

# Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

3rd Quarter 2021

2021년 3분기 암참 회원사들의 사회공헌 활동 소식



Since 1953  
**AMCHAM**  
American Chamber of Commerce in Korea

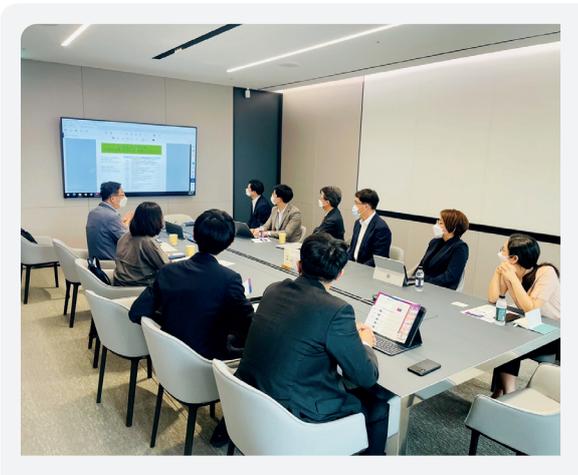
# Corporate Social Responsibility

## News & Highlights from AMCHAM Members

Please read below to see how AMCHAM members gave back to communities in Korea in the Second quarter of 2021.

### Bae, Kim & Lee LLC

**bkl** BAE, KIM & LEE



In 2Q, Bae, Kim & Lee LLC and Dongcheon Foundation launched their first Social Economy Organizations Accelerating Program. This program is to discover socio-economic startups/organizations with growth potential for BKL team to provide pro bono legal services over the next one year. This year, more than 30 groups have applied, three of which have been selected based on social value and need for legal support. BKL will help these selected organizations minimize various legal risks and maintain momentum for stable growth.

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### Baker Hughes Korea

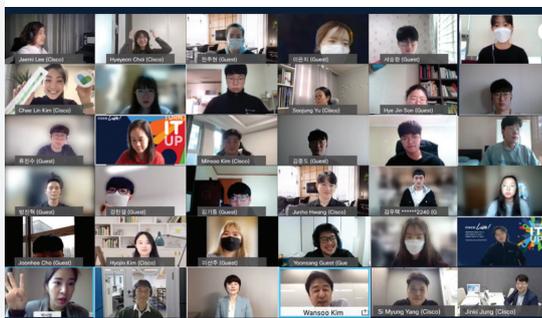
**Baker Hughes**



Baker Hughes is partnering with the Korea Foundation for Women in Science, Engineering, and Technology (WISSET) and the Universiti Teknologi Petronas in Malaysia to mentor female university students in science and technology. Baker Hughes employees in Korea and Malaysia are providing career coaching and insight about working in an MNC and the energy industry. Following the program kick-off in April, where Baker Hughes leaders shared their career journey, the mentees had a chance to learn more about Baker Hughes' industrial 3D CT inspection technology at Interbattery, the biggest battery event in Korea, in June. Mentoring activities will continue throughout the year, and the students will participate in networking sessions, technology seminars, mock interviews, and more.

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## Cisco Systems, Inc.



Contact | Chae Kim ([chaekim@cisco.com](mailto:chaekim@cisco.com))

Cisco Korea hosted a live virtual event “Cisco Explorer Program” to nurture young IT-majoring undergraduates with the latest technical and soft skills. Over 2 days in April, participants learned about technologies in network programmability, automation, and APIs to solve a real-life strategic business challenges with hands-on activities, as well as effective communications and resume/interview tips. The panel session “Fireside Chat with Cisco Leadership Team” invited two Cisco leaders to share their career journey to encourage students to never limit themselves as they start their careers. Those who wish to continue to develop their skillset in IT were invited to participate in global competition “Cisco DevNet Hackathon” alongside Cisco engineers this summer.

## Citibank Korea



Contact | Seongjae Lee ([seongjae.lee@citi.com](mailto:seongjae.lee@citi.com))

Citibank Korea celebrated the 20th anniversary of Ewha-Citi Global Finance Academy, an industry-academia collaboration and social contribution program led by Citibank and Ewha Womans University to share finance theories and field experiences with students who want to work in the financial sector and support the development of their careers. Financial experts from Citibank serve as instructors. Participants learn about financial knowledge, covering the entire industry, including wealth management, corporate banking, investment banking and risk management. Citibank CEO Myung-Soon Yoo said, “I’d like to express my thanks to Ewha Womans University School of Business for its efforts to continue industry-academia collaboration for 20 years. We remain committed to supporting cultivation of female financial talents.”

## HP Korea Inc.



Contact | Jae-Won Song (j-won.song@hp.com)

HP Korea and Global Women's ICT Network (GWIN) Korea held the 2021 HP "40 Days of Doing Good" virtual educational program on May 29 with Arduino DIY programming. Through the piano pot kit software education using block coding, multicultural children got to experience and develop creative thinking skills that combine plant growing and information technology. In addition, there was a jumping rope competition using a smart band for three weeks, and the response was explosive. HP Korea in collaboration with GWIN(Global Women ICT Network) Korea is developing and implementing a mid to long-term project and related programs for migrant women and their children having difficulties settling down in the local community.

## HP Printing Korea



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

HP Printing Korea successfully hosted the first round of Hour of Code and Reinvent Maker programs on June 2-3 with 40 local elementary school students online. With this second-year virtual delivery of the programs in partnership with Seongnam City Youth Foundation and FabLab Seoul, HP Printing Korea took another step closer to its ambition to realizing digital equity for the community in Seongnam City. The company aimed high to reach near 100 students with the education programs engaging three local schools. It remains committed to provide opportunities for future engineers and scientists in the community to engage on digital education.

## JTI Korea



Contact | Seung Hwan Roh (SeungHwan.Roh@jti.com)

In April, JTI Korea donated digital devices to underprivileged young people via the Work Together Foundation to support their job-seeking and entrepreneurial endeavors. The smart devices will be distributed to 25 students who are looking for jobs during the pandemic. Scholarships will also be granted to candidates who achieve planned learning goals to fund their educational or entrepreneurial endeavors. JTI Korea is carrying out CI activities focusing on three pillars: People, Culture, and Environment. This smart device contribution is part the People pillar. JTI Korea plans to consistently contribute to the community with more various community investment initiatives.

## Lee & Ko



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

Lee & Ko provides legal education and counseling to students at Heavenly Dream School, an alternative school for North Korean defectors. On April 28, Lee & Ko attorney Kyeong-seop Yoon led a session on the basic concept, role, principle and natural rights of the Constitution of South Korea. On May 12, Attorney Young Min Kim lectured on the criminal justice system, judicial procedures for convicted juveniles, statute of limitations and the death penalty. Lee & Ko will continue to educate students on various legal topics, including real estate and tax law, labor law, principles of capital markets, finance law, how to avoid being a victim of voice phishing and pyramid schemes.

## Lilly Korea



Contact | Soo Jin Yu (yu\_soo\_jin@lilly.com)

On May 3-9, Lilly Korea hosted the “100 Minutes Walking Together Challenge” to mark the 100th anniversary of the discovery of insulin. The Challenge commemorated the world’s first commercialization of insulin by Eli Lilly and Company and look back at Lilly’s unwavering commitment to patients with diabetes. Employees walked with family and friends and shared pictures to show how much they walked. A total of 421 people participated in the Challenge and walked a total of 40,000+ minutes. KRW 100 was raised per every minute walked with a matching grant from the company to be donated to Community Chest of Korea to help support diabetic patients from low-income families.

## Marsh Korea



Contact | Jieun Kim (jieun.kim@marsh.com)

To celebrate global volunteer month, Marsh Korea hosted activities to save the environment. On May 25 and 27, 33 employees from Marsh Korea dedicated five hours to create an EM (Effective Microorganisms) mudball, a mixture of clay and beneficial microbes, and throw it to Anyangcheon Stream. With the help of Yeongdeungpo-gu district office, they could understand how microorganisms inside the EM mudballs purify our river and make the ecosystem richer. Inspired by the lecture, they made more solid balls to throw in the deepest points of the stream, which help increase the durability of EM mudballs. By this activity, they strengthened connections to the community and experienced a bond with nature.

## McDonald's Korea



In 2Q, McDonald's Korea held the McWalking Challenge, an event that promotes a healthy lifestyle for McDonald's employees and benefits the local community. For this event, smart bands were provided to McDonald's employees to measure their daily steps. More than 50 million steps were taken, resulting in a donation KRW 50 million (approx. USD 48,000). The funds will be donated to RMHC Korea, an organization that provides Ronald McDonald House, where children with serious illnesses and their families can stay comfortably near hospitals to focus on treatment.

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

## MetLife Korea



On April 27, MetLife Korea Foundation launched an environmental program in partnership with the Ministry of Environment and Tree Planet, an environmental social enterprise. As a part of the program's donation campaign, MetLife Korea posts environmental information on social media, donating KRW 1,000 for each comment to support the beach clean-up of Jeju. The program's School Challenge encourages use of "Climate Action," a mobile app for users to share their eco-friendly actions. Points earned are donated to schools of users' choice. Top 3 schools will be rewarded with a total of 900 plants, along with environment education to 2,100 students. 1,900 trees will be planted to restore forests damaged by wildfires in Gangwon Province.

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

## Microsoft Korea



On June 1, Microsoft Korea and Daegu City announced a joint project to launch Daegu AI school. The project aims to provide an easier access to digital skills for people who were affected by the COVID-19 pandemic, while enhancing cooperation between local government and private organizations to create more digital jobs. The program plans to bring AI and cloud skills including Microsoft Azure specializations to 100 young job seekers in Daegu. Also, the program will support job matching and online career coaching with SMEs to create more quality jobs that addresses the needs of local government and industry.

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## Nike Korea



Nike upholds the belief that people can change the world through the power of sport.

To give back to the community and invite children and let them know the joy of sport, Nike Korea (Nike Namyangju) is executing the “Nike Community Engagement Program.” As some local elementary school students lack sport opportunities, Nike Namyangju provides bi-weekly active play sessions with retired athletes such as playing football or basketball. The Nike Community Engagement Program aims to empower the next generation with the joy of sport.

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## Pfizer Korea



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

In April, Pfizer Korea delivered the 2021 Pfizer Scholarship to Partners for the Future Foundation, the charitable arm of the American Chamber of Commerce in Korea. The Company has offered a scholarship program as part of its CSR activities to sponsor talented students for the past twenty years. The scholarship, funded by colleagues who voluntarily spare a portion of their wage every month, is designed to support college students with academic excellence. For the past year, nearly KRW 33 million was raised to benefit 28 college students in Korea this year. Since 2002, Pfizer Korea has donated nearly KRW 3.98 billion to a total of 842 college students, including this year's 28 recipients.

## Qualcomm Korea



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

The 2020-2021 Korea Robot Championship, sponsored in part by Qualcomm Incorporated through the FIRST program, finished successfully. Qualcomm has been supporting the KRC through the FIRST program for the past six years. KRC is the largest youth-centered robot competition in Korea. Qualcomm supports Korean youth to grow into creative talents and develop problem-solving skills by offering robot production and education programs based on the Qualcomm® Snapdragon™ mobile platform. This year's theme "Ultimate Goal" mission, which includes dynamic activities such as robots catching rings and throwing them into the net or hitting targets, presented programs using artificial intelligence on the Android-based Snapdragon mobile platform.

## Ronald McDonald House Charities (RMHC)



Contact | Sooyun Kim (sooyun.kim@rmhc.or.kr)

In appreciation of volunteers who have been taking care of sick children and the families at Ronald McDonald House in Busan National University Yangsan Hospital, RMHC Korea prepared an event with thank-you letters, small gifts and a movie. McDonald's also donated burgers for volunteers who have been helping sick children and the families. McDonald House has been supported by McDonald's, other sponsors and volunteers. There are currently about 150 volunteers that are committed to making a comfortable and stable environment for the families. RMHC has accommodated more than 100 families over 1,800 days, keeping families together when they need each other most.

## Seoul St. Mary's Hospital



Contact | Sunghwan Nam (shn5736@naver.com)

On May 4, Seoul St. Mary's Hospital and the General Insurance Association of Korea signed an MOU to offer medical financial assistance to low-income households who have been hit by economic fallout from COVID-19. Seoul St. Mary's Hospital will offer KRW 100 million, funded by the financial sector, by the end of this year. "Supporting the marginalized is in line with the values of our hospital: realization of the Holy Spirit and respect for life. We will do our best to give hope to patients struggling to overcome their diseases in the midst of the pandemic by managing the fund transparently," said Kim Yong-sik, president of Seoul St. Mary's Hospital.

## Shin & Kim LLC

SHIN&KIM

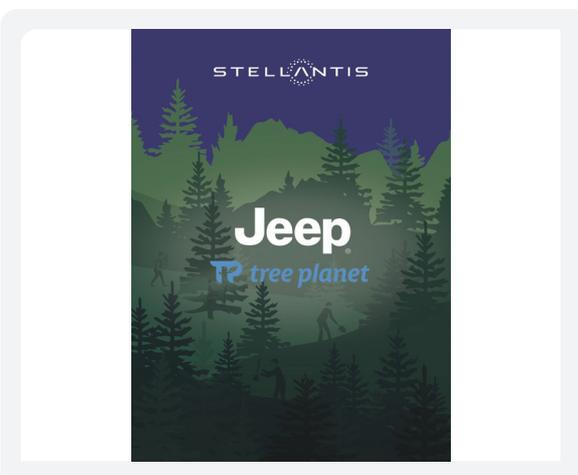


Contact | You-Jin Seo (yjseo@shinkim.com)

Shin & Kim LLC delivered KRW 6,000,000 of emergency aid for youth out of school. Recognizing that public support for youth outside of school has been suspended and their crisis has become more serious in the face of COVID-19, Shin & Kim LLC sponsored the expenses of first-aid medical supplies and other outreach goods. In addition, Shin & Kim LLC lawyers participated in the "Outreach to Youth Out of School" campaign at Sillim Station from 8:00 p.m. to 1:00 a.m. on April 30. They shared the crisis of youth out of school and their issues due to housing instability and financial difficulties and provided them with legal advice.

## Stellantis Korea (Jeep)

STELLANTIS



Contact | Charlotte Jeong (charlotte.jeong@stellantis.com)

In commemoration of Earth Day, the Jeep® brand signed a business agreement with Tree Planet to create and restore the forest in the Gangwon Province. The agreement is part of Korea Forest Service's 2050 Carbon Neutral Forest Promotion Strategy to plant a total of 3 billion trees by 2050 and reduce carbon emissions. This matches with Stellantis' vision to contributing to a decarbonized economy by engaging talents, assets on the road to carbon neutrality across products, plants and facilities. Jeep contributed 1,000 trees to Gangwon Province, which has been damaged from a 2018 forest fire which was also a spot where Jeep's off-road festival "Camp Jeep 2021" was hosted.

## Toyota Motor Korea

**TOYOTA**



Contact | Jong-Yoon (Rosa) Byun (jybyun@toyotamotor.co.kr)

On May 15, Toyota Motor Korea held an online session about the “2021 Toyota Weekend Farmer” program. Participants visited a vegetable garden located in Paldal-gu, Suwon-si, and planted seeds. Launched in 2012, “Toyota Weekend Farmer” is a program that grows crops using eco-friendly farming methods under the theme of carbon neutrality and donates part of the harvest to Anna’s house, a social welfare corporation. This year, Toyota weekend farmers will participate in the 2050 carbon neutrality practice, such as “Zero Waste,” which cultivates agricultural products with eco-friendly farming methods and reduces waste by limiting the use of disposable products. Cabbages grown in the garden will be made into kimchi and donated through the “Sharing Kimchi of Love” program in November.

## Viatrix Korea

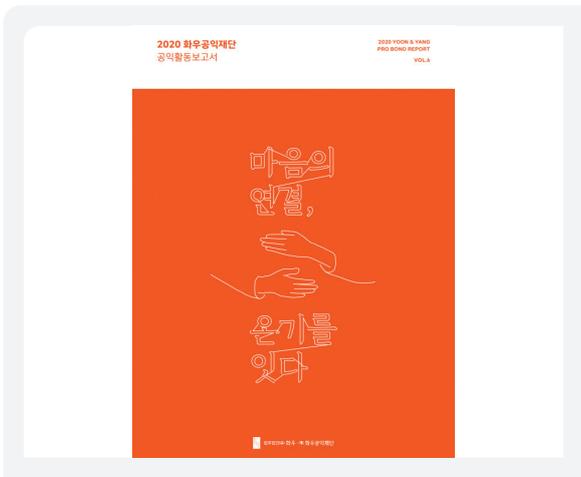
  



Contact | Su-Hee Park (Su-Hee.Park@viatrix.com)

Viatrix Korea is taking the lead in improving NCD (non-communicable disease) treatment and management environment for patients through various “beyond the pill” initiatives in partnership with various stakeholders. In April, Viatrix Korea and Korean Pharmaceutical Association entered an MOU for a counseling campaign for patients with chronic diseases to promote public health. The partnership is especially meaningful as the management of chronic diseases became more important during the pandemic. On May 7, Viatrix Korea joined the donation ceremony for the HEALTHY LOVE LINK in accordance with a MOU signed with Ministry of Health and Welfare last year. The sponsorship will be used to support the socially isolated seniors to live a healthier life.

## Yoon & Yang LLC



Contact | Eugene Hong (eughong@yoonyang.com)

In April, Yoon & Yang Pro Bono Foundation published *Yoon & Yang Pro Bono Foundation Annual Report 2020*. The report features public service projects held in 2020 by Yoon & Yang lawyers, including efforts to protect the rights of people with Hansen’s disease, refugees, and homeless persons; successfully representing and protecting the rights of nurses against workplace bullying; and conducting on-site investigation into the working conditions of temporary foreign workers in the fisheries industry. The report also summarizes events such as the “Youth Legislation Contest,” a proposal contest by school students, the 3rd annual “Snail Music Concert,” a music performance by the homeless, and other seminars. The report is available on the Yoon & Yang Pro Bono Foundation website.

## 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](mailto:comms@amchamkorea.org)) by September 10, 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](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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