

Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

2nd Quarter 2023

2023년 2분기 암참 회원사들의 사회공헌 활동 소식

Corporate Social Responsibility

News & Highlights from AMCHAM Members

Please read below to see how AMCHAM members gave back to communities in Korea in the first quarter of 2023.



3M Korea



Contact | Jun Lee (jlee20@mmm.com)

As the social investment arm of 3M, 3Mgives leads programs to improve lives in the local community. 3Mgives developed the 3M Impact program to leverage the skills of its employees to help solve the world's most pressing problems. In 2023, 3M Impact Local partnered with Merry Year International (MYI) and 119REO, nonprofit and social enterprise organizations, to improve their operations. MYI developed solutions to expand their reach and create work plans for new projects. 119REO received tailored advice on their operations, recommendations on process improvement and customer networking, and a new market development roadmap.



AIA Korea



Contact | Minji Kim (Minji.kim2@aia.com)

AIA Korea and Korean football legend Cha Bum-Keun, founder of youth football federation Team Chaboom, have teamed up to promote children's health. AIA Korea signed an MOU with Team Chaboom to provide access to football and organized sports to children across the country in areas with limited access to football education. They will also organize matches through "League Boom," helping children grow physically and mentally and build a healthy sports culture. Nathan Chuang, CEO of AIA Korea, said AIA Korea and the Chaboom Foundation will provide opportunities for children to access the sport, especially in smaller towns and villages. This will help children to experience Healthier, Longer, Better Lives through football and may contribute to a stronger pipeline of football talent for the nation.

bkl BAE, KIM & LEE

Bae, Kim & Lee LLC



Dongcheon Foundation opened the Dongcheon Housing Justice Center, the first and only housing legal support center in Korea, to provide systematic legal assistance regarding housing issues and improve the housing rights in society. The scope of work includes research on housing law and policy systems, providing legal support for housing vulnerable groups such as the handicapped, migrants, homeless, as well as supporting housing-related NGOs. The Dongcheon Housing Justice Center will also collaborate with BKL lawyers and experts in the field to establish a network for comprehensive housing law research and the expansion of relevant legal rights.

citibank

Citibank Korea



Citibank Korea held the “Meal Sharing for Youth’s Hopeful New Year” event at Youthmungan’s Ewha Womans University branch on January 2 to celebrate the New Year. Youthmungan is a social cooperative founded by Father Moon-Soo Lee in 2017 to support young people under the vision “Boost the hopes of youth.” During the event, the bank’s executives, including CEO Myung-Soon Yoo, participated in making Tteokguk, or sliced rice cake soup, ranging from cooking to serving, while communicating with youth. On the same day, Citibank Korea provided free Kimchi stew at Youthmungan’s Jeongneung and Nakseongdae branches. The bank also sponsored Youthmungan’s Jeju branch, while continuing to volunteer for Youthmungan on the third Saturday of every month.



Delta Air Lines



Contact | Moon Soomee (soomee.moon@delta.com)

On March 17, employees from Delta Air Lines and joint venture partner Korean Air participated in a home repair project in Calauan, the Philippines. The region is home to a resettlement site project of 650 houses built by Habitat for Humanity for low-income families affected by Typhoon Ondoy. Employees repainted three homes, conducted minor carpentry work and repaired windows and doors. The project is a testament to the partnership being about giving back to the communities where employees live, work and serve. After Delta Air Lines and Korean Air embarked on the joint venture partnership in 2018, they participated in joint community service projects such as building homes in Los Angeles and a tree planting project in Mongolia.



Dow Korea



Contact | Kyutae Kim (kkim12@dow.com)

Dow Korea hosted its annual Dow Korea Sustainability Contest at Cheongju High-tech Cultural Industrial Complex on February 9. The contest – now in its 16th year – began to encourage middle and high school students to find ways to create a sustainable society and implement those measures in their daily lives, especially how to end plastic waste and reduce carbon emission. So far, 258 schools and 6,446 students have participated in the program. The grand prize was won by the “In the Eco” club of Miho Middle School, recognized for their recycling and reusing campaign, collecting batteries and milk packs, sharing school uniforms donated by graduates, and recycling school uniforms in bad condition into eco-bags and brooches.



Ernst & Young Han Young

EY한영-JA Growth to Professional
대학생 사업계획 경연대회

Contact | Ahn Yoonjeong (Yoonjeong.Ahn@kr.ey.com)

Through the EY Ripples program, EY people are devoting their time to SDG-focused projects, bringing together the combined skills, knowledge and experience of the global EY network in pursuit of one shared vision: to positively impact one billion lives by 2030. With clients and other like-minded organizations, EY people use their distinctive skills, knowledge and experience to bring positive change across three focus areas: supporting the next generation of the workforce, working with impact entrepreneurs, and accelerating environmental sustainability. The “EY-JA Growth to Professional,” an undergraduate business plan contest run by Ernst & Young Han Young and non-profit organization Junior Achievement Korea, is part of supporting the future generation. It is focused on “growth” instead of “competition” so that participants may evolve into professional consultants and entrepreneurs. This year’s event was held online from February to March, with 50 participants.



Hawaiian Airlines

Contact | Hawaiian Airlines (02-775-5552)

On January 11, Hawaiian Airlines, which launched nonstop service between Honolulu and Incheon on January 12, 2011, marked its 12th anniversary in Korea and held a press event at Dears Myeongdong. With a theme of “Discover More with Hawaiian Airlines,” the carrier pledged to continue to advance an array of initiatives to reinforce its leadership, innovation, and sustainability. During the event, Hawaiian Airlines shared the outcome of its employee volunteer program, “Team Kokua,” which was conducted in 2022. Additionally, Hawaiian promised to continue carrying out activities, such as beach clean-ups in Korea, to mālama (care for) the environment and community.

Hewlett Packard Enterprise Korea



Contact | Joun, SeungEun (s-eun@hpe.com)

HPE Korea Charity Committee held an event “Love Coal Briquettes Donation” to donate briquettes to support neighbors in need. On February 24, 2,000 briquettes of love were donated to Onsu-dong, Guro-gu with HPE Korea employees. The event was more meaningful this year, as they were not able to volunteer for the past two years due to COVID-19. Approximately 3.65 kilograms of briquettes were moved as a relay one by one. After the service, the volunteers had time to network with the employees, along with snacks prepared by Charity Committee. It was a meaningful time to deliver love as much as the weight of briquettes. HPE Korea hopes that their delivery will continue to warm their neighbors.

JTI Korea



Contact | Jee Won Lee (JeeWon.Lee@jti.com)

JTI Korea employees from its headquarters and Cheonan Asan branch participated in mural painting to uplift the atmosphere in run-down areas of the local community by adding color and beauty to old walls and streets. On March 13, employees of the Cheonan Asan branch transformed an underpass mural nearby the Sinbang-dong Administrative Welfare Center, incorporating a positive imagery to a dark and battered underpass. Employees of JTI Korea headquarters also painted a mural in Jeongneung-dong, Seoul on March 24 and restored a sense of inclusivity and safety for the residents. With aims to support a more inclusive and resilient community, JTI Korea will continue to drive various Community Investment activities with a focus on the three areas of People, Culture and Environment.

라이나생명
A Chubb Company

LINA Korea

라이나생명
A Chubb Company

Contact | Kim Ji Ha (jiha.kim@linakorea.com)

LINA Life contributed KRW 10 billion to LINA Foundation in its first year with new shareholder, Chubb Group. LINA Life donates around 3% of its net profit the previous year as CSR funds for the development of local communities and support for seniors. LINA Life donated KRW 12 billion in 2019 and KRW 10 billion annually since 2020 to LINA Foundation. LINA Life has been carrying out activities to practice the value of sharing. LINA's focus is on creating a healthy life across all walks of life as opposed to one-off financial assistance. This year, LINA Life is striving to carry out projects for the socially underprivileged and 50+ generations. Geannie Cho, CEO of LINA Life, stated, "Our understanding and practice of sharing will continue with the Chubb Group."

MetLife

MetLife Korea



Contact | Dan Bi Hyeon (danbi.hyun@metlife.com)

MetLife Korea Foundation delivered its annual donation to support the local community. First, in partnership with Partners for the Future Foundation, MetLife Korea Foundation presented scholarships to five college students with economic difficulties. Each student receives KRW 4 million a year. For the second year in a row, MetLife Korea Foundation supported 10 students in Daegu and Busan, and offered KRW 40 million as scholarships. Second, massive earthquakes hit Turkey and Syria. More than 50,000 people were killed and over 100 million people lost their homes. To support relief efforts for the victims, MetLife Foundation and Korea Foundation donated USD \$350,000 and KRW 30 million to Red Cross and others, respectively. Donations will be used to provide food, emergency items and shelter.



Nike Korea



Contact | Cherry Jun (Cherry.Jun@nike.com)

To break barriers and help create a more active and equitable future for everyone, Nike Korea continues to provide opportunities to give back to communities. On February 17, members of Nike Korea's Community Impact Network volunteered to deliver coal briquettes at Baeksa Village, one of the last remaining urban slums in Seoul. Nike Korea not only donated coal briquettes to help families in need, but also employees volunteered to deliver in-person. With Nike's mission to move people into action to create a better world, Nike Korea continues to build and broader connections with local community partners, to bring more opportunities and help deliver Nike's purpose.



P&G Korea



Contact | Amber Oh (oh.h.2@pg.com)

Under the mission of “Force for Good and Force for Growth,” P&G Korea continues its efforts as a responsible corporate citizen, supporting underprivileged communities in need. On March 13, the marketing teams of various brands at P&G Korea, including Downy, Febreze, and Pampers had volunteer activities at Aesuhwon Sisters' Heights, a social welfare center for single mothers located in Jeju-do. Around 30 employees from different ages, ethnicity, and working levels joined forces to clean the facility, sweep, and weed the surrounding garden throughout the day. P&G Korea also donated more than KRW 18 million worth of Downy laundry detergents to the center.

Philip Morris Korea



Contact | Eun Pyo Kim (EunPyo.Kim@pmi.com)

Philip Morris Korea was certified as a Top Employer for four consecutive years. This year, PMI was certified as a Top Employer for seven consecutive years and has been also named in the Asia-Pacific region for four consecutive years, winning a total of three awards. Philip Morris Korea was recognized for its People Strategy, Employer Branding, Well-being/Engagement, Ethics & Integrity and Digital HR. It strives to balance work and family by operating half-day work on Fridays, remote work twice a week, and parental leave of up to 18 weeks. “We will lead the industry by promoting a balance between work and family and providing a better working environment for employees on the journey toward a ‘smoke-free future,’” said Philip Morris Korea Managing Director Young-jay Paik.

Qualcomm Korea



Contact | Jeongeun Park (jeopar@qti.qualcomm.com)

Sponsored in part by Qualcomm Incorporated and hosted by the **FIRST** Foundation, the 13th Korea Robot Championship (KRC) was successfully held. As one of the sponsors, Qualcomm supported the KRC through **FIRST** and the FEST Creative Engineering Education Association, and continuously has fostered convergence talents among Korean teenagers for the past eight years. Qualcomm supported a total of 16 teams to help students develop convergence skills and grow into creative talents. This year, the teams developed robots and programs and partnered with other teams to solve missions such as substations and circuit connections. Students developed problem-solving skills by creating robots and solving missions by utilizing the latest technologies, such as recognizing objects and autonomous driving using artificial intelligence (AI) based on the Snapdragon® mobile platform.

Seoul St. Mary's Hospital, Catholic University of Korea



Contact | Sung Hwan Nam (shn5736@cmcnu.or.kr)

President of Seoul St. Mary's Hospital (SSMH) Yoon Seung-kew donated KRW 10 million to the Catholic Health Association of Korea (CHAK) as a charity fund for providing medical services to people in need abroad. CHAK is a national association of Catholic medical institutions and medical personnel officially launched in March 2005 with the Korea Catholic Hospital Association as its parent organization. The donation is from the prize money that President Yoon received with the Dong-A Hospital Management Award, given to hospital CEOs serving as a paragon for other hospitals by improving public health and efficient hospital management. "I hope that overseas patients in desperate situations can benefit from our advanced medical services," remarked President Yoon.

Shin & Kim LLC



Contact | You-Jin Seo (yjseo@shinkim.com)

From December 2022 to February 2023, Shin & Kim LLC conducted the "Tricycle" legal education program in eight sessions for young adults whose protection has ended and employees of congregate care, group homes, and foster home support centers across Korea. The Tricycle program is a voluntary legal education program that provides self-reliance support by informing young adults preparing for the end of their protection about various government support, welfare policies and application guides, and helps their independence after leaving the facility. Shin & Kim LLC will continue with the Tricycle legal education program in cooperation with Hanyang University School of Law while boosting efforts through a promotional video and launching a social media channel for ongoing legal counseling services.

Yoon & Yang LLC



Contact | EuGene Hong (eughong@yoonyang.com)

Yoon & Yang LLC and Yoon & Yang Pro Bono Foundation donated KRW 5 million to Médecins Sans Frontières (MSF) to assist relief efforts in earthquake-hit Türkiye and Syria on March 14. This donation will be delivered to MSF and used by local hospitals and organizations. Yoon & Yang and the Foundation also collected donations from lawyers and staff after the earthquake and delivered 36 boxes of relief supplies including sanitary pads, diapers, and cold weather protective clothing to the Turkish Embassy in Seoul. “Türkiye helped Korea during the Korean War. Now it’s our turn to help,” said In-bok Lee, Chairman of Yoon & Yang Pro Bono Foundation and a former Supreme Court Justice in Korea.

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To promote your company's
CSR activities in the
AMCHAM Journal, **please**
email a short description of
your recent CSR program
(in English) with a **photo**
and a **company logo** to
the Communications Team
(comms@amchamkorea.org)
by **Friday, March 10.**



Since 1953



AMCHAM Korea 주한미국상공회의소(암참)

The American Chamber of Commerce in Korea (AMCHAM Korea) was founded in 1953 with a broad mandate to encourage the development of investment and trade between Korea and the United States. AMCHAM is the largest foreign chamber in Korea with around 1,800 individual members from around 900 member companies with diverse interests and substantial participation in the Korean economy. AMCHAM Korea celebrated its 60th anniversary in 2013. To find out more about AMCHAM, please visit our website: www.amchamkorea.org.

주한미국상공회의소(이하 암참)는 1953년 한미 양국의 투자와 무역 증진을 목적으로 설립된 국내 최대 외국 경제단체로, 한국 경제각계에서 활발하게 활동하고 있는 900여 개의 기업 소속 1,800여 명의 개인회원으로 구성되어 있습니다. 암참은 2013년에 60주년을 맞았습니다. 암참에 대한 자세한 사항은 웹사이트 참조: www.amchamkorea.org.

Partners for the Future Foundation 미래의동반자재단



Established in February 2000, Partner for the Future Foundation (PFF) is the charity arm of AMCHAM Korea whose purpose is to improve the lives of Korean citizens by ensuring that all have opportunities for meaningful employment. The Foundation provides assistance in the form of college scholarships and vocational training to help people find employment opportunities. PFF is maintained through contributions from multi-national and Korean companies and individual sponsors; it has raised over \$13 million and provided scholarships to over 2,000 Korean students since establishment as of December 2013. The Foundation provides various partnering opportunities to give back to the community for companies interested in charitable giving. For more information, please call +822-6201-2251/2.

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