

Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

2nd Quarter 2021

2021년 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 2021.

3M Korea



Contact | Jun Lee (jlee20@mmm.com)

From January 18-22, 3M Korea completed the 17th 3M Youth Science Camp as part of its continued commitment to STEM education and the advancement of Science. The online interactive Camp focused on education on environmental values and included presentations of the project work completed on serious global issues facing the world. The Camp helped students who dream of becoming scientists build creative problem-solving skills, recognize global issues and learn the importance of implementing the Sustainable Development Goals (SDG). 3M researchers taught classes and engaged with 73 middle school first and second graders, of which 53% were female reflecting 3M’s initiative to increase the number of women entering STEM fields.

Bae, Kim & Lee LLC



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

Bae, Kim & Lee LLC (“BKL”) and its pro bono partner Dongcheon Foundation (“Dongcheon”) held the 10th Contest on Proposals for Public Interest/Human Rights Activity Program on February 5. The contest aimed to encourage law school students to participate in human rights work and to develop new pro bono programs. Four teams presented their proposals for new pro bono programs after being mentored by BKL attorneys and civil society activists.

Since 2010, Dongcheon and BKL have supported a total of 50 teams of law school students for their public interest projects. Together, BKL and Dongcheon will continue to develop meaningful pro bono programs and conduct various work to train pro bono lawyers for the betterment of society.

Cisco Systems, Inc.



Contact | Chae Kim (chaekim@cisco.com)

Cisco's flagship CSR program, Cisco Networking Academy, conducted a free instructor training webinar from February 15-19 to 20 college professors and IT-focused high school teachers. Aligned with the company's Country Digital Acceleration (CDA) program, this webinar aims to train educators with the latest IT skills associated with software development, design, infrastructure, and automation so that they can equip their students with industry-required skills and certifications. 97% of Networking Academy educators say the program helped them become better with the regular instructor professional development program. At least 400+ students are expected to be educated with the latest knowledge yearly. Cisco Networking Academy is an internationally recognized IT skills and career-building program available free to learning institutions.

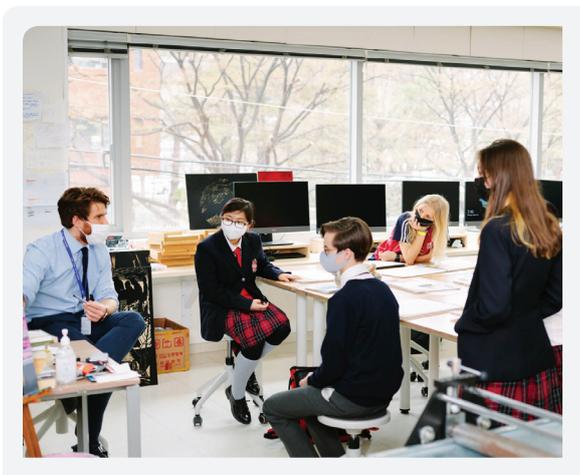
Citibank Korea



Contact | Seongjae Lee (seongjae.lee@citi.com)

Citibank Korea announced that it conducted "Day of Sharing" activities from January 20-29 with 60 employees, including CEO Myung-Soon Yoo, and 75 students participating in the 15th Citi-Kyung Hee Univ. NGO Internship Program. The bank holds a Day of Sharing event during the annual program to provide the participants an opportunity to improve good citizenship and to volunteer for the community. This year, the volunteer event was held in a non-contact way to comply with COVID-19 prevention rules. The employees and students made 160 face masks as gifts to children with cancer. This Program is designed to allow college and graduate school students to work at NGOs during a winter vacation so that they can better understand civic societies and boost their abilities as potential civic society activists.

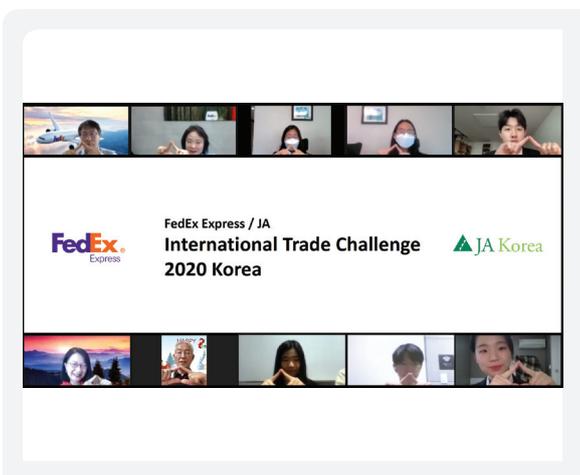
Dulwich College Seoul



Contact | Sam Wigginton (samuel.wigginton@dulwich-seoul.kr)

From March 8 to June 17, Dulwich College Seoul ran an Art and English Department charity project to contribute to a positive environment for the children, mothers and workers at the Eastern Social Welfare Association. The project was carried out by 67 students in Years 9 and 10. Year 9 students created illustrations and poems that conveyed messages of kindness, love, diversity and inclusivity. The art pieces were exhibited at the organization and online, and proceeds from works sold were donated to the organization. Year 10 students worked with the young foster children to create illustrative bios tailored to each child, with a goal to assist prospective adoptive parents gain a better understanding of the children.

FedEx Express Korea



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To empower young entrepreneurs and help connect business ideas to more possibilities, FedEx Express Korea and Junior Achievement Korea held the FedEx-JA International Trade Challenge (ITC) Korea Workshop. Through the online workshop, students learned about international trade and how to develop their business ideas. Shortlisted teams were invited to present their business plans online to a panel at the ITC Korea Finals on January 16. Six students won the opportunity to represent Korea at the Asia Pacific Finals held in March. The FedEx/JA ITC program provides these aspiring entrepreneurs with the opportunity to gain a solid foundation on which to build future careers in business and has attracted over 2,400 students nationwide.

Four Seasons Hotel Seoul



Contact | Alejandro Bernabe (alejandro.bernabe@fourseasons.com)

On January 29, Four Seasons Seoul hosted its first live virtual concert in a partnership with VR production studio Venta VR and the Ministry of Science and Korea Radio Promotional Association. An extraordinary VR Live performance on the theme of “My Own Rest” was created to spread comfort and hope for a group of professionals tackling COVID-19, including nurses and firefighters, in recognition of their incredible fortitude. Social distancing regulations meant these hardworking heroes couldn’t attend the concert in person, but Four Seasons Seoul had the perfect solution. A thrilling live performance complemented a luxurious stay at the Hotel with a companion enjoyed in-room through Venta’s X app technologies.

Freedom Speakers International



Contact | Casey Lartigue Jr. (CaseyLartigue@gmail.com)

Freedom Speakers International (FSI, formerly known as TNKR) held an English speech contest with the U.S. Embassy of Korea on February 19 for North Korean refugee adolescents. On March 20th, along with Shin & Kim, the Next Korea Foundation, The Korea Times, and Atlas Network (Washington, D.C.), FSI held an English speech contest featuring North Korean refugee adults. Through their Giving Tuesday Korea activity, FSI successfully raised KRW 4.5 million for a North Korean refugee in need of orthodontic care. FSI also held online events and fundraisers with students and faculty from the University of Manitoba (Canada), the Ohio State University (USA), and Sookmyung Women’s University.

Grand InterContinental Seoul Parnas



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

On January 14, Grand InterContinental Seoul Parnas delivered 100 sets of delicious snacks consisting of bread, macarons, and beverages, along with a warm message of gratitude to show support for the staff and volunteers at the Gangnam Public Health Center's Infectious Disease Team, who are tirelessly responding to the COVID-19 pandemic. Grand InterContinental Seoul Parnas was awarded a plaque of appreciation by the Gangnam-gu Office in November, as the hotel has been continuously supplying lunch boxes and snacks for medical teams since last year, with its participation in the 1+1 Lunch Box Donation Event for the medical institutions dealing with COVID-19 as part of the "Taste of Seoul" hosted by the Seoul Metropolitan Government.

HP Korea Inc.



Contact | Yeokyung Jeon (jyeo@hp.com)

The Young Employee Network (YEN Seoul) at HP Korea Inc. delivered a "Sustainability Challenge" in February to promote individual action to help the sustainability for our planet and company. More than 84 employees participated to share the ways they make small contributions to reduce their impact on the earth, such as wearing shoes made of ocean-bound plastics. HP, as the world leading company for sustainability, placed in Top 20 World Wide Technology Hardware group, and has the most sustainable PC portfolio and sourced more than 1.7 million pounds of ocean-bound plastic for use in its products last year. HP's dedication to the sustainability of the planet, people, and the community only continue.

Ingredion Korea



Contact | Ju Hwan Lee (juhwan.lee@ingredion.com)

Ingredion Korea won the Minister of Health and Welfare award at the 2021 Happiness Together Social Contribution Campaign as an exemplary company that fulfills CSR. The Happiness Together Social Contribution Campaign rewards people and organizations that demonstrate exemplary acts in social contribution. Ingredion Korea supported two local facilities for the handicapped and donated goods to the Icheon and Bupyeong communities. Ingredion Korea also has the “Sweet House” project to improve the residential environment for low-income multicultural and underprivileged households. “The local corporate social responsibility activities are the key to our business success. We will continue our commitment to ‘make life better’ through sincere voluntary participation,” said JK Koo, President and CEO of Ingredion Korea and Japan.

LINA Korea



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

On February 4, LINA Korea conducted a pet food donation challenge for abandoned pets while the support and voluntary service at animal shelters reduced due to COVID-19. Participants only needed to click a button on our online platform to donate pet food. 1,165 people participated to collect and donate 500kg of pet food to animal shelters run by the Korean Animal Welfare Association. Donated pet food will be used for the abandoned pets, rescued from the risk of being abused, and are suffering from malnutrition and indigestion.

MetLife Korea



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

MetLife Korea Foundation held the virtual MetLife Volunteer Weeks in January with over 700 volunteers including MetLife Korea employees, sales agents and customers. The Foundation donated electric heaters for the elderly with a fund worth KRW 50 million raised from last year's Walk-to-Help Campaign. Sent together with the heaters were 900 postcards with heart-warming messages written by 700 volunteers. These postcards are special, as they were made by artists with developmental disabilities. 50% of the proceeds from the postcard purchase are donated to provide financial support for artists with disability. MetLife Korea sales agents delivered the heaters with postcards to the senior community centers in 13 cities across the nation.

P&G Korea



Contact | Sia Jeon (jeon.s@pg.com)

In celebration of International Women's Day on March 8, P&G Korea held online LIVE WeSeeEqual Conference with Sebas, the Korean equivalent of TED Talk, to promote gender equality in Korea. The conference included five different speakers on the topics of equality, such as inviting men to be allies, equality at home and work, and tackling bias in advertising & media. With diverse backgrounds as a journalist, actor, or general manager of a company, the speakers represented the voices of various fields and shared their experiences. Video clips have been uploaded to the Sebas YouTube channel. P&G will continue to strive to build a society free from gender bias, with equal voices and representation for all individuals – a world where #WeSeeEqual.

Qualcomm Korea



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

Qualcomm Korea YH announced that The Smart City Safety Net Program was launched in Hwaseong City in 1Q. Through the Program, led by Qualcomm Incorporated as part of the Qualcomm® Wireless Reach™ initiative, Smart City Association and Hwaseong City, plans to collaborate on a Smart Cities solution to promote public safety. Hwaseong City uses Qualcomm-enabled wearable devices, so when children, dementia patients, and child case managers are in an emergency, they can immediately alert the police or registered guardians and local CCTV centers through the push of an emergency button. This program will expand to additional municipalities to enhance their public safety measures.

Robert Walters Korea



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Specialist recruitment firm Robert Walters Korea led a "Give Together" campaign in February to provide school supplies and daily necessities for students affected by COVID-19 at Aram Youth Center, a female juvenile delinquency prevention center. Robert Walters Korea has been sponsoring Aram Youth Center for two consecutive years through various charitable activities including book donations. With the "Give Together" campaign, employees at Robert Walters Korea collected various school supplies needed for online classes and daily necessities for increased time indoors and made financial donations as well. Robert Walters Korea will continue to engage its employees in CSR activities and contribute to society, making a positive difference for clients, candidates and communities globally.



Contact | Hyojung Son (hjson@toyotamotor.co.kr)

On March 8, Toyota Motor Korea and Toyota Financial Service Korea donated 150 million won to Hope Bridget National Disaster Relief Association as a part of CSR activities to celebrate the 20th anniversary of Lexus. The donation was used by the Korea Nursing Association to help protect about 5,300 nurses at 26 hospitals and 8 health centers who are struggling at the front line of the COVID-19 prevention site.

Nobuyuki Takemura, president of Toyota Motor Korea, said, "We deeply appreciate our customers of Lexus over the past 20 years. As a corporate citizen, we prepared cheering items with gratitude to the medical staff who have worked hard for over a year. We hope the items will help recover tired bodies and minds."

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 June 11, 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 사항들은 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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