

Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

3rd Quarter 2023

2023년 3분기 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 Second quarter of 2023.

bkl BAE, KIM & LEE

Bae, Kim & Lee LLC



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Dongcheon Foundation is carrying out the 3rd Social Economy Organizations Accelerating Program to support promising social economy organizations in the early stages of establishment to conduct successful business. This year, the program selected three organizations that support entrepreneurship of residents of developing countries and North Korean defectors, help self-reliance of artists with disabilities, and provide online education for children with developmental disabilities. Pro bono legal services of approximately 60 hours will be provided to each organization by BKL and Dongcheon lawyers. A group of matched legal advisory teams will share legal issues, discuss concrete support measures, and actively cooperate to help organizations focus on creating social value by minimizing initial legal risks.

 **Busan Foreign School**
Embracing Diversity, Striving for Excellence

Busan Foreign School



Contact | Carl Brenneman (cbrenneman@bfs.or.kr)

Busan Foreign School strives for students to become responsible, contributing citizens in a rapidly changing world. In Spring 2023, BFS middle school students began a fundraising effort for Türkiye earthquake relief. Supporting their efforts, other student organizations then joined, demonstrating their empathy and socially conscious spirit. These student-led clubs, including HS Art Club, HS Student Council, For Girls Club, National Honor Society, Palette Dance Club, HS Volunteer Club, and MS Student Council, held a variety of events and raised over KRW 1.2 million to be donated to relief organizations.



Chubb in Korea



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Chubb in Korea announced that the company donated KRW 20 million to a childcare facility to improve the residential environment of underprivileged children. This donation will help create a stable living and educational environment for underprivileged children. The donation will be delivered to “Sundukwon,” a childcare facility for girls, and will be used to improve the living environment, create study rooms and library spaces, and support books for children. Edward Kopp, Country President of Chubb’s general insurance business in Korea, said, “Chubb in Korea has always been very active in supporting children from vulnerable families in the local community. We will continue to provide diversified support so these children can grow up in a healthy and safe environment to fulfill their dreams and capabilities in the future.”



Dow Korea



Contact | Kyutae Kim (kkim12@dow.com)

Dow Korea held a volunteer activity to install murals on the wall of public parking lot in Gwanakgu, Seoul to raise public awareness of protecting the planet and advancing sustainable community on May 3. A total of 60 Dow employees painted 120 mural tiles at home and office from March to April, and eight colleagues, including CH Lee, Senior Country Director of Dow Korea, installed the painted pieces of mural on the exterior wall of the Public Parking Lot 1 in Jowon-dong. These murals depict what we can do for the planet in our daily lives – sort the waste by materials, choose eco-friendly transportation, turn off the light when leave, etc. – and call for actions to create a sustainable community.



ETS Global B.V., Korea



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The TOEIC program has been supporting Korean university students through the WEST (Work, English Study, and Travel) program hosted by the National Institute for International Education under the Ministry of Education. Since 2016, the TOEIC program has been awarding 16 students with exceptional English skills proven by their TOEIC scores during the WEST program application process every year. With the TOEIC sponsorship worth USD \$1,000 each, WEST participants will start their journey in the U.S. for English language training followed by internship opportunities overseas. This initiative supports students in improving their global competencies and gaining real work experience which aligns with the mission of the TOEIC, commitment to advancing global education and fostering young professionals.



FedEx Express Korea



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To continue inspiring and nurturing the next generation of business leaders, FedEx Express and Junior Achievement held the International Trade Challenge (FedEx/JA ITC) Korea Finals on May 27. The event aims to promote practical teamwork exercises and learning to foster business knowledge among high school students. Participants were tasked with developing a sustainable alternative for a single-use product targeting the South African market. The six winners of the Korea Finals will advance to the Regional Finals of the 2023 International Trade Challenge to be held in August. Since the FedEx/JA ITC program launched in 2007, more than 2,802 students have participated and gained an understanding of the positive changes that international trade can create for economies and local communities.

Grand Hyatt Seoul



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Grand Hyatt Seoul actively engages in the “Global Month of Service (GMOS)” annually, selecting activities that contribute to the local community. In April, 95 hotel employees participated in trash clean-up at Hangang Park and tree planting at Nanji Park, a former landfill site, to raise awareness about the importance of maintaining a clean environment and the severity of environmental pollution. They visited a local childcare center to inspect and repair facilities, provided hotel buffet for memorable hotel experiences to 10 single-parent families, and made donations to a disability care facility in Yongsan-gu. Grand Hyatt Seoul remains committed to practicing ESG management and continuously striving to promote a cleaner environment and active community involvement.

Grand InterContinental Seoul Parnas



Contact | Gabriel Lee (sy.lee@parnas.co.kr)

In celebration of Family Month, Grand InterContinental Seoul Parnas launched a Carnation Cake with the express purpose of spreading Family Month warmth to low-income families in the Gangnam area. The Carnation Cake, lovingly prepared by the hotel’s finest pastry chefs with the highest quality ingredients, was priced at just KRW 19,000 to encourage customers to contribute. The hotel’s well-wishing campaign paid off – the cake sold out within 20 seconds of release. Thanks to the outstanding participation on the part of the public, Grand InterContinental Seoul Parnas was able to donate a total of KRW 6.64 million to the Gangnam Welfare Foundation. The donation will support the Foundation’s “Sharing a Meal with Dad” program, which provides healthy meals to low-income single-parent households in Gangnam.

Hewlett Packard Enterprise Korea



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

On June 23, employees participated in the love paper service (사랑의 도배 봉사). Hewlett Packard Enterprise has a weekday paid volunteer program including assisting underprivileged neighbors near the company. Yeongdeungpo Jjokbangchon is a place where rooms of 3.3~5m² are concentrated, and homeless people live alone. Despite the hot weather, many employees participated. They cleaned the rooms by cleaning up the garbage left in the side room before painting. Each sheet of grassed wallpaper was carefully plastered on the wall. Despite the heat, the faces of the volunteers were full of laughter. It was great to be able to serve the community near the office, and they will ensure that these activities continue as part of CSR.

HP Printing Korea Co., Ltd.



Contact | Hyesun Kim (hyesun.kim@hp.com)

HP Printing Korea (HPPK) hosted a group of 21 students from Ori Elementary School at the New Pangyo Site for a block coding education called the Hour of Code (HoC). For three hours, the students were introduced to block coding and given the opportunity to code robots to navigate paths with an assistance of HP employees. HPPK has been running the HoC for primary schools based in Seongnam City since 2020. This year marks its fourth year of delivery. While the past three years were delivered virtually, this year's event was finally held in person — creating a truly memorable learning experience for both employees and students. HPPK shall continue to run the HoC to help students enhance their digital skills.

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Contact | Shiyun Quek (shiyun.quek@illumina.com)

Illumina Korea began its partnership with JUMP and Dong-A Science in April 2023 to provide 280 underserved students a series of eight STEM learnings sessions. Some students participated in an exclusive visit to Illumina Solution Center in Seoul, where they extract DNA from bananas, toured the laboratory to gain first-hand insights on the latest DNA sequencing technologies to learn about careers in STEM. The program aims to spark and sustain the students' interest in STEM and to pursue a future career in the STEM industry. The company aims to benefit five million learners by 2030. In 2022, the program has reached more than 90,000 learners, 1,600 community partners and 130 events with 1,500 employee volunteer hours.

Lee
& Ko

Lee & Ko

Lee
& Ko

Contact | Seok Pyo Hong (seokpyo.hong@leeko.com)

Lee & Ko recently won three lawsuits in pro bono cases related to refugees' legal rights. On May 9, Lee & Ko represented refugee A, an Egyptian National, and won a litigation against the Chief of Incheon Immigration office seeking cancellation for disposition of non-recognition of refugee status. On May 12, Lee & Ko also represented refugees B and C, both Malian nationals, and won two litigations against the Chief of the Incheon Airport Immigration Office seeking cancellation for decision of non-referral of refugee recognition review procedure. These successes were the result of the collaboration at Lee & Ko. Lee & Ko plans to continue its vigorous efforts to provide legal support to the underprivileged.

Marsh McLennan



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To celebrate the global volunteer month, Marsh McLennan Korea colleagues hosted a plogging event at Han River in collaboration with the Yeongdeungpo-gu Volunteer Center. On May 25, 50 colleagues dedicated their afternoon to clean up the environment. Plogging, a combination of jogging and picking up litter, not only promotes a healthier lifestyle but also serves as a means of environmental conservation and purification. By actively engaging in this event, Marsh McLennan Korea colleagues have demonstrated their commitment to making a positive impact on the environment and the overall well-being of the community.

Mohegan INSPIRE Entertainment Resort

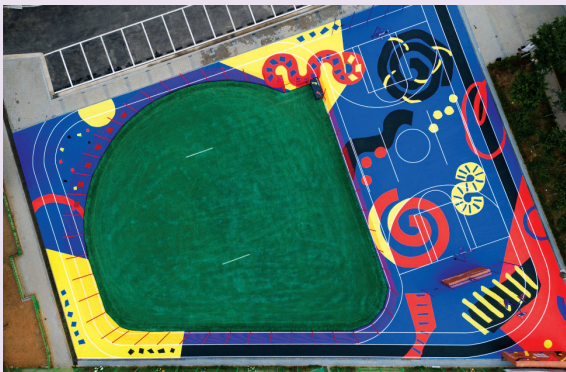


Contact | Jade Yang (sujin.yang@inspireer.com)

Mohegan INSPIRE Entertainment Resort conducted a beach clean-up on Earth Day with local community group Yeongjong Volunteer Corps. INSPIRE executives and employees gathered in the morning the day before to clean up around Eulwang-ri Beach in Incheon and interact with the local volunteer group. As part of its ESG initiatives, INSPIRE is committed to protecting the natural environment and marine ecosystem around Yeongjong Island and revitalizing local tourism through landscape improvement. Guided by its corporate philosophy, the Spirit of Aquai, which underscores “welcoming,” “mutual respect,” “cooperation,” and “relationship building,” INSPIRE wants to be a fabric of the local community where it operates, as well as encouraging its members to be engaged in local volunteering activities.



Nike Korea



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

On May 27, Nike Korea opened “Playground for all,” where everyone can equally experience the joy of sport, in partnership with the Seoul Metropolitan Government and Childfund Korea. The playground is located within the Seoul Lifelong Education Institution “Modu School.” Part of the playground’s materials are upcycled from Nike products donated by consumers, showcasing Nike’s sustainability commitment to protecting the future of sport, and taking action to create a better world. With the opening of the playground, Nike aims to drive its “Active Modoo” program to help “Modoo,” meaning “everyone” in Korean, to get kids active by providing equal access to play and sport, and quality coaches, to kids in Seoul, with offering a variety of play and sport programs.



Pernod Ricard Korea



Contact | Pernod Ricard Korea (02-3466-5700)

Pernod Ricard Korea has been operating the Bar World of Tomorrow, a professional training program for bartenders and managers aged 19 or above who work in bars, hotels and restaurants since January 2022. It is to establish a culture of sustainability and responsible hosting in liquor and hospitality industry of Korea. Pernod Ricard Korea strives to ensure that its products are consumed sustainably even in the final stage of supply chain by educating how to operate and source products in a sustainable and eco-friendly way. So far, a total of 19 training sessions have been conducted with more than 385 bartenders, bar owners and university students aged over legal drinking age.



PERSOLKELLY Korea



Contact | James Rho (James_Rho@persolkelly.com)

The 2023 Future Industry Talent Development Conference, hosted by the Korea Chamber of Commerce and Industry and sponsored by the Ministry of Employment and Labor, was successfully concluded from May 22 - 26 in a metaverse format. PERSOLKELLY Korea led the successful operation. This conference was designed to promote awareness of training programs operated by major domestic companies in the fields of cutting-edge and digital. It also aimed to support the employment of the younger generation by providing job consulting services and recruitment consulting for hiring companies. To encourage broad public interest and participation, this event was conducted in an online metaverse. Approximately 2,000 young individuals per day visited the metaverse, demonstrating significant interest in the training programs and the event as a whole.



Qualcomm Korea YH



Contact | JaeWon Hwang (jaewhwan@qti.qualcomm.com)

Qualcomm Incorporated, through its Qualcomm® Wireless Reach™ initiative, together with LUCIS Co., has been collaborating on the Smart City Safety Net Program with an aim to support socially disadvantaged populations. Qualcomm, LUCIS, Gwanak-gu Office and the Seoul Welfare Foundation (SWF) expand the Smart City Safety Net Program for the prevention of lonely deaths. On April 14, LUCIS held a signing ceremony for a memorandum of understanding with SWF and the Gwanak-gu Office to provide a Smart Safety Check Service to 1,000 people who are at high risk of lonely death among single households in the district. LUCIS will leverage IoT and wearable devices that are embedded with a wireless platform from Qualcomm Technologies, Inc. to take adequate action and provide a timely response to those facing an emergency.



Seoul International Women's Association (SIWA)



Contact | Sunghwa Han (sunghwa.siwa@gmail.com)

On June 6, the Seoul International Women's Association (SIWA) launched "Coming Together," a global collaborative initiative to foster change among youth, uniting communities through volunteering and community-building. The success of SIWA's kickoff event at the Heyground Seongsu Branch relied on the collective endeavor of SIWA and its collaborators: Soyang Rainbow Home, a nurturing home for orphaned and abandoned children, members from Harvard University's Radcliff Choral Society, and support from Seoul Foreign School (SFS) and the foreign diplomatic community. SIWA brought together orphaned children, aged-out youth, and volunteers from SFS and abroad. SIWA seeks to empower marginalized youth through cultural activities and a scholarship fund. Ms. Surabi Kumar will host the second event at the Indian Embassy to support at-risk youth.



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



Contact | Sung Hwan Nam (shn5736@cmcnu.or.kr)

On May 13, Seoul St. Mary's Hospital resumed providing annual eye examinations to Chungju Seongmo School students to prevent eye disease and offer high-quality health screening, which were stopped due to COVID-19. SSMH provided free eye examinations for 15 visually challenged students. At the Eye Center, slit lamp biomicroscopy, visual acuity tests, ocular ultrasounds, tonometry, precise funduscopy, and consultations on vision-related treatments, necessary surgeries, and prognoses were provided. Since the ESG Committee launching ceremony in December 2022, SSMH has engaged in social contribution activities through the Medical Charity Program with staff volunteering to build a sustainable medical system based on Catholic spirituality.

Thermo Fisher Scientific Korea



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As a leading company serving science together with the mission of nurturing the next generation of talent in the STEM area, Thermo Fisher Scientific Korea organized STEM education programs targeting high school students during the second quarter. Under the theme of “Easy and Fun to Learn: Molecular Biology,” 88 students learned and engaged in experiments to discover what genes do in our bodies leveraging Thermo Fisher Scientific’s advanced real time PCR instruments. In 2022, Thermo Fisher Scientific reached 89,500 students around the globe and is set continue to increase opportunities and strengthen the future talent pipeline by stimulating young people’s interest in STEM.

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) by **Friday, September 8.**



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.

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