopharma Korea's Colorectal Cancer Awareness campaign involved employees during the disease awareness month of September. Merck Biopharma Korea employees who participated in this internal campaign improved their understanding of disease information on colorectal cancer by completing a mission card with various quiz challenges.

Colorectal cancer, the second most common cancer diagnosed in Korea in 2015, has little to no symptoms in its early stages. Early detection and prevention through healthy life habits are important. This campaign aims to support cancer patients with a deeper understanding of the patient's journey.

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MetLife Korea



On August 24, MetLife Korea Foundation announced the top five social entrepreneurs for Inclusion Plus, a social innovation challenge that supports social entrepreneurship in financial inclusion and economic empowerment. The challenge ran six months and identified five finalists out of 20 semi-finalists through six weeks of mentoring by MetLife associates. MetLife associates volunteered a total of 396 hours as mentors for entrepreneurs who are devoted to providing solutions for financially excluded populations. The award ceremony was at the Grand Intercontinental Parnas and had 90 guests, including MetLife associates, social entrepreneurs and partner organizations. MetLife Korea Foundation runs various CSR activities that contribute to building a sound financial society and empowering communities.

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New Wrap Co., Ltd.



A hidden champion of food package material, New Wrap Co., Ltd. has been supporting vulnerable members of society since January 2014. New Wrap strives to create a better environment by returning benefits to society. On September 6, New Wrap members visited the Bun Dang Social Welfare Center, which strives to fulfill various welfare needs for local people, to deliver side dishes to elderly people's houses and donate New Wrap gloves.

New Wrap will continue to put effort into social sharing culture in order to give happiness to society.

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Novelis Korea

The logo for Novelis Korea, featuring the word "Novelis" in white text on a dark blue rectangular background.



From May to August, Novelis Korea, global leading producer of flat-rolled aluminum products and the world's largest recycler of aluminum, held Emotional Intelligence Class for Novelis children in Seoul and Ulsan. The Emotional Intelligence Class was developed to help children to learn about gender intelligence, such as understanding the difference between males and females and how to effectively communicate with each other. The program was offered as part of the WiN (Women in Novelis) initiative, a corporate social responsibility (CSR) activity that aims to promote diversity.

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Nu Skin Korea



On July 14, the Nu Skin Korea Force for Good Committee held the 5th completion ceremony of “We Are All Mothers,” a parenting education program, at a child care center in Ansan City, Gyeonggi-do. “We Are All Mothers” was designed to support multi-cultural children to grow healthily. This program is a parenting class that emphasizes that “all” of the mother is “mother” who is not “different.” A story-telling photo exhibition was also held to display pictures of the class sessions as a sideline event. Started in 2016, “We Are All Mothers” helps female immigrants raise their kids well in multicultural families. So far, 844 people of 211 households have benefited from the program.

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Qualcomm Korea



On September 7, the Qualcomm Innovation Award ceremony was held at KAIST as part of Qualcomm’s efforts to foster innovative minds in the local community. At the event, KAIST undergraduate and graduate students won research scholarships. The award grants unconditional scholarships where the beneficiaries are not subject to submitting regular progress reports, enabling them to focus on research projects. A total of 10 graduate student teams and 3 undergraduate student teams were nominated as award winners based on their innovation, creativity, impact on the wireless and multimedia industries, and the feasibility and execution of the proposed study. Qualcomm has conducted a scholarship program for the past 15 years and continues to be a committed contributor to the local industry.

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Seoul Foreign School



At Seoul Foreign School, students, faculty and the whole community take our service ethic seriously. One project SFS supports is Angels Haven. Jason Whang, the HS club president, sums up SFS' relationship by saying, "This past summer, the Angels' Haven partnership with Seoul Foreign School created a service program where SFS students could visit the Angels' Haven Eunpyeong Joyful House for girls, a place where girls with disabilities live. The ages of the girls ranged from elementary school to high school — some were older than the volunteers themselves. Over the course of four weeks, volunteers in the partnership visited the facility to help the girls with their homework and play with them."

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Seoul National University Bundang Hospital



For the past eight months, the Division of Public & Humanitarian Service at Seoul National University Bundang Hospital has been carrying out various community services for under-privileged communities within Korea and abroad. The services provided during this period include direct patient care, surgical activities and free material supplies necessary for medical care in institutions in developing countries such as Nepal.

Over 100 patients with congenital facial deformities such as cleft lip or cleft palate received operations by our plastic surgery team at the local hospital in Vietnam in June 2018. More than 60 North Korean defectors in the transition facility in Gyeonggi-do received medical evaluation by the medical staff of SNUBH in August 2018.

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Yoon & Yang LLC



법무법인(유) 화우
YOON & YANG



On July 9, Yoon & Yang Pro Bono Foundation, established by Yoon & Yang's pro bono affiliate, held a Seminar on Livestock Disposal at the National Assembly of Korea. The seminar was expected to raise awareness of massive recurrent livestock disposal issues in Korea and examine relevant laws. Yoon & Yang Pro Bono Foundation co-hosted the seminar with People for Earth Forum, Dongcheon Foundation, The Sun and Members of National Assembly, Jeong Mi Lee, Hyun Kwon Kim, Chang Won Pyo and Gab Seok Song. The seminar discussed bioethics, animal welfare, the environment, economic costs issues and relevant laws. Yoon & Yang Pro Bono Foundation will continue to hold seminars to further suggest the amendment of relevant laws on this issue.

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Yulchon LLC



Attorneys at Law
YULCHON



On September 15, Yulchon and Onyul participated in the 4th Seoul Blind Sports Association Marathon. Co-hosted by the Korea Blind Sports Association and the Seoul Sports Association for the Differently Able, the marathon aims to increase the interaction between people with and without disabilities.

Yulchon has been participating in this sports fundraising event every year since 2015. Participation fees are donated to the Blind Foundation. Especially this year, Yulchon and Onyul employees and foreign students from the Yulchon-GSIS Center for Emerging Economies participated to share their interest in supporting persons who are differently abled.

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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
Nahyun Kim, Chief Editor of the AMCHAM Journal
(nahyun@amchamkorea.org / 02-6201-2238) by December 7, 2018.



Since 1953
AMCHAM
American Chamber of Commerce in Korea

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.

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