

# Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

2nd Quarter 2019

2019년 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 2019.

### Air Products Korea



On January 16, Air Products Korea signed Pyeongtaek City Library Development Fund to nurture local youths. This agreement will serve as a good model for other companies to coexist with the local community and support local development. The donation will be used to promote the Pyeongtaek City Bookstart Project for infants and young children and transform Pyeongtaek libraries into an information, culture and art space for everyday life. This will all contribute to the creation of a dignified city.

Meanwhile, Air Products Korea has been supporting the city's economic and social development since 2015 and will continue its various CSR activities for local development.

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### Bae, Kim & Lee LLC



On February 12, Dongcheon, a pro bono affiliate of BKL, held "2018 Dongcheon Human Rights & Public Service Project Proposal Contest" in one of BKL's annex buildings. The contest aimed to encourage law school students to participate in pro bono and human rights work and to propose public interest programs. Six teams of law school students planned and presented pro bono programs. Panel members examined and awarded excellent proposals.

Since 2010, Dongcheon and BKL have financed and mentored a total of 35 teams of law school students conducting public interest projects. Together, BKL and Dongcheon will continue to develop meaningful pro bono programs and train pro bono attorneys for the betterment of society.

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## BMW GROUP Korea

BMW  
GROUP  
Korea



Greeting winter vacation, BMW Korea Future Fund Mobile Junior Campus visited elementary schools and children welfare institutions at rural area of Jeollanam-do from January 8 to 18. The program was held at six elementary schools and 12 children welfare institutions located in Mokpo, Muan, Hampyeong, Jangheung, and Imja-do. Among the areas, Imja-do has had difficulty getting access to various education programs due to its geographical isolation. To provide education for children in rural areas, Mobile Junior Campus, an 11-ton truck remodeled as a lab-based learning facility, was loaded on a ship. During this vacation, around 400 children learned basic science theories through experiential learning tools, about green energy, and had an opportunity to make environmentally-friendly model cars.

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## Dow Chemical Korea Limited



On January 15, Dow Korea held The Green Energy Club Contest 2018 at Jicheon site in support of middle and high school students' STEM (Science·Technology·Engineering·Math)' education. The contest provided students the opportunity to experience environment-related activities and grow as future talents with an eco-friendly mindset. Started in 2017, this year marked the 12th contest.

Students from eight middle and high schools gave a presentation about creative in-school energy saving activities, campaign and ripple effects. Dow Korea country manager Andrew Ryu and employees participated as judges with external experts. They looked around student's promotional booths and gave advice on how they can improve.

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## GM Korea



GM Korea hosted vehicle delivery ceremony Chevrolet Never Give Up Campaign on January 31 with GM Korea Employee Foundation and Incheon Community Chest of Korea, donating 30 Chevrolet Sparks to 30 social welfare organizations throughout Korea. The donated Sparks will improve accessibility and service quality for recipients of social welfare service.

GM Korea has carried out Chevrolet Never Give Up Campaign since May 2018, donating vehicles to support those who persist and pioneer their futures even in difficult times. The Campaign provided 60 cars for low-income families and social enterprises last year and 30 more for social welfare organizations during the final program of the campaign, dropping the curtain successfully with a total of 90 vehicles donated.

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## Goldman Sachs



In January, Goldman Sachs along with Sun-in, a leading specialty food ingredient manufacturer and distributor, announced the launch of the “Breaking Bread Together” campaign with the Korean Red Cross to provide freshly baked bread to children of low-income families. The initiative will systematically bake and distribute fresh, warm bread to children of 1,100 low-income families on a weekly or bi-weekly basis in 16 cities nationwide. Companies or volunteers interested in participating can do so by signing up on the campaign page within the Red Cross’ Korean language website.

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## Grand InterContinental Seoul Parnas



Grand InterContinental Seoul Parnas and InterContinental Seoul COEX hosted an event in March 2019 offering a complimentary meal service to “build a significant relationship with children who will become the light to shine on the world.” The complimentary meal service program has been held for seven years since 2012 with the Dharma School, a local facility established by Bongeunsa to support children from single-parent families. To provide special experiences to children, the hotel employees prepared a buffet consisting of children’s favorite menu items and visited the Dharma School in Seongsu-dong. They also dressed in hotel uniforms and chefs’ suits to provide the same services for the children as they do for their customers.

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## HP Korea Inc.



In some corners of Korea, houses where gas cannot be reached for heating still exist. For these houses, briquets are imperative to survive the winter.

On January 5, 50 HP Korea Inc. employees bought 2,400 briquets for 12 households, each receiving 200. These will last a little more than a month for them.

HP Korea Inc.’s Charity Committee hosts many volunteering activities, but the Briquet Relay is without a doubt the iconic and most popular. This shows one of the values of the company: Focus on customers, partners and communities.

“Share a little, Give a little and Help a little. One day, we just might be able to Warm all Corners of the world.”

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## Kellogg's Korea

*Kellogg's*



In February, Kellogg's Korea launched "Go Green Campaign," halting the use of disposable paper cups in the Seoul office. Pursuing "Nurturing our planet" as one of the major corporate values, Kellogg's has made effort towards sustainable business practices while executing environmental conservation initiatives. Kellogg's has also focused on minimizing food and plastic wastes and the use of packaging materials. The company strives to protect the environment by replacing disposable and plastic packaged products with biodegradable packaging, avoiding the use of disposable plastic water bottles and creating separate recycling stations. In Korea, Kellogg's engages in the "Healthy Soil, Healthy Rice" campaign to support local farmers and help produce high-quality brown rice.

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## Korea International School

**KIS** Korea International School



Each month, Korea International School student volunteers help sort food for delivery, and twice a year KIS sponsors food drives to help stock Suji Love, a local NGO that provides food to families in need.

KIS students extend understanding of an issue to helpful action. Elementary student initiatives include fundraising for the Nyaka Foundation and World Wildlife Fund. Students design awareness campaigns and sell homemade artwork, bracelets and baked goods. Secondary student volunteers work with South Korea's refugee population and address gender equality and environmental concerns.

KIS believes we learn by doing, and that giving students opportunities to serve in a meaningful way encourages lasting commitment to service.

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## Lee & Ko

**Lee & Ko**



On January 19, Lee & Ko's Corporate Social Responsibility Committee launched "Bread Sharing Center" with the Korean Red Cross. The event was held at the Seoul office of the Korean Red Cross located in Seongdong District, Seoul. About 30 people including the members of Lee & Ko and their families enthusiastically made approximately 400 loaves of bread and distributed them to 19 socially underprivileged households and the Myeongryun Nursery School, a sponsor of the event.

Lee & Ko partnered with the Korean Red Cross to provide legal and other support in more regular and organized ways. Lee & Ko also plans to expand the scope of its public service through various activities in the future.

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## LINA Korea



LINA Korea conducted a blood donation campaign to encourage people to participate in donating blood to help cancer patients. As part of its public health awareness drive, LINA Foundation designed this campaign for cancer patients who face difficulties in blood supply. Coupled with the decreasing population and seasonal effects, the number of blood donors has significantly decreased, putting cancer patients who need regular blood transfusion in a dire situation. LINA employees participated in this campaign conducted in front of its headquarters from January 29 to 30, and 83 blood donor cards were collected and donated to Hanmaeum Blood Center.

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## MetLife Korea



MetLife Korea Foundation held the 2nd MetLife Volunteer Awards on January 25 to recognize the best employees and sales agents in voluntary activities and celebrate the achievement of CSR efforts. Over 60 employees, agents and partner organizations attended to share their experiences and think about how their efforts bring changes to our communities. The best volunteers were selected based on their volunteering hours and consistent participation and the top 12 volunteers were presented with appreciation plaques. As a reward, they designated a charity organization to make charitable donation. As a part of the event, a small concert was presented to show appreciation for the employees and partners.

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## New Wrap Co., Ltd.



On February 21, New Wrap Co., Ltd. executives and staff members visited “Macheon Welfare Center” in Macheon-dong, Seoul. The staff spent a meaningful time distributing lunch and delivering New Wrap daily supplies. It was worthwhile to see the satisfied faces of the elderly after meals.

A hidden champion of food packaging material, New Wrap Co., Ltd. has conducted social contribution activities in various fields to return its profits to the society. This activity has continued since January 2014. New Wrap Co., Ltd. plans to continue these social service activities to make a healthy society based on corporates' social responsibility.

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## Nike Korea



On March 8, Nike Korea announced that it will donate 3,000 sports bras to NGOs and schools which run sport programs dedicated to women. Nike Korea collected sport bras based on the number of participants to its digital event program called “Phenomenal Challenge,” which provided digital sport missions from February 8 to 28 through [nike.com](http://nike.com). As a result, Nike will provide about 3,000 sport bras to young women who will lead the next generation to live healthier and more independently by participating in sports. Nike is committed to helping increase girls’ participation in sports and play so that they can experience the many social, emotional and physical benefits that being active provides.

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## Novelis Korea



Novelis, the global leader in aluminum rolling and recycling, invited children from Seoul, Yeongju, and Ulsan to the ‘6th Green Biz Camp’ in January 2019. This three-day camp aims to nurture future entrepreneurs equipped with understanding in sustainability through recycling education.

For the last 6 years, Green Biz Camp has been providing a field trip to Yeongju Recycling Center and a simulation of developing an eco – friendly business plan for investment. By now, the camp has reached 277 children. A series of success and the large number of accumulated participants have made Green Biz Camp the most representative recycling education camp in South Korea.

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## Nu Skin Korea



On March 8, 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 2018, Nu Skin Korea has donated funds for 364,000 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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## Philips Korea

# PHILIPS



On January 29, Philips Avent donated childcare products to the Seoul Metropolitan Government. As a mother and childcare brand of Philips and a brand focused on baby care, Philips Avent donated 420 electric breast pumps to support the Seoul Metropolitan Government's efforts to raise awareness of breastfeeding and nurture an environment comfortable for mothers to breastfeed. With this donation, the Seoul Metropolitan Government will be able to further supply breast pumps to all 25 public health centers in each district and support mothers who are facing difficulty with breastfeeding. Philips Avent hopes to continue its support in the creating a healthy and comfortable environment for breastfeeding.

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## Qualcomm Korea

# Qualcomm



Hosted by the Federation for Education of Creative Science & Technology and sponsored by Qualcomm Incorporated, the 2018-2019 Korea Robot Championship was held on January 26 at KINTEX with approximately 2,000 participants. FEST annually hosts the robotics competition to cultivate and provide opportunities for STEM education. This year marks the ninth KRC event, which includes the FIRST Tech Challenge for middle to high school students, the FIRST LEGO League for elementary to high school students and the FIRST LEGO League Jr. for elementary and pre-k students. As the official KRC sponsor for four consecutive years, Qualcomm has given additional scholarships to teams, including one female-only team. Qualcomm's scholarship will provide education opportunities for students in realizing their potential.

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## RGA Korea

# RGA



On March 15, RGA (Reinsurance Group of America) Korea visited an under-resourced town in Seoul to deliver coal briquettes in collaboration with The Dining Community Briquetting Banks, a non-profit organization committed to urban poor areas in the country. During the energy-consuming activity, RGA Korea employees tried their best to deliver more coal briquettes, just even one more. Despite the fatigue, they all felt happy and grateful passing coals on the neighbors who are in need. By delivering coal briquettes, RGA associates not only felt refreshed up and encouraged but also offered considerate hearts to the residents in this under-privileged yet warm and dynamic village, taking the first step of CSR in 2019.

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## Ropes & Gray LLP Foreign Legal Consultant Office

**ROPES & GRAY**



On March 12, the Seoul members of the international law firm Ropes & Gray volunteered at a vocational training center for the disabled in Dongjak District, Seoul. The center, which is operated by the Korea Association of Persons with Physical Disabilities, provides job training for people with special needs. On this day, the Ropes & Gray participants helped the center's trainees package and wrap travel kits. In line with the firm's longstanding commitment to community service, Ropes & Gray's Seoul office has engaged in various CSR activities and will continue its efforts to serve the local community.

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## Seoul Foreign School



For 20 years, Seoul Foreign School has partnered with Eugene Bell to alleviate the suffering of tuberculosis patients in North Korea. The SFS Dongdaewon campaign takes many forms and involves the whole community. This year's campaign started with a staff pantomime, which raised the roof and significant funds! Students Skylar Won and Alin Sung won a competition to design the official t-shirts and hoodies. They also ran an art auction, individual school fairs, a fundraising board and much more. The whole school gets involved and does their bit. Last year they raised 50,000,000 KRW and hope to better that this year.

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## WeWork Korea

**wework**



On February 27, Miguel McKelvey, the Co-founder and Chief Culture Officer of WeWork, had a meeting with single mothers and their families, members of the Korean Unwed Mothers' Families Association (KUMFA). Raised by a single mom, McKelvey said that KUMFA is a very important organization because his mother also overcame difficulties through relationships with other single mothers. He encouraged the mothers, saying that the children who overcome this special environment become stronger and more capable.

McKelvey committed to sponsorship for KUMFA after learning that the association operates without government support but only with membership fees and sponsorship from third parties. Team Korea will also match funds and donate to the organization.

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## Yongsan International School of Seoul



From March 23 to 30, YISS middle and high school students and staff participated in service trips. The high school teams traveled to Geoje Island, Kunsan, and Taebaek, Korea, as well as Cambodia, the Philippines, Taiwan and Thailand, while the middle school team traveled to Indonesia. The purpose of the trips was to provide cross-cultural, service-learning experiences through which they could develop a passion to become lifelong servants.

Each trip had its own set of activities, including: running English camps for students, providing hands-on service (e.g., cleaning, picking up trash, painting), feeding the homeless, assisting people with special needs, performing musical and theatrical pieces and playing games with children.

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## Yoon & Yang LLC



Yoon & Yang LLC and the Yoon & Yang Pro Bono Foundation published the “Guidebook for Overseas Adoptees” in February. The Guidebook was designed to provide adoptees who were born in Korea but were adopted overseas with comprehensive information regarding Korea and legal advice. 12 attorneys of Yoon & Yang LLC contributed to the guidebook based on their on-site consultation experiences with overseas adoptees to solve legal problems effectively.

The Guidebook elaborates on the common legal issues in Korea such as adoption, immigration, visa, lease, employment, insurance and tax. The Guidebook also consists of useful information such as driver’s licenses, transportation, communications and bank services.

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## Yulchon LLC



On January 23, a team of Yulchon and Onyul volunteers visited the Magic Lamp community meal center and made dumplings to share with the elderly living alone.

Magic Lamp is a nonprofit organization that assists marginalized people, including serving free meals to seniors living alone and offering multilingual consultation support services to migrant workers. Yulchon has been volunteering monthly at Magic Lamp since 2018.

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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 Yoon Joo Kim, Chief Editor of the AMCHAM Journal ([yoonyoo@amchamkorea.org](mailto:yoonyoo@amchamkorea.org)) by June 7, 2019.





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](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 사항은 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.

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