

SUSTAINABILITY & URBAN DEVELOPMENT in Singapore

*“CSR for Sustainability & Success”
“Socially Responsible and Sustainable”*

Company Perspectives & Practices

Evelyn S Wong
CSR Journeys Project Coordinator
Editor

SINGAPORE

An Island City-State
(from kampung to global city)

Challenges - economic, social, environment

- Global & local companies and stakeholders
- Local & global standards, norms and expectations

Building Capacity & Capabilities for Sustainable Development

- *Balancing corporate success and social good*

Singapore – an enabling environment for CSR

Social Responsibility for Sustainable Urban Development Enabling Environment in Singapore

LEADERSHIP

Community

Many helping hands

Labour

Singapore Tripartite Forum

Tripartite Alliance for Fair Employment Practices

Employer Alliance for Work-Life Balance

Governance

Code of Governance

Sustainability Reports (SGX guidelines)

Environment

Sustainable Blueprint Singapore

Inter-Ministerial Committee for Sustainable Development

CSR Journeys Project – Companies Perspectives & Practices



“CSR for Sustainability & Success”
“Socially Responsible and Sustainable”

MNCs, SMEs, Social Enterprise

- Manufacturing (electronics, food & beverage, steel)
- Supermarket Retail
- Hotel
- Financial Services
- Property Development/Management
- Telecommunications
- Public Transportation
- Utilities, Marine, Environment
- Energy, Petrochemical
- Construction (supplier)
- Agri-business

CSR Journeys Project

Company Perspectives & Practices

- Values-based, holistic, multi-stakeholder approach to business
- Doing well, and doing good
(how money is made, as well as how money is spent)
 - * Beyond philanthropy
 - * Beyond shareholders
 - * Beyond compliance
 - * Beyond Singapore

Company perspectives & practices

CSR - Obligation and Opportunity

**Earn License
to Operate and Grow**



**Earn support from communities
where operating, reduce risks &
delays. Attract investors,
partners, customers &
employees**

**Win Market Share with
Better Products**



**Attract customers by
anticipating their demands with
lower environmental & social
impacts**

Drive Innovation



Unlock business opportunities

DOING WELL and DOING GOOD



The Right Thing to Do, The Smart Thing To Do

CAPACITY AND CAPABILITY

3 Challenges

1 Operationalising CSR

- from vision & mission to integrating CSR into business policies and actions

2 Getting Started

- internal understanding, support, capacity

3 Sustaining the CSR journey

- operational demands, diverse needs/expectations, measurable impact and benefits

PHILIPS ELECTRONICS SINGAPORE

Sustainability Policy

* HQ - Sustainability Board, Corporate Sustainability Office

Commitments

- Develop meaningful technology – society needs
- Behave responsibly – Philips values, General Business Principles, brand promise
- Continue to build and maintain trust – transparency, accountability
- Engage & work with stakeholders – internal and external

PHILIPS ELECTRONICS SINGAPORE

Sustainability Policy

- Culture of sustainable entrepreneurship
- Invest in employees
- Business partners commitment
- Community initiatives
- Measure, verify and publish sustainability performance
- Engage with government, NGOs

Creating value, to improve health and well-being

NTUC FAIRPRICE

Social Enterprise

Social mission at the core; ingrained in its business

To moderate the cost of living in Singapore and serve the needs of its (cooperative) members, the labour movement, and the community.

Imperative to do well as a business, to do good

To provide best value, quality products, excellent service, and be a preferred employer

To be Singapore's leading world-class retailer with a heart

ORIGIN EXTERMINATORS PTE LTD

SME

CSR - a clear vision & business strategy

A responsible steward of the environment

Goal: to provide sustainable & pro-active pest control solutions

- *Product responsibility
- *Service excellence
- *Environmental management system
- *Health & safety
- *Social & environmental reports
- *Stakeholder engagement
- *New business opportunities & innovation
- *ORIGIN Environmental Consultancy Pte Ltd (beyond Singapore)

CSR Frameworks for Sustainable Future

International Standards & Guidelines

- * ISO 26000
- * UN Global Compact (UNGC)
- * Global Reporting Initiatives (GRI)
- * Sectoral standards

- * UNGC Principles of Responsible Management Education (PRME)

Local Standards & Guidelines

“The company was founded with the philosophy that the prime purpose of an industrial enterprise was to improve the quality of life of people around, and to achieve this...the industrial organisation needs to be run well and profitably so that what comes from the people goes back to the people.”

Mr B Muthuraman
Managing Director, Tata Steel
The Real Purpose of Industrial Organisations,
2nd Singapore Compact Distinguished CSR Lecture, 2007

“It always makes good business sense to treat your people, environment and community with respect and appreciation as these translate into a more enjoyable, profitable and sustainable way of conducting business.”

Ms Olivia Lum
CEO and President, Hyflux
President, Singapore Compact for CSR
2011

THANK YOU