

Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

1st Quarter 2021

2022년 1분기 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 fourth quarter of 2021.

Bae, Kim & Lee LLC

bkl BAE, KIM & LEE



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

On November 19, BKL and Dongcheon Foundation performed volunteer work for the end of the year by delivering packed meals to senior citizens who live alone. As a result of strict social distancing measures due to the COVID-19 situation, most free meal services have been shut down and many solitary aged households have been going through difficult times. BKL and Dongcheon Foundation, together with a local social welfare center, prepared lunch boxes for about 300 people, and some of the members delivered them in person to Tapgol Park, a place known to be frequented by the elderly.

Bristol Myers Squibb Korea

Bristol Myers Squibb™



Contact | Soyoun Kim (soyoun.kim@bms.com)

BMS Pharmaceutical Korea has designated December 16 as Caregivers Day to shed light on the critical role of family caregivers. BMS is committed to social contribution activities with various programs to make “a healthy society for everyone through Caring & Connecting Partner.” For the mental and psychological support of family caregivers, a Free 1:1 Online Counseling Call Service (up to five times) has been provided to 80 Caregivers from October 1 to November 20 along with the Korean Counseling Association (KCA). In addition, BMS facilitated “Healing Point Season 2,” providing 80 caregivers (selected by partnering domestic patient groups) with KRW 200,000 per person for restoring the time of refreshment during November.

Busan Foreign School



Contact | Lauren Harvey (lharvey@bfs.or.kr)

Busan Foreign School, the American international school of Busan, has lived its motto, Embracing Diversity, Striving for Excellence, since its founding in 1996. BFS students are prepared to enter top universities worldwide and become responsible, contributing citizens in a rapidly changing world. With over twenty nationalities, Busan Foreign School aims for students to become socially conscious by gaining an understanding and appreciation of various cultures. In October, Busan Foreign School held fundraisers to support Afghan refugees that were evacuated to Korea. Through elementary student initiatives, including an Anchored4Life leadership club bake sale and Grade 2 student-designed greeting card sales, nearly KRW 600,000 (over USD \$500) was donated to the Korean Red Cross benefitting Afghan refugees.

CBRE Korea

CBRE



Contact | Kayla Ryu (kayla.ryu@cbre.com)

On November 18, CBRE Korea, a global commercial real estate service company, visited Gaemi Village located in Hongje-dong, Seoul, to deliver “briquettes of love” as part of its “CBRE Cares” social contribution campaign, which is being carried out by CBRE offices around the world to support local communities. About 50 executives and employees delivered 2,000 charcoal briquettes to underprivileged families suffering from heating cost burdens in winter. A CBRE in-house fundraising event also raised KRW 6 million for the Babsang Community Foundation and Briquette Bank. CBRE Korea conducts volunteer activities for the local community every year in November through its CBRE Cares campaign.

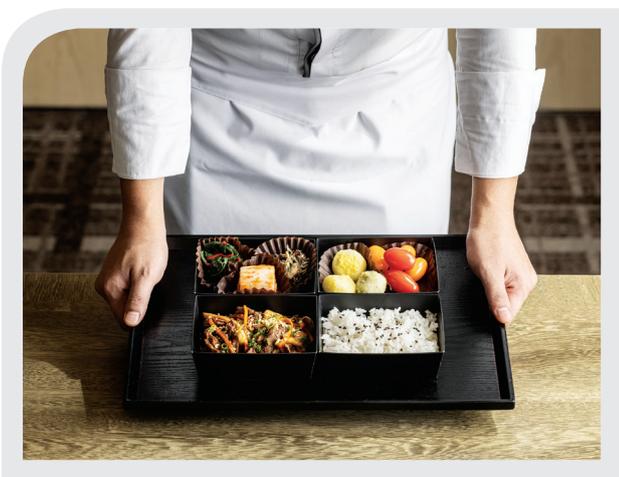
Citibank Korea



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

Citibank Korea CEO Myung-Soon Yoo and Citibank employees volunteered to build mobile wooden houses at Habitat Korea's construction site on November 3. Since 1998, the bank has annually sponsored house-building projects across the nation while conducting volunteer work with employee participation. The house-building program continued this year with volunteer employees who received COVID-19 vaccine shots, to be leased free to low-income youth by constructing mobile houses. The bank's Citi Building Hope & Home program has been joined by about 1,700 Citibank Korea employees and their families over the past 24 years, building 35 houses to date across the nation to help provide housing stability for low-income families.

Four Seasons Hotel Seoul



Contact | Rebekah Lee (Rebekah.Lee@fourseasons.com)

Four Seasons Hotel Seoul held a month of campaigns in October as a part of its CSR efforts. "Confections by Four Seasons" held a "Pink October" promotion on three pink mousse cakes, where the hotel donated some of the proceeds to the Korea Cancer Association to be used to eradicate breast cancer. "Coffee Upcycling" was held to foster employees' interest in environmental issues and resource recycling. The hotel sold pots and candles made by upcycling coffee grounds discarded by the hotel, and proceeds were donated to the Jongno-gu Welfare Policy Division. Other activities included 200 lunch box donations to the local community and blood drive to the Korean Red Cross.

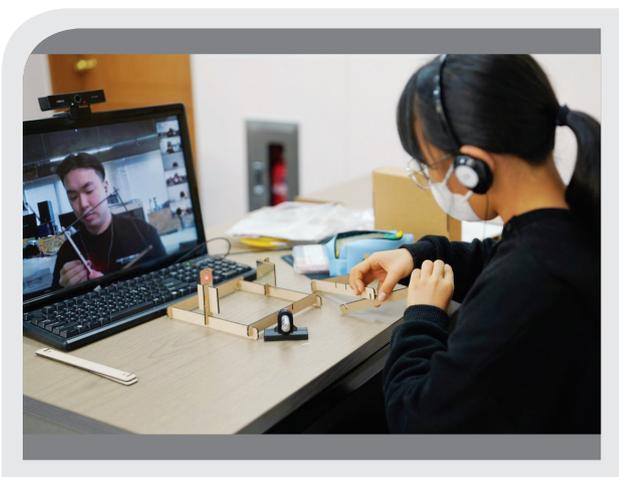
Grand InterContinental Seoul Parnas



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

Grand InterContinental Seoul Parnas held an exhibition and charity event called “Christmas Tree of Hope” to promote the importance of sharing love and warmth. Putting up the “Christmas Tree of Hope” in the lobby is an annual CSR activity that has been carried out since 2003. This year’s “Christmas Tree of Hope” is decorated with 160 InterContinental Signature I-Bear dolls. I-Bear dolls carry the logos of sponsors who made donations, or the “Card of Love” picked by patrons are displayed in the lobby. Donations are sent to low-income residents in Gangnam-gu via the Gangnam-gu District Office and The Community Chest of Korea.

HP Printing Korea Co., Ltd.



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

HP Printing Korea closed its 2021 community engagement activities on October 28 with the Hour of Code and Reinvent Maker programs. Over a hundred students from three elementary schools in Seongnam City joined virtual sessions on coding with HP employees this year. Students not only experienced the joy of designing their own digital games but also experienced the beauty of making real products. They also had an opportunity to take a virtual tour to the Pangyo Site for a sneak peek of Print R&D. HP Printing Korea will continue to engage with the next generation to promote STEM education in the community.

JTI Korea



Contact | Jae Yeon Kim (JaeYeon.Kim@jti.com)

In October, JTI Korea delivered funds to The Soop Story to support recycling campaigns and the development of self-reliance among the developmentally disabled. The Soop Story, the recycling brand of the social cooperative Hope Planting Tree, sells donated items and operates programs that help the developmentally disabled become financially independent, such as hiring them as employees of their stores. The funds established new recycling stores and supported projects for the disabled. JTI Korea also held a campaign where employees donated items to The Soop Story. JTI Korea is carrying out CI activities focusing on three pillars: People, Culture, and Environment. JTI Korea will consistently contribute to the community with more diverse investment initiatives.

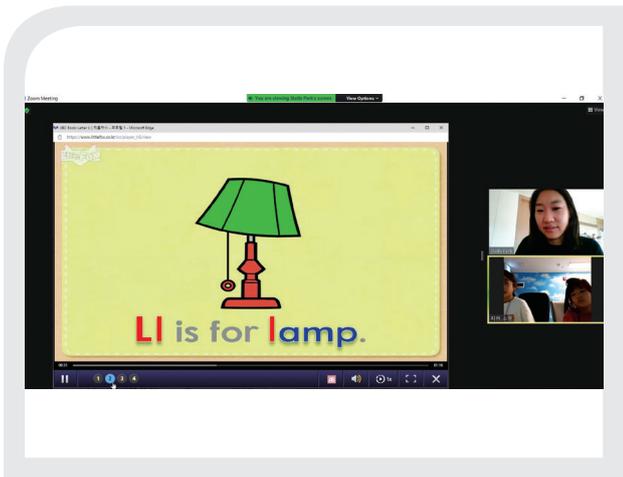
Lee & Ko



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

Lee & Ko signed an MOU with non-profit organization Happy Alliance to donate 10 million KRW to help feed malnourished children. The donation funded the delivery of a total of 1,667 meals to children's homes twice a week. Other companies and government institutions, including the City of Busan, joined in this effort by providing necessities like fruits and vitamins. Yong Seok Ahn, Managing Partner at Lee & Ko, remarked, "I am glad that a little help from Lee & Ko can help children recover and grow. Lee & Ko will continue its active participation and initiative in social responsibility activities to help our neighbors whom our welfare system has failed to reach."

Marsh Korea, Inc.



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

Helping children have positive online learning experiences is important for their success now and in the future, especially in the COVID-19 pandemic. Marsh Korea started English tutoring classes since at Sundukwon Orphanage in 2019 and has continued the long-term commitment with virtual classes through Zoom on a weekly basis. There was a total of 28 online sessions, and 29 colleagues have willingly participated in this volunteering program as tutors. Even though it is not a traditional, face-to-face learning environment, the classes went smoothly creating emotional bonds and connections.

MetLife Korea



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

MetLife Korea has been recognized by Korea Management Registrar for its achievements in corporate social responsibility for five consecutive years. This CSR Award is given to companies that set examples by establishing a dedicated organization for strategies of social responsibility to improve corporate value and implement strategic social contribution activities. The MetLife Korea Foundation played the key role in this recognition for its outstanding programs in financial health, environment, arts and culture and volunteerism. Despite the COVID-19 pandemic, MetLife Korea Foundation engaged over 8,000 volunteers in their virtual programs as well as collaborating with different stakeholders to build strong communities.

MSD Korea



Contact | MinHee Jo (minhee.jo@merck.com)

MSD Korea has sponsored the “Danaum” Campaign since 2018 to address the social bias against cancer survivors while supporting their rehabilitation and return to work. The name of the social responsibility program is coined from the words of “cure” and “one step forward again.” The “Danaum Challenge,” launched by the Happy People foundation during October 2021, is a social media-based engagement program to highlight the meaning of work to cancer survivors. The campaign’s website and YouTube channel shared interviews with cancer survivors and experts along with encouraging messages. Proceeds from the campaign were donated to support cancer survivors. The Danaum campaign has helped encourage social discussion highlighting the importance for cancer survivors’ rehabilitation.

RGA Reinsurance Korea



Contact | Heejung Lee (hlee@rgare.com)

In December, RGA Reinsurance Korea Branch donated to Briquette Bank, Babfor, and Global Hope. RGA Reinsurance Korea has been carrying out sponsorship activities for the education of migrant children and youth in Korea since 2012, participating in Babfor volunteer work for the elderly and homeless, and sharing briquettes for the socially marginalized and energy vulnerable groups. Due to COVID-19, the company has made donations instead of face-to-face activities. In addition, warm Christmas gifts were delivered to children from migrant and refugee families. CEO Michael Shin said, “As the spread of COVID-19 has not stopped, we desperately need help for the socially disadvantaged. I hope this donation will help the underprivileged in the region have a warm winter.”

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



Contact | Sung-hwan Nam (shn5736@naver.com)

On November 3, Seoul St. Mary's Hospital joined an environmental campaign, "Go Go Challenge," which has been launched by the Ministry of Environment to reduce plastic use and promote green practices in daily lives. The hospital will cut down on single-use products and paper use by replacing entry passes with mobile passes on its app. Moreover, it will encourage employees to reduce food waste and refuse unnecessary plastics. It is also focusing on recycling following the four principles: empty, rinse, separate, and sort. President Yoon Seung-kew of Seoul St. Mary's Hospital has shown a strong commitment to protecting the planet for a greener future, together with all members of the hospital.

Shin & Kim, LLC

SHIN&KIM



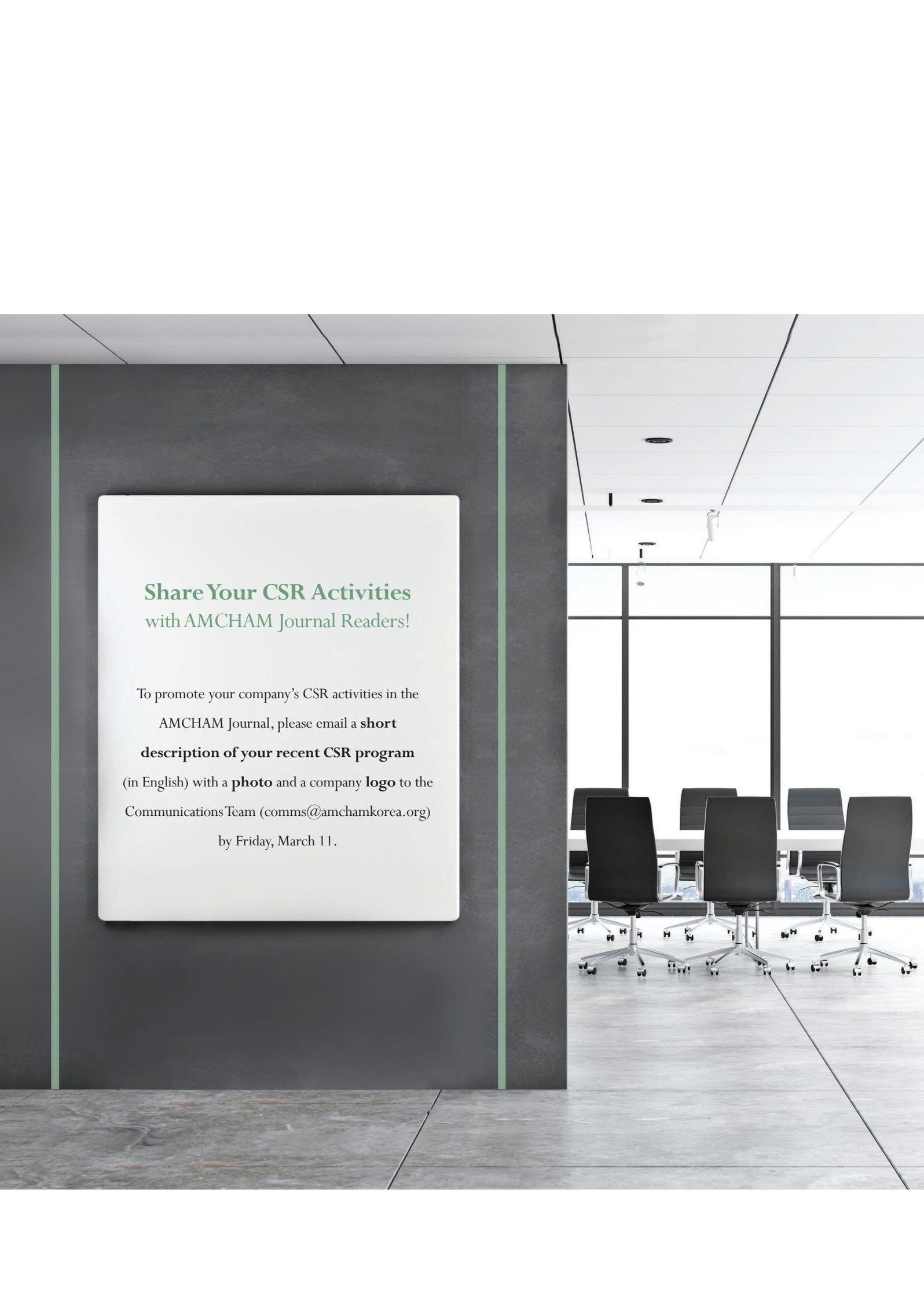
Contact | You-Jin Seo (yjseo@shinkim.com)

As the severe damage near Gwanghwamun increased due to the COVID-19 pandemic, Shin & Kim, LLC joined the Gwanghwamun-ONE-Team that consists of corporates, government institutions, non-profit organizations. The Gwanghwamun-ONE-Team sold meal kits and flowers from stores near Gwanghwamun to support small businesses in overcoming the crisis. In addition, the Gwanghwamun-ONE-team recognized the need to increase participation in blood donation due to the severe blood demand following the sharp drop in blood donations after COVID-19, and held the "Blood Donation is Love" event on October 13, 20, and 27, where more than 150 members of the Gwanghwamun-ONE-Team participated.



Contact | Sooyoung Oh (soh@wnwinc.co.kr)

Wealthy & Wise, headquartered in Baltimore, USA, has established a Family Office business in Korea. Park Sang-woo, CEO of W&W, spoke at the “Honors Club” hosted by international NGO Save the Children in December 2021. This event was prepared for major donors of Save the Children who are committed to giving back to the underprivileged in society. At the event, CEO Park spoke about the key points of a successful family succession through a Family Office System, saying, “The participation in philanthropy activities is not just financial help in terms of donation; it is an effective implementation of the wealth we have.” W&W will continue to fulfill its corporate social responsibility through collaboration with NGOs.

A modern office interior with a large window and several black office chairs. The office is bright and clean, with a grey floor and a white ceiling. The window looks out onto a bright, sunny day. The office chairs are arranged in a row, facing the window. The overall atmosphere is professional and contemporary.

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 Friday, March 11.

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.

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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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