

SPC believes that employee volunteerism builds team cohesion and is an integral part of the Company's culture and mindset. CSR is about caring for tomorrow, today. This is a SPC priority and responsibility.



Friendship comes first for SPC volunteers and members of the Down Syndrome Association.

SPC firmly believes in enriching and caring for the community. The Company demonstrates its belief in caring for the community through its diverse outreach programme which includes environmental, philanthropic and cultural causes. For many years, SPC has been true to its corporate social responsibility adage – *Caring for tomorrow, today.*

Environmental Protection

SPC believes firmly in caring for the environment.

In February 2008, SPC stepped up its green efforts by introducing environmentally-friendly initiatives to the workplace. Recycling bins in SPC offices significantly increased the recycling of waste. In 2008, about

1,120 kilograms of waste paper were collected for recycling. This translated to saving about 19 trees.

During the year, training sessions were organised to increase employees' knowledge of climate change and energy efficiency. SPC also started using environmentally-friendly paper for its annual reports and quarterly newsletter, *ROAR*.

In June, SPC supported a local media network, MediaCorp's *Saving Gaia* campaign for the second consecutive year. The campaign was aimed at raising awareness of environmental issues such as climate change and global warming. SPC aimed to engage the public in this campaign by distributing biodegradable reusable shopping bags to participants. SPC also collaborated with one of MediaCorp's radio stations in the *Save-the-Earth* recycling drive. Members of the public were encouraged to drop off recyclable items at designated SPC service stations. Proceeds from the recyclables collected were donated to the Feiyue Family Service Centre.

Each year, SPC organises a Green Day for its employees and their families to do their part towards the preservation of nature. Since planting 35 trees in commemoration of SPC's 35th anniversary in 2004, caring for the environment has become a deep-rooted SPC culture.

In November, the Company organised the SPC GreenSteps 2008. Staff members and their families embarked on the 9-km walk along the Southern Ridges. Accompanied by National Parks Board guides, participants combed through the 56-hectare park which was home to an abundance

of flora and fauna. The walk ended at HortPark where the group learned about ecosystems and how to build their "micro-ecosystem" in a terrarium. Such interactive activities were part of SPC's efforts to instill respect for nature among its employees.

SPC's care for the environment extends to the conservation of wildlife. Keeping in line with its leaping lion logo, SPC has adopted the lion exhibit in the Singapore Zoological Gardens since 2007. From its early days, SPC has been a staunch Corporate Friend of the zoo.

Meaningful Giving

SPC's community efforts extended beyond monetary donations and sponsorships. Its community enrichment programme also provided support to the elderly and underprivileged. Through the years, SPC has inculcated a strong culture of employee volunteerism among its staff.

In 2008, SPC's efforts aimed at fostering community relations included the Lunar New Year lunch for senior citizens (co-organised with the Singapore Women's Association), Down Syndrome Association (Singapore) Charity Bowl, SPC Annual Charity Car Wash, and One Raffles Quay vertical marathon



Counters were set up at SPC Bukit Merah for the *Save-the-Earth* recycling drive.



Green fingers at work. Staff members creating self-sustaining micro-ecosystems.



with members of the Association for Persons with Special Needs.

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In May, SPC participated in relief efforts for the victims of the Sichuan earthquake. The SPC Group made donations of more than RMB 1 million to help the victims and their families rebuild their lives after the calamity.

A Bold Demonstration:

In July, SPC Customer Service Executive, Jimi Lim shaved his head for *Hair for Hope 2008*, an awareness campaign by the Children's Cancer Foundation. The campaign was held to raise funds and motivate children to battle their illness. As an acknowledgment of his enduring charitable and volunteerism efforts over the years, Jimi was awarded the SPC Recognition Award for Voluntary Work/Charity.

Cultivating the Arts

For close to 40 years, SPC has been an avid supporter of the arts. The Company is a long-time sponsor of the Singapore Symphony Orchestra. SPC's efforts have also been consistently recognised in the honour rolls of the Patron of the Arts Awards which were conferred yearly by the National Arts Council.

In July 2008, SPC was also the anniversary sponsor of the Singapore Dance Theatre's *Ballet under the Stars* held at Fort Canning Park. SPC also supported other cultural activities organised by the National Heritage Board and the Malay Youth Literary Association.



- 1 Sharing the festive joy.
- 2 Caring for senior citizens.
- 3 A shaven head, a heart of gold.
- 4 Cultivating the local arts scene, SPC is recognised in the honour rolls of the Patron of the Arts Awards.