

# Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

2nd Quarter 2018

2018년 2분기 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 first quarter of 2018.

### Air Products Korea



On March 8, International Women's Day, world's leading industrial gas company Air Products Korea held donation event Love Neighbor Charity in partnership with the Community Chest of Korea at the Pyeongtaek Council Social Welfare(PTCSW) Center. Air Products Korea donated KRW 100 million to PTCSW to better the lives of the people in the community. As an extension of their donation, Air Products Korea planned various CSR Programs for children, elderly and disabled of the community. The programs will be carried out throughout 2018. With vision to improve community welfare, Air Products Korea plans to engage in various social contribution activities.

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### Amway Korea



On January 17, Amway Korea held an opening ceremony for the Children Dreaming High project at the Grand Intercontinental Hotel to support poor children. 26 representatives of the local media, Kim Jang-hwan, President and CEO of Amway Korea, and Kim Ye-bun, president of a celebrity volunteer group, participated. At this event, President Kim expressed his hopes that the Children Dream High project will contribute greatly to the improvement of children's health and nutrition. The project focuses on supporting poor children in rural areas through partnerships with the local media. To this end, Amway Korea will provide support through nutritional products and educational school supplies and host summer camp to promote children's emotional growth.

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## Bae, Kim & Lee LLC



On January 30, 2018, members of BKL and its pro bono affiliate Dongcheon attended the 17th BKL-Dongcheon Public Interest and Human Rights Film Screening to watch the Korean film “1987,” which depicts Korea’s nationwide pro-democracy movement. Since 2012, BKL and Dongcheon have held film screenings three to four times a year to raise awareness of various public interest and human rights issues in addition to providing tickets to other human rights film festivals. Some of the films that have recently been screened include “Okja,” “New Trial,” “Bringing Tibet Home,” “Spirits’ Homecoming” and “Under the Sun.” BKL and Dongcheon will continue to host screenings to help members pay attention to social justice.

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## BMW GROUP Korea



BMW KOREA FUTURE FUND carried out 2018 Winter Hope Sharing School from January 8 to 26 for 2,900 students from 150 elementary schools. Moreover, BMW KOREA FUTURE FUND relieved the burdens of 100 rising middle schoolers by supporting them with school uniform scholarships. During 2018 Winter Hope Sharing School, students were provided with numerous educational, experimental and entertaining programs that will help with psychological, physical stability and growth of the students.

Hope Sharing School is a summer and winter school for the underprivileged children, including lunch provision, medical support and extra-curricular classes. BMW KOREA FUTURE FUND has funded cumulative total of approximately 43,000 children from 2012 until today.

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## Citibank Korea Inc.



On February 13, 2018, Citibank Korea held a signing ceremony of the contribution program for the development of Citi-Social Solidarity Bank-Alternative Credit Assessment Model and delivered Citi Foundation's charitable contribution funds of about KRW 209 million (USD 185,000) at Citibank Korea's headquarters building in Da-dong, Jung-gu, Seoul. This contribution, which applies an alternative credit assessment method to allow financially-alienated individuals who find it difficult to use financial services under the regulatory system, developed the Alternative Credit Assessment Model, which is intended to provide loan services at low interest rates. Through the latest contribution agreement, the initially-developed Alternative Credit Assessment Model will be upgraded, creating an assessment platform that can be utilized practically.

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## Conrad Seoul



Conrad Seoul celebrated an impressive achievement of recycling more than two tons of donated soap from the Recycling Soap to Save Lives campaign last January. 50,000 recycled soap bars were created from two tons of used soap donated by Conrad Seoul and distributed to underprivileged communities and disaster-hit areas in Asia.

Conrad Seoul commenced the campaign in partnership with DHL Korea in 2014. After Conrad Seoul collects the discarded bars from its guest rooms, DHL Korea transports them to non-profit organization, Soap Cycling.

Consistent with Hilton's Travel with Purpose initiatives, Conrad Seoul continues to take the lead in reducing the environmental impact and improving sanitation conditions of needy communities for a "Sustainable Tomorrow."

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## Dow Chemical Korea Limited



On January 9, 2018, Dow Korea announced sponsorship of Korean Chemistry Olympiad 2018. Dow supports the entire process from selection to education courses for the national team, who will participate in International Chemistry Olympiad, to foster chemical genius that will lead Korea's chemistry industry. Andrew Ryu, Country Manager of Dow Korea, attended the Winter School admission ceremony at Kyunghee University and said, "Chemistry is a core field in improving quality of human life. Through participating in Korean Chemistry Olympiad, we hope more students can grow to be creative leaders in material science."

Dow Korea has put much effort into supporting STEM (Science, Technology, Engineering, Mathematics) programs and has sponsored Korean Chemistry Olympiad since 2014.

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## GE Korea



GE supported the successful operation of the Olympic Winter Games PyeongChang 2018 in February by providing necessary infrastructure technology in power and healthcare. GE's Energy Monitoring System gave the organizing committee the visibility of energy distribution and consumption at all Olympic venues real-time. GE also ensured power stability and continuity, even during power interruptions, by providing uninterruptible power supplies at every venue. GE's medical technology, including mobile X-ray, ultrasound, PACS and the athlete management solution (AMS), ensured that the athletes could get personalized treatment immediately. GE also supported Korean national skiers and snowboarders with a customized Crotonville leadership program to help them gain necessary leadership skills for competing on the world stage.

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## Habitat Korea



Habitat Korea provided housing services at a shanty town in Quezon City, Philippines from February 25 to March 2, 2018. It was the first Global Village program during which 28 staff members and volunteers participated in a team led by Chairman Hyungju Yoon. Quezon City is an isolated place in which 80% of residents live in temporary facilities without sanitation or water.

It is Habitat Korea's 475th team to send off to develop countries in Asia. Since 1996, Korea has assisted 15,000 families by sending about 13,000 volunteers abroad as a part of CSR efforts. Habitat Korea will continue building homes for housing rights and sustainability to give back to the world.

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## Kelly Services, Ltd.



Kelly Services has been supporting and funding Uijeongbu City's six badminton athletes with disabilities since March 2017. As an official supporter of the 2018 PyeongChang Olympics, Kelly Services provided an opportunity for the badminton team to engage with Kelly Services' community and hoped the players to be encouraged while exploring the spirit of Paralympic athletes. Kelly organized the 2018 PyeongChang Paralympic Tour from March 16 to March 17, 2018, during which 100 internal employees and their families enjoyed the ice sledge hockey game in the beautiful landscape of Gangneung and athletes with disabilities! Through the 2018 PyeongChang Paralympic Tour, the company accomplished the great harmony and fulfillment of corporate social responsibilities.

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## Lee & Ko

Lee  
& Ko



Since November 2016, Lee & Ko has been providing monthly pro-bono legal consulting services at Anna's House, a homeless shelter located in the Seongnam District.

Founded in 1998, Anna's House is a social welfare foundation that provides cafeterias, self-support facilities, community families, and youth shelters. Lee & Ko has been providing free legal representation and consulting services to the foundation and affiliated organizations. Lee & Ko has also volunteered to provide food for approximately 550 homeless people.

Lee & Ko's pro-bono legal consulting services include civil cases, criminal cases, personal rehabilitation bankruptcy cases, inheritance disputes, etc. Lee & Ko professionals have been recognized for actively providing free legal services to those in need.

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## Lee International IP&LAW Group

Lee International  
IP & LAW GROUP



On January 24, 2018, Lee International participated in a blood donation event held in the large auditorium of the Poongsan Building. Lee International has been a part of this annual event hosted by Siemens for three consecutive years. "People say there has been a lack of blood donations. Our firm will continue to join annual blood donations and try to realize the value of love for others," a person from Lee International said. The collected blood will be donated to the Korea Pediatric Cancer Foundation to help cure childhood cancers.

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## LINA Korea



During 2018 1Q, LINA Korea contributed 7.5 billion KRW, 3.38% of its 2017 3Q net income, to Cigna Korea Foundation (CKF) as part of the 2018 Corporate Social Responsibility (CSR) fund. LINA Korea has contributed about 3% of current-term net profits to support seniors and promote community development. With this donation, CKF offers various CSR programs including Junsungki Campus, LINA 50+ Awards, Dream Concert, etc.

President & CEO Benjamin Hong said, “we’ve contributed 3% of our net income every year to return the love we’ve received from our customers.” He also added, “we are not only donating but also striving to improve quality of CSR activities.”

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## McDonald's Korea



McDonald's Korea, official partner of the Olympic Winter Games PyeongChang 2018 practiced numerous CSR activities.

McDonald's made 900 PyeongChang 2018 ticket donations to multicultural families and marginalized groups in Gangwon province, the host city of PyeongChang 2018, as they have few opportunities to watch cultural performances and sports games, and 75 ticket donations to the National Fire Agency for firefighters who became injured or died on duty and their families to honor their efforts to maintain safety.

In addition, McDonald's donated 450 Happy Burgers to volunteers of the PyeongChang 2018 and 2,500 Happy Burgers to the soldiers who stood guard around the stadiums of PyeongChang 2018 to express gratitude and support.

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## MetLife Korea



On March 19, 2018, MetLife Korea Foundation launched Inclusion Plus, a global-social innovation competition. Inclusion Plus aims to identify, develop, and support social entrepreneurs, ventures and non-profits that help advance financial inclusion and economic empowerment. 25 semifinalists participated in a 6-week online program on developing a Pitch Deck (a business plan presentation for investors) for which MetLife employees provided mentorship. The 5 final winning teams were awarded a total of \$100,000. The top 2 winning teams were invited to the MetLife Global Summit in New York where winning teams from other countries joined for shared learning. Through this competition, MetLife is creating social impact with community organizations by acting as mentors in the competition.

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## NCH Korea



On January 5, 2018, NCH Korea held a briquette-sharing volunteer event to help the less fortunate to keep warm during the winter. This event was co-hosted by Coal Briquettes for Neighbors in Korea in Heuksuk-dong, Dongjak-gu. In the 'Briquettes sharing voluntary event', 30 NCH employees visited the houses of the less fortunate to deliver 1,200 briquettes. This is one of NCH's annual volunteer events, in which all NCH employees have participated to provide cleaning services and deliver goods and donations for the facilities or people in need. "We hope the less fortunate will be able to keep themselves warm this winter," said JunKyu Oh, Country Manager of NCH Korea.

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## New Wrap Co., Ltd.



A hidden champion of food package material, New Wrap Co., Ltd., has been supporting the most vulnerable members of society since January 2014. We try to help make a better Korean environment for their lives by means of returning benefits to society.

New Wrap employees went to Seoul Station for lunch box delivery voluntary work on March 23, 2018, and went to the Catholic Alcohol Center in Yongsan to donate daily supplies. It was worthwhile to help people struggling with addiction toward their recovery. We will continue to put our effort on our social sharing culture in order to give happiness to society.

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## Nike Korea



On January 24, 2018, 30 volunteers from NIKE Korea delivered coal briquettes to needy neighbors. Neighbors in poverty who suffer from severe cold during winter need support to warm their house and water.

Nike Korea collected funds through holding a flea market last year and bought coal briquettes, which are very necessary for those in poverty to survive in such cold winter. 30 volunteers gathered in a neighborhood in Seoul and delivered 1,500 pieces of coal briquette to 6 houses.

Although it was hard to deliver 1,500 pieces of coal briquettes in such freezing cold weather, all the volunteers were happy to help our neighbors in need.

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## Nu Skin Korea



On the first Friday of January, February, and March, Nu Skin Korea employees and the Nu Skin Korea Force for Good Committee participated in World Vision Korea's Meal Box Sharing Project. The activity is held on the first Friday of every month at the World Vision Seongnam social welfare center. Every month, Nu Skin Korea has donated funds for 2,500 meal boxes for underfed children, disabled, and elderly who live alone. By December 2017, Nu Skin Korea has donated funds for 334,000 meal boxes. Following the donation of meal boxes to World Vision from 2006, Nu Skin Korea will continue to donate funds under the mission of "Force for Good."

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## Procter & Gamble Korea



Worldwide Olympic Partner P&G provided a once-in-a-lifetime opportunity to single moms and their kids from Seongeun Welfare Center in Gangneung by hosting them at the Olympic Winter Games PyeongChang 2018. P&G invited them to watch the Olympic games and visit the P&G Family Home, a "Home away from Home" for athletes and their moms. This was part of P&G's newest Thank You Mom Campaign, "Love Over Bias." For PyeongChang 2018, P&G honored all moms everywhere who fight for their kids in the face of bias and encourages people all over the world to see each other through a mom's eyes and embrace the idea of Love Over Bias.

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## Qualcomm Korea

Qualcomm



On March 8, Qualcomm Korea welcomed winners of the 2018 Women Enhancing Technology Qualcomm Global Scholars Program at its office. The meeting fell on International Women's Day, which recognizes the achievements of women worldwide. The Global Scholars Program combines scholarship support with mentorship from Qualcomm employees to enhance women's global competencies and close the gender gap in Science, Technology, Engineering and Math (STEM) industries. This year, 12 female students were selected from UNIST, Soongsil University, Chung-Ang University, Hanyang University, Sungkyunkwan University, Ewha Womans University and Sookmyung Women's University. Winners toured the research lab and participated in team-building activities with Qualcomm employee mentors.

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## RGA (Reinsurance Group of America) Korea

RGA



On March 9, RGA (Reinsurance Group of America) Korea visited an under-privileged town in Seoul to deliver coal briquettes with The Dining Community Briquetting Banks, a non-profit organization committed to urban poor areas in the country. Despite the hot weather, RGA Korea employees felt happy and grateful delivering coals to neighbors. By delivering coal briquettes, RGA associates not only encouraged each other but also offered their thoughts to the residents in the under-resourced yet dynamic village, taking the first step of CSR in 2018.

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## Seoul Foreign School



Seoul Foreign School marked the historic Winter Olympics in PyeongChang in February 2018 by sending a team of 9 high school students for a full month. The students were stationed at the Olympic Village helping athletes and players with a variety of needs including interpretation. The students had a once-in-a-lifetime opportunity to immerse themselves into the Olympic life, serve others from many nations and have fun. The Olympic Committee complimented our students on their maturity and language skills as well as their hard work and engagement. All our students are committed to many forms of service in the future.

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## Shin & Kim

**SHIN&KIM**  
법무법인 세종



On January 24, 2018, Shin & Kim and its pro bono affiliate Nanum&Eium (Sharing and Connection) invited six students to provide them with education through on-site experience. The education consisted of lectures on the roles of legal practitioners, visits to Shin & Kim offices and preparation of legal documents. Since 2013, Shin & Kim has provided students with opportunities to learn about practical affairs and explore their career opportunities. Nanum&Eium has carried out these activities to promote its vision in becoming an expert in sharing and connecting with the community. Shin & Kim and Nanum&Eium will continue to help students to grow into competent legal experts in the future.

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## The State University of New York, Korea (SUNY Korea)



On February 21, 2018, 76 freshmen from SUNY Korea volunteered at Spring 2018 New Student Welcome Week. The cohort of students from all over the world was divided into three groups to visit the Red Cross, Youngrakwon, and Youngrak Nursing Home. Most notably, the students who visited the Red Cross baked delicious bread in a program called Baking of Love and shared the finished products with the elderly of Youngrakwon and Youngrak Nursing Home. The students also helped clean up the facilities, made flower pots, and organized a small concert for the elderly. Students mentioned that it felt amazing to help and serve others as part of their new journey as university students.

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## UPS Korea



As a global company, UPS has a core value of enhancing the well-being of local communities. On February 24, 2018, 14 UPS employees and their families supported ongoing campaigns at Korea Food for the Hungry International (KFHI), an NGO that focuses on taking care of the elderly, handicapped and underprivileged in South Korea, North Korea and overseas. Volunteers corrected typos in booklets that will be used in the NGO's social welfare campaign. Additionally, two UPS employees volunteered their services after their working hours on February 26 to 27 at the Sharing Happiness store, a KFHI-linked social enterprise that raises funds for the less fortunate.

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## Yoon & Yang LLC



On January 29, 2018, Yoon & Yang LLC and Yoon & Yang Pro Bono Foundation met with several adoptee organizations to discuss possible legal support for overseas adoptees.

Yoon & Yang seeks to provide advisory services on legal issues that arise from the legal status of overseas adoptees. Yoon & Yang's attorneys have established a team and regularly undertake outreach with adoptee organizations such as Global Overseas Adoptees' Link (GOA'L), KoRoot, and Solidarity & Political Engagement of Adoptees in Korea (SPEAK).

Yoon & Yang seeks to offer the following services: i) publication of a legal handbook for overseas adoptees; ii) legal advisory services; and iii) execution of a memorandum of understanding.

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## Yulchon LLC



A Yulchon Volunteer Team assisted local residents in an earthquake damaged area located in Pohang, North Gyeongsang Province, on February 3, 2018.

The Yulchon Volunteer Team cleaned and sanitized the emergency shelter established in the Heunghae Stadium in order to prevent the spread of infectious diseases among local residents. The Yulchon Volunteer Team also purchased a number of locally-made products at the Heunghae Market in Pohang and encouraged other Yulchon employees to buy various Pohang specialties to help support recovery of the local economy following the earthquake. The products purchased in Pohang by the Yulchon Volunteer Team were then donated to Eunhye Dongsan, a welfare facility supported by Yulchon for persons with disabilities.

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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](mailto:nahyun@amchamkorea.org) / 02-6201-2238) by June 8, 2018.





## 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](http://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 사항들은 웹사이트 참조: [www.amchamkorea.org](http://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 주한 미국상공회의소에서 2000년 2월에 설립한 비영리 자선재단입니다. 재단은 장학금과 직업훈련 등의 프로그램을 통하여 직장을 잃은 이들과 그 가족들에게 자립심과 삶의 희망을 북돋아 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.