

# Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

4th Quarter 2019

2019년 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 2019.

Bae, Kim & Lee LLC |



Contact | Ilji Cho (ijcho@bkl.co.kr)

In June, Bae, Kim & Lee LLC and Dongcheon Foundation, which is celebrating the 10th anniversary of its establishment this year, published *Study on Social Welfare Law*, the fifth volume in the Public Interest Law Paper Series, and donated approximately 900 copies to social welfare organizations, public interest lawyers, and judicial organizations.

In *Study on Social Welfare Law*, various experts and scholars provide results of in-depth research on several social welfare issues of high relevance to recent changes in social welfare system. It is hoped that this volume will serve as a helpful tool to researchers and lawyers in the field of social welfare.

Citibank Korea |



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

Citibank Korea employees spent summer vacation at Habitat for Humanity Korea house construction sites to give back to the community. Citibank Korea employees have continued "Citi Building hope and home," the bank's home-building volunteer program, since 1998. This is the 22nd year where not only employees but also their families participated. This year, about 100 Citibank employees and families visited a charity construction site in Cheonan, South Chungcheong Province, for four days from July 23. They also donated money to Habitat for Humanity Korea. Separate from its home-building activities with the charity organization, Citibank Korea employees also visited Krong Siem Reap in Cambodia earlier this month for a week to improve the residential environment there.

## Dow Korea |



Contact | Kyutae Kim (kkim12@dow.com)

Continuing its long commitment to support STEM (Science, Technology, Environment, and Mathematics) education, Dow Korea supports “2019 Korean Chemistry Olympiads,” an annual competition and education program to select national representatives to participate in the 52th International Chemistry Olympiads. This year marks the 21st year of the Korean Chemistry Olympiads, which aims to raise creative thinking of students and contribute to foster future talent for chemical industry.

It has been operated by Korean Chemical Society (KCS) and KCS hosts two seasonal classes in Summer and Winter. Summer school of this year had proceeded from July 28 to August 9 and a total of 105 students participated.

## FedEx Express Korea |



Contact | Shirley Zhao (shirley.zhao@bcw-global.com)

To enhance road safety awareness, FedEx Express Korea and Safe Kids Korea conducted a survey on children’s use of electronic devices while walking. The survey, undertaken with 937 students from seven elementary schools in Seoul, revealed that 8 out of 10 elementary school students had used electronic devices such as smartphones while walking and 33% said they experienced or almost experienced a traffic accident while using an electronic device. The results emphasized the critical need for children’s road safety education.

The survey and the Mom’s Hand Campaign, which was conducted on March 26, are a part of the FedEx and Safe Kids Korea Walk This Way program to raise awareness about pedestrian safety.

## GlaxoSmithKline Korea |



Contact | Sang-Won Ko (sang-won.w.ko@gsk.com)

Ahead of the Chuseok holiday, on September 4, GSK Korea employees made and shared “Songpyeon” (Chuseok rice-cakes) with the elderly living alone and community residents as part of its Orange Day program, through which employees serve the local community using their paid leave. GSK employees made 1000 pieces of Songpyeon and delivered them. About 200 local residents joined to make Songpyeon and share the festive food together. It was a meaningful way to enjoy the holiday, helping to heal a sense of loneliness in the elderly and reflecting on the meaning of family. The event was held in Dobong-gu, Seoul, to mark the first anniversary of the newly opened Gaenari Children’s Park with the support of GSK Korea last year.

## Grand Hyatt Seoul |

GRAND | HYATT  
SEOUL



Contact | Jade Kim (jade\_ok.kim@hyatt.com)

Last October, Grand Hyatt Seoul sponsored a mission to Gabriel's House located in Yongsan-gu as part of Hyatt's commitment to co-prosperity with its local neighbors. The hotel prepared a donation of KRW6,000,000 and 20 boxes of "love clothes" that the hotel had collected through its bazaar and clothing collection events.

Grand Hyatt Seoul Hotel General Manager Adrian Slater said, "Hyatt Corporation invests in co-growth with neighbors and believes that will be the asset of Hyatt Corporation. Grand Hyatt Seoul plans to continue to maintain strong relationships with its neighbors and surrounding communities who need help through an ongoing schedule of social contribution activities."

## Habitat for Humanity Korea |

한국해비타트  
Habitat for Humanity  
Korea



Contact | Abraham Chung (tmchung@habitat.or.kr)

Habitat for Humanity Korea successfully hosted 2019 Korea Blitz Build (hereafter KBB) between July 31 and August 3 in Cheonan, South Chungcheong province, in commemoration of Habitat Korea's 25th anniversary.

For 17 years, KBB had been a driver of Habitat Korea's mission to build "a world where everyone has a decent place to live." 8,937 volunteers empowered 473 families to gain strength, stability and self-reliance through shelter. In 2019, more than 500 volunteers participated in this construction volunteering festival, at the end of which 12 more families would have gained ground.

## Hewlett Packard Enterprise |

Hewlett Packard  
Enterprise



Contact | SeungEun Joun (seungeun.joun@hpe.com)

As part of the Global Day of Service 2019 initiative, HPE Korea setup the "Paint Murals Project" on September 9. By coloring and painting on the walls of an old middle school, HPE Korea wanted to convey the company's CSR spirit. This was in collaboration with "Share Sarangbat," an NGO currently identified in HPE Gives. Around 90 employees and family members joined. An employee said, "We were worried about drawing and painting, but were proud to see the finished work. We would like to thank the HPE Korea Charity Committee for preparing events and all the volunteers who joined us. Everybody enjoyed the event and was satisfied knowing that it would make the students happy."

## HP Korea Inc. |



Contact | Yeokjung Jeon (jyeo@hp.com)

The Young Employee Network at HP Korea Inc. organized “HP LAND: Back to 1999” and donated all the income generated to the 2019 Seoul International Wheelchair Marathon held on September 1. At the HP LAND event, a meeting room was transformed into a 90’s themed café with a DJ box, and the HP Museum was opened with old HP products and objects to flash back to 1999 of HP Korea. This event successfully raised funds for the 2019 Seoul International Wheelchair Marathon. HP Korea also participated in the Marathon, hosting a game booth to cheer on participants. This showed the HP giving culture where everybody is encouraged to participate and have fun.

## IBM Korea |



Contact | JiHyun Shin (shinjh@kr.ibm.com)

IBM Korea had the second P-TECH Mentoring Day at Seoul New Collar School on July 5 with U.S. Ambassador Harris. P-TECH is a pioneer education reform initiative created by IBM which aims to teach students technical and professional skills to thrive in the 4th Industrial Revolution. P-TECH best represents what public-private partnerships can be, with students taking high school and college coursework simultaneously and engaging in industry-guided workforce development. P-TECH has now grown to more than 200 schools in over 20 countries, with further replication underway. More than 650 companies are partnering with schools across a wide range of sectors, including health IT, advanced manufacturing, and energy technology.

## Kelly Services Korea |



Contact | Yeji Yoon (yeji\_yoon@kellyservices.kr)

On August 29, Kelly Services Korea visited Camp Humphreys in Pyeongtaek to attend USO’s monthly event called “Coffee Connections.” This event allows military spouses and their kids to gather and share their personal experiences in Korea with coffee and cookies. The aim of Kelly Services’ activities is to provide military spouses opportunities who might be going through unwanted job breaks in Korea. Kelly Services Korea introduced Kelly U.S.’s program “Jobs for Veterans and Military Spouses” and invited a special speaker from “My Business Stories” to engage people to share their professional career experiences. Kelly Services is proud to help them use their skills, pursue their passions, and advance in their careers.

## Lee & Ko |



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

Lee & Ko runs the “Double U Campaign” with the Korean Red Cross to prevent violence against women and minors and support survivors. This campaign encourages citizens to actively engage in preventing domestic violence and helping survivors lead normal lives by providing customized financial, psychological and legal assistance. Lee & Ko provides legal assistance.

Since entering into an MOU with the Red Cross in September 2018, Lee & Ko has actively participated in the “Windmill of Hope Emergency Relief Campaign for Households in Crisis,” providing pro bono legal services to those with financial difficulties due to unexpected illness or accidents, unemployment, and other unforeseen circumstances.

## LINA Korea |



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

LINA Korea plans to engage all its employees in CSR programs by year-end to encourage a culture of giving. From last July, starting with a visit to Sunduk Home in Jongno-gu, the company has been offering several CSR programs for its people to participate. LINA volunteers took care of children living in Sunduk Home, an orphanage, and attended their after-school program in the position of their parents. The volunteers will maintain their relationships with the children to support them. The company also conducts an environment cleanup program on Bukhansan and Aengbongsan in Eunpyong-gu to preserve the Dullegil trail on these mountains.

## McDonald's Korea |



Contact | Choi Hyongwon (hyongwon.choi@kr.mcd.com)

Korea’s first Ronald McDonald House opened on September 17 at Pusan National University Yangsan Hospital, Yangsan City. Ronald McDonald House is specially designated housing for sick children and their families to stay, providing the support they need to relieve the emotional toll and lift financial burdens resulting from long-term medical treatment. McDonald’s has been the largest and longest sponsor of RMHC (Ronald McDonald House Charities) Korea, continuously implementing various donation activities including Happy Meal profits and donation boxes placed at restaurants nationwide. The donation amounts to KRW 4 billion until now, and they recently donated KRW 200 million from the sales of the “Global Big Mac Expedition” campaign.

## Newwrap Co., Ltd. |



Contact | Sun mi, Kim (finekiss42@naver.com)

Employees of Newwrap Co., Ltd., a hidden champion in the food wrapping material business, visited the blood donation center near Yatap station in Seongnam City on August 30. The company donated its products and promoted the merits of blood donation. Some staff donated blood directly. Blood donation is the only way to save patients who need blood transfusions. The recent increase in negative opinions on blood donation has led to a decrease in donation rates. However, blood donation does not interfere with health, and blood tests can help you know your health. Publicizing these positive aspects of blood donation to people has been meaningful, and Newwrap's social contribution activities will continue.

## Novelis Asia |

## Novelis



Contact | SuBin Park (subin.park@novelis.com)

Novelis, the global leader in aluminum rolling and recycling, held the Can Crush Challenge at Gocheok Sky Dome from July to September. It aimed to raise public awareness on aluminum can recycling, as the rate of aluminum cans recycled back into cans stays below 30% in the country due to their poor quality. Producing aluminum from recycling provides greater economical as well as environmental benefits as it requires just 5% of the energy used to produce from virgin bauxite and is infinitely recyclable in only 60 days.

Novelis donated 30 million KRW as a matching grant for the cans collected at the dome and the number of SNS posting of the campaign. The funds are used to develop safe carts and to provide financial supports for the underprivileged collectors.

## Nu Skin Korea |



Contact | Chan Hee Kim (chkim@nuskin.com)

Nu Skin Korea had a ceremony for the "Gangwon Wildfire Damage Restoration Support Project" and donated 100 million won on August 7. This donation was raised by Nu Skin Korea Force for Good Committee, a volunteer organization of distributors of Nu Skin Korea, to recover the daily lives of the victims of the Gangwon wildfire that had been declared a national disaster in April. The main plan is to remodel Wonam-ri Village Hall to help community restoration so that it can be used as a communication space for residents and as a facility to prepare for disasters. Nu Skin Korea will also deliver disaster relief supplies with the Korean Red Cross. After the remodeled village hall opens, volunteering activities will be conducted.

## Pfizer Korea



Contact | Bo-Young Kwon (bo-young.kwon@pfizer.com)

On September 1, Pfizer Korea successfully hosted the 10th Pfizer Dreaming Camp as part of the “Happiness for Grandparent Grandchildren (GPGC) Families Campaign.” The campaign, on which Pfizer Korea has been working with Korea Medical Women’s Association and Child Fund Korea, is designed with the intention to help children raised by their grandparents grow as healthy members of society and fulfill their dreams. Pfizer Korea has financially supported the children and provided annual event of “Pfizer Dreaming Camp” to the beneficiaries since 2010.

Celebrating its 10th anniversary this year, the camp hosted exciting programs under the theme of “Dream High-Ten!” to enhance the health of children and encourage their dreams.

## Qualcomm Korea



Contact | Diane Jang (c\_yenaja@qti.qualcomm.com)

Qualcomm Korea hosted its annual Qualcomm IT Tour for a group of 20 outstanding Korean students majoring in science and engineering. The event was held from July 15 to July 20 at Qualcomm San Diego headquarters. The Qualcomm IT Tour is a program designed to nurture young leaders in science and engineering fields. Jim Cathey, SVP & President of Global Business Operations at Qualcomm Technologies, held a roundtable meeting where students presented their ideas and solutions on 5G use cases. Jim Cathey, Qualcomm Technologies, said, “Qualcomm IT Tour program supports students to experience rapid development and potential of telecommunications technologies and to discover new opportunities for the future.”

## RGA Korea



Contact | Julie Kim (Julie.Kim2@rgare.com)

On July 19, RGA (Reinsurance Group of America) Korea employees visited “The Dail Community” located in Dapsimni-dong, Dongdaemoon-gu, and participated in “Bab-per” voluntary activity. RGA associates were divided into teams, such as the cooking preparation, cooking, guide, dish-washing, and cleaning teams, and all worked actively with one heart, serving approximately 800 elders. One employee who had not served “Bab-per” before said, “It was very difficult for me to prepare and share meals for hundreds of people... I feel so tired and exhausted but so happy and worth of doing it. I hope many people will continue to care and help to ‘The Dail Community.’” The company has started the CSR program since 2013 to share their dream and vision with vulnerable people.

## Seoul Foreign School |



Contact | Peter Yap ([peter.yap@seoulforeign.org](mailto:peter.yap@seoulforeign.org))

Seoul Foreign High School students are aware of the need for social responsibility and service in all areas. Each student has one or more charities or organizations that they are passionate about and are seeking ways to serve.

The Seoul World University Fair was held at Seoul Foreign School on September 7 and attracted over 1800 visitors. The HS clubs decided to sell food, drinks and merchandise to support their charities. Students baked cakes, fried noodles, created special snacks and drinks and donated to over 10 charities including Angels Haven, Nabiya, WWF, Compassion, Dancers Against Cancer, Food For All, CARE, Sowon, Hero Project and Hana Club. This dedication is admirable and fosters a real sense of pride and service.

## Shin & Kim |

## SHIN&KIM



Contact | You-Jin Seo ([yjseo@shinkim.com](mailto:yjseo@shinkim.com))

Shin&Kim held a startup competition for North Korean Refugees on August 10. The event gave opportunities for college students who defected from North Korea to team up with South Korean counterparts and submit start-up ideas. The selected applicants created an initial business model after a mentoring period and made their final presentations. Among various creative ideas, the Grand Prize went to *Jessie's Kitchen*, a business model of operating a cooking class based on North Korean cuisine. The Excellence Award was given to *Café for Breaking Stereotype of North Korea*, a business idea of operating a café that offers room escape games. It was a meaningful event in that it showed a snapshot of a unified Korea.

## Yoon & Yang LLC |



Contact | Bo Hyun Ham ([hbh@yoonyang.com](mailto:hbh@yoonyang.com))

On September 19, Yoon & Yang LLC and Yoon & Yang Pro Bono Foundation hosted the "International Symposium on Rights to Self-Determination at the End of Life: Unattended Death and Public Health Funerals" for the foundation's fifth anniversary. The symposium, held at the Yoon & Yang Academy in ASEM Tower, had professionals from South Korea, Japan and Taiwan discuss the "rights to self-determination at the end of life" in their respective jurisdictions and propose better policies. The attendees examined the reality of unattended death due to the dissolution of families and the breakdown of human relationships, which are emerging social problems today, and sought measures to hold funerals led by the community.



Contact | Jeewon Choi (s\_jwchoi@yulchon.com)

Yulchon participated in the 5th Seoul Blind Sports Association Marathon on September 21. 36 Yulchon employees and family members took part to support this worthy cause. Co-hosted by the Korea Blind Sports Association and the Seoul Sports Association for the Differently Abled, the annual marathon aims to increase opportunities for interaction between people with and without disabilities. As part of our effort to support differently-abled persons, since 2015, Yulchon has donated event participation fees for our employees and family members, as well as those of Yulchon's non-profit arm, Onyul. All participation fees will be donated to the Korea Blind Association.

## 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/PR Team ([comms@amchamkorea.org](mailto:comms@amchamkorea.org)) by December 13, 2019.



## 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).

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## 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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