

Going green has become a deep-rooted SPC value.



Corporate success is increasingly being measured by socially responsible behaviour. Successful companies today are required to fulfill their Corporate Social Responsibility (CSR) role by demonstrating their commitment through concrete programmes.

SPC conscientiously participates in activities that demonstrates and exemplifies its commitment to CSR. It actively engages the community through diverse means – cultural, environmental and philanthropical.

ENRICHING CULTURE

Since its early years, SPC has been an enthusiastic supporter of the Singapore Symphony Orchestra (SSO). Besides sustained support for the SSO's musician chair, SPC also sponsored its China Tour in 2007 where local musicians performed in five Chinese cities. Other cultural activities that SPC lends its support include the Singapore Chinese Orchestra and the Majlis Pusat Cultural Night.

For its efforts, SPC has consistently been recognised in the Patron of the Arts awards.

CARING FOR NATURE

SPC is committed to the environment and the conservation of wildlife. It is a long-time Corporate Friend of the Singapore Zoo, and has recently adopted the lion exhibit in keeping with its aspiration to be lion-hearted in both CSR as well as in business.

In July 2007, SPC participated in a six-part documentary series, which was aired over a regional news network. Called Saving Gaia, ("Gaia" means "Earth" in Greek), the programme examined Asia's efforts to address environmental issues such as global warming and climate change. Members of the public were encouraged to pledge their commitment to protect the earth, during the screening of the documentary. The first 5,000 pledgers each received a SPC biodegradable reusable shopping bag.

To reinforce its green efforts, SPC participated in Save the Earth, a recycling campaign aired on the local media. Leveraging SPC's retail network, its service stations were designated collection centres for recyclable items such as old newspapers, drink cans and plastic bottles. The collection activity also helped raised funds for the Asian Women's Welfare Association Special School.

Annually, SPC holds a Green Day where employees and their families do their part for the preservation of nature. Since planting 35 trees in commemoration of its 35th anniversary in 2004, SPC has continued to visit Bukit Timah Nature



Reserve to prune and upkeep the trees. Going green has become a deep-rooted SPC value.

SHARING WITH OTHERS

Employee volunteerism is a well-supported SPC core value. SPC volunteers participate in activities that encourage and build community relations. In recent years, the enduring activities that inspire volunteerism include the Down Syndrome Association (Singapore) Charity Bowl, the Singapore Women's Association Annual Lunar New Year Lunch for the Old Folks, and SPC's Annual Charity Car Wash. SPC employees have consistently displayed dedication to social work and gave generously to make a difference to the community.

Over the years, SPC has developed an enriching community outreach programme. With CSR becoming increasingly relevant, SPC will continue to strengthen and step up its efforts to be a socially responsible corporate citizen.

1. Chairman Choo Chiau Beng sharing at the Singapore Women's Association Annual Lunar New Year Lunch for the old folks.