



Press Release

24 August 2011

NURTURING A NEW GENERATION OF BUSINESS LEADERS - INAUGURAL CDL-SINGAPORE COMPACT YOUNG CSR LEADERS AWARD

City Developments Limited (CDL), partnering Singapore Compact for CSR, launched the inaugural Young Corporate Social Responsibility (CSR) Leaders Award in March 2011. The Award aims to promote thought leadership amongst the youths, to foster greater awareness of embracing CSR principles into a company's operations as well as to achieve business excellence and sustainability.

The inaugural annual competition was open to all tertiary students between the ages of 17 and 30. Teams of four to six participants from the same institutions banded together to take part in the competition. They were connected to 10 Singapore-based Small, Medium-sized Enterprises (SMEs) such as ADDP Architects LLP, ORIGIN Exterminators, and Siloso Beach Resort amongst others, representing a diverse range of industries. The SMEs identified specific CSR aspects that they were concerned with such as labour practices, stakeholder engagements, environmental challenges, supply chain, community etc.

The Award Briefing cum Workshop was held soon after the closing of registration, to provide a common understanding on what CSR entails and details on the competition mechanism. Representatives from participating SMEs also attended the briefing to meet the students and answer queries relating to their businesses. Over the following month, each participating team worked on a CSR strategy proposal for the SME it was matched with.

The competition was well-received. A total of 27 teams, made up of 143 students, submitted their proposals, out of which 10 teams were short-listed. Participating institutions include Singapore Management University, National University of Singapore, Nanyang Technological University, Singapore Polytechnic, and Temasek Polytechnic and others. The 10 teams were then provided with practical work attachments at the chosen SMEs as well as mentorship by CSR consultants to help refine and improve on their proposals. The short work attachment enabled the teams to gain practical knowledge about daily business operations, and exposed students to the company's internal and/or external stakeholders. Final submission was judged by a panel of public, private as well as CSR industry experts on 16 August. The finalists made a 20-minute presentation, including a question and answer session, to the judging panel.

All the teams have exhibited tremendous knowledge on holistic CSR principles. The quality of the proposals submitted by the various teams has been impressive.

Team "Precise Consultancy" from the SMA Institute of Higher Learning – Murdoch University, emerged as the champion. Attached to ADDP Architects LLP, the team stood out for its sound understanding of CSR challenges and opportunities of the company as well as its excellent presentation. Their proposal well addressed the holistic approach to CSR. Initiatives included a "Studio-G" Drive programme which focused on green behavioural changes and a check list to guide office purchases. A "Green Design Competition" aligned well with ADDP's core business and provided ways to reach out to youths. "ADDP Knowledge Bank", a case-study archival of the noteworthy projects also demonstrated the team's creativity to share the company's efforts with stakeholders.

"We have learnt a lot about corporate social responsibility through the entire competition process. It was challenging, but extremely meaningful, to put our ideas into business proposals that are relevant and practical for the company we were assigned to. Gaining insights through short work attachment was also helpful in ensuring that our recommendations complement the company's core business. We are honoured to be the winner of the inaugural CDL-Singapore Compact Young CSR Leaders Award. We much look forward to be part of business that cares for the environment and community", said Ms Kimberly Yap, team leader of the Precise Consultancy.

"The Changemakers" from the Singapore Management University, assigned to Siloso Beach Resort, came in second with various initiatives such as CSR data management and balanced scorecard. In third place was "Team NUS" from National University of Singapore, which showed in-depth research on Mainguard Security Services' businesses where the company could tap on a wide range of relevant public grants and funding related to stakeholder engagement, demonstrating effectiveness and strong feasibility of the ideas proposed.

The winners will receive their prizes from Guest-of-Honour, Mr S Iswaran, Minister, Prime Minister's Office and Second Minister for Home Affairs and Trade and Industry, during the prize-giving ceremony at the CSR Summit on 5 Sept 2011. Cash prizes of \$5,000, \$3,000, and \$2,000 respectively will be accorded to the top three winning teams.

This award is the brainchild of CDL which has been a strong advocate for the importance of integrating CSR into businesses for long term sustainability. "We believe that CSR is fundamentally a business strategy, which goes beyond merely philanthropy or charity. It makes business sense only if it can add value to the business and sharpen its competitive edge. The Young CSR Leaders Award is an extension of our conviction to youth development, using this platform to encourage and nurture our new generation of business leaders to adopt a holistic perspective – by doing good, doing well and doing better in financial, environmental and social responsibility," shared Ms Esther An, CDL's Head of CSR.

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Annex

LIST OF SMES

1. ADDP Architects LLP
2. Fabulous Printers Pte Ltd
3. The Sukha House Pte Ltd
4. Ispahan Group Pte Ltd
5. KPK Quantity Surveyors (Singapore) Pte Ltd
6. Mainguard Security Services (S) Pte Ltd
7. ORIGIN Exterminators Pte Ltd
8. Siloso Beach Resort Pte Ltd.
9. Unison Construction Pte Ltd.
10. Wavelink Co-operative Limited

LIST OF CSR CONSULTANTS / EXPERTS

1. Dr. Adefolake Adeyeye, Faculty of Law, National University of Singapore
2. Ms. Christy Davis, Davis Pacific
3. Mr. Rajesh Chhabara, CSRWorks
4. Ms. Tabbi Maitland, Global Causeway
5. Ms. Zafirah Mohamed, Sequoia Consulting

PANEL OF JUDGES FOR THE FINAL ROUND

1. Ms. Penny Low, Member of Parliament, Pasir Ris-Punggol GRC
2. Mr. Simon Bennett, General Manager, CSR, Swire Pacific Offshore
3. Ms. Esther An, Head of CSR and General Manager of Corporate Affairs, CDL
4. Ms. Jessica Cheam, Correspondent at The Straits Times and Editor and Founder of Eco-Business.com
5. Mr. Patrick Chan, Director of the Industry Development Division, Singapore Business Federation;

RESULTS OF THE COMPETITION

First Prize: “Precise Consultancy”
(SMA Institute of Higher Learning – Murdoch University)

Second Prize: “The Changemakers”
(Singapore Management University)

Third Prize: “Team NUS”
(National University of Singapore)

Prizes

First Prize	S\$5,000 cash and Champion Shield
Second Prize	S\$3,000 cash
Third Prize	S\$2,000 cash
7 Finalists Prizes:	S\$ 500 cash and certificate of participation