



Mission

To promote **WORLD PEACE**
through cultivating **Social Responsibility**
Approach & Practice



Advanced Micro Devices Export Sdn. Bhd. (AMD) and Spansion (Penang) Sdn. Bhd., Penang, Malaysia (SPANSION) have met the selection criteria to win the **ASRIA 2004** award under the category of **Humanitarian and voluntary service in relation to the social responsibility aspect.**

Advanced Micro Devices Export Sdn. Bhd. and Spansion (Penang) Sdn. Bhd are among the select group qualified to receive the Ansted Social Responsibility International Award 2004. It has been nominated because of the company's significant contributions to society. Ansted University trusts that Advanced Micro Devices Export Sdn. Bhd. and Spansion (Penang) Sdn. Bhd will continue its noble contributions and services to society for creating an enlightened future for the human race regardless of cast, creed, colour and nationality.

The AMD & Spansion social vision/objective is to change lives for the better and to contribute resources to the community. This is in line with the company purpose... "We empower people everywhere to lead more productive lives". There are two main foci of involvement in humanitarian and voluntary service namely: (1) Strengthening community and (2) Strengthening education. The belief that the company is responsible to groom the next generation to unleash their full potential and that the company cannot succeed without a successful community further drives the commitment for AMD and Spansion to make a positive difference. The company leverages social investments by proactively engaging community partners, strategically investing corporate resources, and empowering employees to have a positive impact on local communities.

At AMD, corporate social responsibility is driven all the way from AMD President and CEO Hector Ruiz and nurtured by AMD's culture. However, in the AMD Penang the Managing Director Mr. Mohd Sofi Osman continues to promote and adopt AMD's CSR practice. The AMD management has their Corporate Social Responsibility Statement: "Our AMD family is inseparable from the communities we call home. Caring for the community is a strong corporate value at all our sites worldwide, because we believe the health of our company is directly related to the health of our communities. There is no such thing as a separate 'community issue.' As family members, we all own the issues in our communities. Thus, we empower our employees at all levels to share their time and talents in doing what is right for their communities." – statement from AMD President and CEO Hector J. Ruiz. This powerful statement goes through the entire AMD management and staff and has already brought their international business and community high standing in the eyes of the public for many decades.

The ASRIA committee is impressed by the AMD company culture and CSR practice for the benefits of mankind. This is the unique way of AMD cultivating and promoting CSR practice generation after generations to make AMD as a choice of company for employees to work for and more importantly the AMD's management has recognized their employees and care for them like a partner. Also it is great that they get their staff to participate in the humanitarian and volunteer services for society in various ways. It creates a path and platform for their employees to grow, reflect, serve the needy, become a better understanding person and dare to face challenges as well as practise social responsibility in their daily life both inside and outside of the company.

The main reason is to demonstrate that the company has the caring attitude to community and set a role model for their employees to follow. One of the important values of AMD, which we need to mention here that it is committed to preserve the environment and to provide a safe and healthy work place in the course of manufacturing semiconductor products through the "AMD GREEN" commitment. All these facts are value added practices to create a healthy society and harmony in the working environment.

The top management of AMD has created a bright and profound platform and direction to the primary and secondary students in Malaysia and believes that it is their responsibility to groom the next generation to unleash students' full potential. The site actively partners with schools and programs in the community that prepares young people for leadership, employment and higher education opportunities. Top-performing secondary school students are invited to tour the facilities and learn about careers in the semiconductor industry. Indeed it will give a lot of motivation and encouragement for the students to have the opportunity to see the real world.

Throughout the years, AMD and Spansion Penang have made significant contributions to the community through charitable organizations, educational projects, environmental commitment, and social welfare programs. In order to strengthen and enhance their community, company employees organized "**Friends of Community**," a volunteer group that participates in community activities that assist people with disabilities, clean up the environment, and support education. AMD and Spansion also make financial contributions and in-kind donations to support programs that address basic needs of the

people in the community, make the community safer, and protect natural resources through recycling.

It is absolutely a perfect model that the AMD & Spansion social responsibility commitment is driven all the way from the CEO and Managing Director, and involves the entire company. Everyone is encouraged to be involved in the social responsibility activities, be it monetary or contribution in kind. The involvement is not limited to employees; it also promotes involvement to other stakeholders such as local community, employees' family, customers, visitors and suppliers. By proactively engaging community partners, strategically investing resources, and empowering employees to have positive impact on their communities, ASRIA committee is very pleased to see that AMD and Spansion Penang seek to make a positive difference every day. This is part of the process for promoting world peace.

The activities carried out by AMD and Spansion with the ready human resources, re-emphasises the importance of patience and commitment in determining a caring attitude and that the achievements recorded will spur more Malaysians to come forward to contribute to the needy. The spirit of the team is a reflection of the AMD and Spansion Management's kindness, aspirations and accomplishments to serve mankind in a humanitarian way. It is certainly a proud testimony to the AMD and Spansion's trials and tribulations. The team members in these companies are further enriched by the acknowledgement given with regard to the continuous attainment of new heights. Their achievements in serving humanitarian causes can also serve as a benchmark for others to strive to achieve other successes. Their achievements have been well documented, and their zealous work done outside the company affairs is exemplary.

We were impressed by the AMD company culture and CSR practice for the benefit of mankind. This is the unique way AMD is cultivating and promoting CSR practice generation after generation to make AMD the choice company for employees to work for; and more importantly, the AMD's management has recognized their employees and cared for them like a partner. *It is equally great* that they get their staff to participate in the humanitarian and volunteer services for society in various ways. It creates a path and platform for their employees to grow, reflect, serve the needy, become a better understanding person and dare to face challenges as well as practise social responsibility in their daily life both inside and outside of the company.

These positive values have caused Ansted's Governing Board to recognize AMD & Spansion employer and employees' team efforts and kindness to share with society at large.

Asociacion Cluster de Telecomunicaciones (GAIA), San Sebastian of Spain for meeting the selection criteria **to win the ASRIA 2004** award under the category of **Scientific and Technological Development accomplishment in relation to the social responsibility aspect.**

Asociacion Cluster de Telecomunicaciones (GAIA) is among a select group qualified to receive the Ansted Social Responsibility International Award 2004. It has been nominated because of the company's significant contributions to society. Ansted University trusts that **(GAIA)** will continue its noble contributions and services to society for creating an enlightened future for the human race regardless of cast, creed, colour and nationality.

Asociacion Cluster de Telecomunicaciones (GAIA) has been committed to Corporate Social Responsibility for many years now. They have implemented various CSR initiatives in Spain, Asia and South America. These initiatives have not been driven by markets or such strategies, but by their policy of reaching out to developing countries as well. Their initiative in India and Venezuela, of setting up telecenters for imparting IT education is worth mentioning here. For example, the TEL-NEK RAMANAGAN (India) Project a model of Corporate Social Responsibility, a project created to bridge the digital divide. The above organizations played their own role to support the sustainable exploitation of a Tele-center established in the south of India, which allows the training of women in the use of new information and communication technologies in the main minority language of the region. It is the objective of the AsiaQual project co-funded by

Asia ITC of European Commission for setting up a support network in Asia and Europe in order to implement CSR (Corporate Social Responsibility) using IT tools. They have contributed to these projects over the last 3-4 years, various resources like methodologies, design and development of course material, funding assistance to these centres, etc. GAIA not just implements CSR policies, but is practically helping its members who are SMEs, in developing such strategies, within their very mission! They have also developed innovative tools like Comics, online training tools, other IT tools & methodologies etc that would assist these SMEs in implementing CSR. The nature of their CSR practice is very interesting - of not just practising CSR themselves, but also providing their expertise in this field to other SMEs is a CSR practice on its own! GAIA has assisted at least 50 other SMEs in implementing CSR. Their innovative tools have been distributed among at least 2000 SMEs, trade bodies, etc. On the social front, in India itself, at least 500 persons have benefited from the telecenters that they have helped set up. In South America, at least 1000 children have benefited from GAIA's CSR policy! For a Small organization, these results are very impressive!

Indeed the Asociacion Cluster de Telecomunicaciones (GAIA) company management has a profound intellectual step and brilliant ideas to implement and articulate the social responsibility in business practice. These positive values have gained the attention of Ansted's Governing Board to recognize their employer, employees, international partners and sponsors team effort and kindness to share with society at large.

GAIA has put the CSR concept into an innovative and interesting comic for readers to read. The book title "**A Team's Commitment- Coaching towards Corporate Social Responsibility.**" The publication has been created to promote and foster the collaboration amongst USA and EU NICT companies, through the EMMA project. Their sponsors and Partners in the project are: European Commission - Asia IT&C project "Asia Qual", the EC Community Research Information Society Technologies, European Multimedia Forum (EMF), Deutscher Multimedia Verband (DMMV), International High-Tech Accelerator (INNOVA), Akademia Ekonomiczna im. Oskara Langego we Wroclawiu, KIBLA Multimedia Center, Teknobide, GIZartek, Tel-Nek Ramanagaram (India), and Landwell a correspondent law firm of Price Water House Coopers

The objective is to assist companies in the implementation of CSR values. GAIA has a methodology to evaluate company alignment with CSR values, and to develop adjusted improvement plans. A declaration of Corporate Ethical values makes a company solid and helps to take decisions consistent with the team's Mission. The work environment has to follow a number of guidelines to promote diversity and respect as company values; professional development of employees; motivation of individual initiative; a balance between work and personal life; Health and well being.

1. Their CSR strategy crosses national borders: While most organizations focus on CSR policies within their geography, GAIA has gone ahead and reached different regions of Asia and South America as part of the CSR Strategy! For example, they have started 2 tele-centers in India and Venezuela, to train rural women and children on ICT Skills. They have contributed methodologies, designed and developed courseware and spent a lot of their time on these projects.

2. Innovative Approach to CSR: What fascinated me the most is their quest for innovation in their approach to CSR! They have articulated CSR policies in an easy-to-

understand and comprehend way, through the concept of CSR through Sport! For this they have prepared and disseminated innovative tools like comics, online trainings, etc

3. Focus on SMEs: GAIA has always focused on the needs of SMEs; how can SMEs relate to CSR, what are the models that they should look at, how these SMEs should incorporate CSR policies within their overall strategies, etc. GAIA itself, not just implements a CSR policy, but also assists SMEs in doing so.

Respect for the environment must be based on a series of actions like:

Establishing an environment policy, developing a strategy to minimize waste (using and purchasing recycled products, reducing paper consumption, donating equipment, etc)., reducing the use of toxic products. Being efficient in the use of energy and water, promoting ecological design

Health and welfare promotion at work must be part of the company's mission and vision. The aims must be:

To reward healthy lifestyles, To promote healthy habits at work, To provide basic health services.

Responsible marketing should be based on:

Promoting the responsible, safe use of products, Prohibiting sales techniques that aren't ethical, respecting the privacy of consumers, Avoiding irresponsible advertising and searching for marketing opportunities involving noble causes, Invent socially responsible funds and institutions, Support organizations committed to similar causes.

What does promoting community development includes;

The Company must consider hiring people of the location where it is situated, or from surrounding less favoured communities..., Investing in the community, Supporting the community's small businessmen, Granting free time for volunteer activities and supporting them financially, Helping local schools, To respect human rights, it is necessary, To take them into account, Know how human rights are dealt with in the countries we operate in, Find out where our company's products come from, Adopt a code of conduct that respects the stipulations of the United Nations declaration of human rights which cover; child labour, slave labour or that carried out by prisoners, freedom of association; health and safety.

IRE-TEX CORPORATION BERHAD, PENANG, MALAYSIA has met the selection criteria to win the **ASRIA 2004** award under the category of **Business, economic and/or entrepreneurial accomplishment in relation to the social responsibility aspect.**

IRE-TEX Corporation Berhad is among a select group qualified to receive the Ansted Social Responsibility International Award 2004, it has been nominated because of the company's significant contributions to society. Ansted University trusts that **IRE-TEX & We Care Charity Committee (WCCC)** will continue its noble contributions and services to society for creating an enlightened future for the human race regardless of cast, creed, colour and nationality. Indeed the **Ire-Tex Corporation Berhad company management** has a profound intellectual step and brilliant ideas to implement and articulate the social responsibility in business practices through the teamwork of their employees and outsiders. These positive values have gained the attention of Ansted's Governing Board to recognize their employer, employees and volunteers from outside of their company team effort and kindness to share with society at large.

The Ire-Tex Corporation Berhad is one of the Public listed companies listed in KLSE, Malaysia with the employee initiative plus outsiders' involvement. They have set up an incubation unit called "We Care Charity Community" (WCCC) as a kind of company management and employees joint efforts to establish a platform and support for the members of WCCC to carry out various meaningful charity projects in Malaysia to help the needy and the community at large.

It is a driving force for Ire-Tex Corporation's and WCCC's future endeavours and development. The activities carried out by Ire-Tex Corporation Berhad with the ready human resources of WCCC re-emphasise the importance of patience and commitment in determining a caring attitude and that the achievements recorded will spur more Malaysians to come forward to contribute to the needy.

The birth of WCCC and its team spirit is a reflection of the Ire-Tex Corporation Management's kindness and the WCCC'S aspirations and accomplishments to serve mankind in a humanitarian way. It is certainly a proud testimony to the Ire-Tex Corporation and WCCC trials and tribulations. The team members in these two groups are further enriched by the acknowledgement given with regard to the continuous attainment of new heights.

Their achievements in serving humanitarian causes can also serve as a benchmark for others to strive to achieve particular results. Their achievement has been well documented, and their zealous works done outside the company affairs is exemplary.

It is gratifying to note that Ire-Tex Corporation and WCCC have made their mark, representing the best that the company has to offer in society. They must continue to excel. The effort shown that Ire-Tex Corporation management and the team members of WCCC have innovative ideas, far-sighted, coupled with thorough consideration and foresight, could lead the company to a brightly lit path.

The success of Ire-Tex Corporation and its achievements through these years without doubt is recognized both at the national and international level. The efforts taken by the management and staff of Ire-Tex Corporation for the past years should be praised. We the ASRIA committee believe that Ire-Tex will be a booster to inspire future achievements for others to follow.

Indeed the Ire-Tex Corporation and WCCC is an example of evolution of the Malaysia nation progress towards Vision 2020. The achievements of Ire-Tex Corporation highlighted in their company profile exhibit their strong commitment, determination, dedication, courage and inherent talents they possess to be giants in their own respective fields. Their social responsibility contributions will inspire more Malaysians to excel in humanitarian service endeavours if they continue to put their hearts and minds to their efforts.

The seeds of plants or trees of rare species require proper and adequate sunlight. They need to be watered well and added with appropriate amount of fertilizer for their growth. Social Responsibility practice is going through the same process, which we ASRIA committee strongly trust that with the unique efforts from the management of Ire-Tex Corporation and resource members of WCCC all trees will grow well with their constant caring attitude. It is important to accord those who have striven and worked very hard to contribute to society like what Ire-Tex Corporation and WCCC have been doing since many years ago. We are sure that it will also be an encouragement and inspiration for others to emulate and to strive for excellence in the service to mankind.

MUCOS Pharma CZ, Ltd., Czech Republic has met the selection criteria **to win the ASRIA 2004** award under the category of **Contribution to Children, World Peace and/or Human rights in relation to the social responsibility aspect.**

Mucos Pharma CZ, Ltd., Czech Republic is among the select group qualified to receive the Ansted Social Responsibility International Award 2004. It has been nominated because of the company's significant contributions to society. Ansted University trusts that Mucos Pharma CZ, Ltd., Czech Republic will continue its noble contributions and services to society for creating an enlightened future for the human race regardless of cast, creed, colour and nationality.

MUCOS Pharma CZ, Ltd. is a Czech middle-sized company engaged in the import and distribution of systemic enzyme therapy drugs. The company has its branches and representations in Slovakia, Russia, Ukraine, Latvia, Lithuania and other central and east European countries. The company was founded in 1991.

From the very beginning, all aspects of the CSR concept have been an integral part of its business strategy. The company was given several awards for its social activities. The projects supported by the company is usually initiated and carried out by the founders and owners of the company. One of the most important projects is the international project "*Art for Freedom*", devoted to children from children's homes. In the Czech Republic, approximately twenty thousand children live in these institutions, which obviously cannot provide sufficiently rich intellectual and emotional education. Upon initiative of the owners of MUCOS Pharma CZ, Ltd. civic association AUDABIAC

[/www.audabiac.cz/](http://www.audabiac.cz/) was founded to implement this project. At the beginning the civic association AUDABIAC received from MUCOS Pharma CZ large financial donation.

The children in the children's homes have injured souls. Such emotional wounds can remain hidden in the subconscious for one's entire life, and are often the basis of a negative attitude to the world in general, to other people, and to oneself. This is the consequence of evil inflicted upon children by their own parents. Children can succumb to such evil, but by nature they have the capacity to resist evil and, in confronting it, gain certain things that are otherwise unattainable. They must, however, have conditions that favour their natural talents, and they must also have a strong and free will of their own.

The project "*Art for Freedom*" exists precisely to create these conditions. Over the holidays the children joined by artists who lead children's art workshop. These artists help to develop the children's creative talents and capabilities, while at the same time bringing the children into contact with the artist's work. The children surrounded by pictures, sculptures, photographs, music, dance, and everything that makes art.

All of this artistic labour and effort is an exercise of the will. Many of the tasks given to the children in the art workshops require them to take a personal approach, which they are not readily capable of. The cautious may be asked to become brave, and the conceited considerate; those of feeble will may discover perseverance, and the headstrong might find the ability to adapt. This method of education has deep and lasting effects. Summer and year-round work with children has another effect, which lies in the cultivation of their creative imagination.

We all need imagination in our daily lives. The life of a person without imagination is determined by others. This person is not free. For the kids from the children's homes, and for others as well, the best protection against dependency of every kind is an education in freedom. After completing basic education and attending secondary or trade school, the children from the children's homes do not have great chances to make good in a dignified and appropriate manner. Growing up in a children's home marks one in the eyes of society, which is usually unprepared to look beyond that label.

Young people leaving the children's home should not have to struggle with the problems of finding appropriate employment and basic housing. It is precisely these conditions that drive some of them, under the pressure of social uncertainty and carrying subconscious emotional scars since early childhood, down a path that complicates their lives and those of the people around them. Leaving nothing to chance, efforts are made for the first two years after completing training to find them a job suited to their capabilities in one of the MUCOS Pharma CZ owners' businesses and to support them in paying for housing. In the near future the association will be the owner of small apartments to be provided for a limited period to young people leaving the children's homes. Employees of MUCOS Pharma CZ, the long-term main financial donor supporting the activities of the association, are in constant contact with the kids, so the future entry of these young people into the firm as regular employees takes place without serious interpersonal problems.

These positive values have caused of Ansted's Governing Board to recognize MUCOS Pharma CZ, Ltd., employer and employees team efforts and kindness to share with society at large.

Question: Any expectation or criteria set by the MUCOS Pharma Ltd management when carrying out CSR projects in the local community? Please do give example as a kind of case study.

Answer: During the implementation of its projects in the local community, the management of MUCOS Pharma CZ, Ltd. adheres to a philosophy of trying to make the project as beneficial as possible for those in need. At the same time, the management of the company tries to chart a path for other companies, by trying to implement a project that can serve a pioneering role under the given circumstances. An example of this is the assistance provided to the Sue Ryder Foundation during the construction of the Sue Ryder Home in Prague 4. It was the first project of its kind implemented in the Czech Republic after the fall of communism. The "Michelský dvůr" project planned to find a historical building in decrepit condition and reconstruct it into a modern retirement home, which was also to serve as a community centre for that part of Prague. The project encountered certain problems, so MUCOS Pharma CZ, Ltd. got involved. We provided the necessary wherewithal and stimulus for the continuation and completion of the project and became an example for other companies to follow. The Sue Ryder Home is currently the most modern and comprehensive facility of its kind in Prague.

Question: How MUCOS Pharma Ltd task force measure the results of the contributions to each of your humanitarian and volunteer service projects in the local community? Are these kinds of services bringing any positive value impact to your company in the local scene?

Answer: We try to weigh the results of each of our projects by evaluating their overall usefulness. This means that we try to evaluate how many people will benefit from the project and what types of problems the project will help to alleviate or overcome. All of our projects become widely published in the media (press, TV and radio). This has contributed to the image of a pharmaceutical company that helps people in other ways besides simply supplying medications.

Question: Is there any special benefits for those employees to participate in the MUCOS Pharma Ltd. Company CSR projects? Why?

Answer: The employees of MUCOS Pharma CZ, Ltd. are not provided with any special benefits in return for their participation in the CSR projects. Their participation in these activities is driven by their own inner beliefs and by their ability to associate with the overall strategy and atmosphere created by our company. It basically feels good to help out and our company tries to provide a framework and conditions for these activities.

Question: We understand that MUCOS Pharma Ltd management has been involved in many meaningful humanitarian and volunteer service activities in the local community since the company's inception. What we would like to know is how these projects decision made by your company in term of the nature such as by invitation from your employees or public, by influence from other companies, by your own company management self initiative action, etc?

Answer: Company management and employees are observant of the situation around them and constantly come up with different ideas about how the company can contribute to humanitarian activities. On the other hand, there are also a number of organizations that directly approach the company with their own requests for assistance or a request to add us as a partner to their own activities. Management evaluates all the input, requests and ideas together with our employees and establishes priorities, which can then serve as a set of guidelines.

Question: We understand that MUCOS Pharma Ltd has received several kinds of awards in the past. In your opinion what Ansted Social Responsibility International Award will benefit MUCOS Pharma Ltd in term of CSR practice aspect?

Answer: The Ansted Social Responsibility International Award is an extremely positive recognition and affirmation of all of the activities and initiatives of MUCOS Pharma CZ, Ltd. in the CSR area. While it will be an important stimulus to our own future activities in this area, it will also trigger more intensive involvement on the part of other Czech companies in this area, which will surely aspire to win this award in the future.

NEC Corporation from Japan received the **Special Certificate Recognition on Corporate Social Responsible Reporting**

“NEC is honoured to receive the Special certification of recognition on CSR Reporting category of the Ansted Social Responsibility International Award,” said Mr. Hitoshi Suzuki, Chief Manager, CSR Promotion Unit, NEC Corporation. “The certification marks our persistent commitment to the sustainable development of society and businesses through constant innovation. We will continue to enhance our corporate value by fulfilling our responsibility for our many stakeholders, including customers, shareholders and other investors, business partners, employees and the community at large.”

Guided by its corporate philosophy, NEC strives to help advance societies worldwide toward deepened mutual understanding and the fulfilment of human potential. Corporate social responsibility is a key element underlying its philosophy.

Through the years, NEC has constantly driven its business toward achieving economic success for the running of sound business activities while ensuring compliance with laws and regulations. At the same time, NEC also contributes to the solutions of social issues such as global environmental problems as well as human rights and consumer protection issues, as part of its business activities and management policies.

Unique to its corporate culture, innovation is a hallmark for NEC's business as well as corporate social responsibility activities. Some of NEC's innovative approaches to corporate social responsibility are:

- Creating a ubiquitous networking society whereby information can be exchanged freely anywhere, anytime over the internet and other network through its dedicated IT, network and semiconductor solutions.
- Developing non-burnable bio plastics with a low environmental impact for use in the casings of PCs and other electronic equipment
- NEC Make A Difference Day, a day dedicated for its worldwide employees to conduct innovative social program to address some burning social issues faced by the local community

NEC is one of the pioneers leading the Japanese business community with its first Annual CSR Report. The report highlights NEC's concerted effort to promote and execute CSR within the company and its community outreach activities for the world.

First of all, I'm honoured to be here receiving such a prestigious award from Ansted University. This is our first time to get the international award in CSR area.

CSR seems to sound something new, fresh concept for companies, but it's not true. As a matter of fact NEC has been doing many things which are currently included in CSR categories. We started the actions of the protection of the environment in early 1960s. We initiated quality improvement programs in 1970s. We began the social contribution program namely 'Make a Difference Day Campaign' all over the world in 1999; all NEC companies have been competing for the internal award in this program nowadays. Those are the basis of today's CSR activities.

This year, NEC revised our CSR concept and restructured the organization in NEC by establishing the CSR Promotions Division who encourages all NEC Group companies to have a clear vision for CSR. Publishing the CSR Report is one of the results in this area. We will continue to improve our activities to help develop the sustainable society. This award indeed, rewards us our needs for further efforts.

Once again, I'd like to say my appreciation to all of people involved with this award and expect that this conference will continue successfully in the future.

Receiving the Ansted Social Responsibility International Awards is not only a kind of recognition of an individual and corporate success but also serves to further enhance its reputation. Award recipients receive valuable media exposure. The award recipients will be the role model or act as mentor for others to follow.