

news

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More Singapore companies taking up Corporate Social Responsibility

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More companies in Singapore are taking up CSR or Corporate Social Responsibility.

Singapore Compact -the national organisation promoting CSR - says it now has 60 percent more members compared to two years ago, with 366 members .

And in his address at the start of the third International Singapore Compact CSR Summit, Minister in the Prime Minister's office S Iswaran, urged more companies to embrace CSR, given its huge benefits.

Samwoh Corporation's building is made entirely of recycled materials.

Located in an Eco-green park that's open to the public, it's one way the construction company aims to raise awareness about the green cause.

Samwoh garnered the Singapore Compact CSR's Green Champion Award this year.

Elvin Koh is Samwoh's Managing Director.

"Many construction company or construction companies in Singapore, they are not really promoting green yet, so we want to let people know and understand more about the green sustainability construction. To us, we think this is a long term and future business."

Minister in the Prime Minister's office S Iswaran, said CSR initiatives will take on added significance as the footprint of Singapore-based companies grows regionally.

Mr Iswaran said small and medium enterprises can reap benefits too.

"Customers, investors, business associates , labour movements and international organisations increasingly expect business operations to be sensitive to the needs of the communities within which they work, and also to be sympathetic to the environment. It is an essential component of an enterprise's core values and one that is of growing important also to its pool of employee talent."

"Well-considered and implemented CSR programmes can help companies engender confidence and goodwill among diverse stakeholders, strengthen their branding equity while enhance their standing as a preferred employer."

Singapore Compact said its focus now is to raise greater awareness, recruit more members and build on capacity.

It's also adding value to its membership, by revamping its website and providing more resource materials to members.

Three other companies also received the Singapore Compact CSR awards. Citi Singapore was awarded the Community Developer Award.

KFC management received the Caring employer Award while the Best Workplace award went to Maybank Singapore.

Introduced last year, the Singapore Compact CSR awards, recognises outstanding achievements on how companies behave towards the environment, the local community and their people.

This report was filed by Hetty Musfirah.

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