

## About Singapore Compact

The Singapore Compact for CSR functions as a national society in furthering the CSR movement in Singapore, through ongoing dialogues, training, collaboration and practical project implementation. It is a participant and country network of the United Nations (UN) Global Compact, taking a multi-stakeholder approach in welcoming and recognising the important roles and contributions of various stakeholders.

*"CSR must be embraced not as cost burden but for business sustainability and value creation. Companies that have the support and respect of their stakeholders are likely to function better and be sustainable in the long run."*

Ms Claire Chiang  
President, Singapore Compact for CSR



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## CORPORATE SOCIAL RESPONSIBILITY AND THE UK

### Message from the British High Commissioner

The British Government has an ambitious vision for UK companies to consider the economic, social and environmental impacts of their activities, wherever they operate in the world.

Corporate Social Responsibility (CSR) is a business-led agenda. It is about businesses' contribution to social and environmental progress. CSR brings together two themes – improving business performance and helping to combat social injustice. It moves away from the old idea that economic, social and environmental goals are mutually exclusive. It is relevant to all companies, whether large companies with global reach and complex supply chains, or SMEs with very local operations.

The British Government works closely with business to support the continuous development and application of CSR best practice. We want to transform CSR from being seen as an 'add-on' to being a core part of the way companies do business. Economic prosperity and social justice are interlinked and not competing objectives. We are encouraged to see increasing numbers of companies recognising that it makes business sense to address the economic, social and environmental impacts of their activities, and taking action to meet the key challenges – whether local, or international.

The British High Commission is keen to work with you in promoting your CSR initiatives. This leaflet aims to showcase some examples of British companies that have done excellent work in CSR. I encourage you to join us in the movement for responsible business.



Paul Madden  
British High Commissioner  
Singapore

# Case Studies

The Rt. Hon.  
Gordon Brown MP  
UK Prime Minister



In 2006, Singapore played host to the IMF/World Bank meetings with some 20,000 delegates and visitors attending. The UK delegation was led by Gordon Brown, now Prime Minister of the UK. A welcome reception hosted by the British High Commission, themed 'Garden of Eden – Redressing the Balance', showcased examples of how top British companies in Singapore have focused on global environmental and social challenges through their socially responsible business practices. These were illustrated through a set of eye-catching display panels based on the Taoist Five Element Theory. Taoists believe that the five elements of water, wood, fire, earth and metal are cyclical and interact to maintain the natural balance of the universe and environment. An ancient belief yet relevant to today's challenges which require a global collective response. The event was sponsored by these Singapore-based British companies:-



BP's 'Alternative Energy' provides low-carbon electricity from solar, wind, hydrogen and gas-fired power. Its aim is to eliminate 24 million tonnes a year of carbon dioxide emissions by 2015 through investment of over US\$8 billion over the next 10 years. BP's power marketing and trading business brings all this electricity to market. [www.bpalternativeenergy.com](http://www.bpalternativeenergy.com)



HSBC worldwide has supported 'Investing in Nature' – a 5-year programme with three environmental charities, Botanic Gardens Conservation International (BGCI), WWF and Earthwatch, to solve pressing environmental problems. In Singapore, HSBC has been involved in numerous wetlands and marine projects, notably the conservation of the Sungei Buloh Wetland Reserve and Chek Jawa in Pulau Ubin. [www.hsbc.com.sg](http://www.hsbc.com.sg)



Lloyd's '360 Risk Project' was created to generate discussion on how best to manage risk in today's business environment. Businesses need to prepare for the prospect of growing natural hazard risks now. The first series of the '360 Risk Project' therefore focuses on catastrophe trends and what we can do to anticipate and respond to the mounting threat of catastrophe risk. The insurance industry must now seize the opportunity to make a difference, and Lloyds is ready to play its part. [www.lloyds.com](http://www.lloyds.com)



Constantly seeking ways to share and connect collective skills, knowledge and energy to give value back to society and the environment. PwC's 'Ujuzesse Programme' enlists PwC partners to participate in international assistance projects in developing countries. Launched in 2001, the programme actively promotes PwC's CSR agenda on the global stage. In Singapore, PwC's local community service efforts include its support for its adopted charity 'Child at Street 11', and participation in the 'Yellow Ribbon Project'. [www.pwc.com.sg](http://www.pwc.com.sg)



Integral to Reuters' CSR activities is the work of 'Reuters Foundation', which focuses on areas where Reuters' expertise in information gathering and communications can be put to use in ways that will benefit the communities in which it operates. 'AlertNet' established by Reuters Foundation in 1997, enables relief agencies and the public to share information about emergencies and associated relief efforts. [www.reuters.com](http://www.reuters.com)



Each year, Rolls-Royce, in collaboration with its partners, invests around £700 million in R&D, two-thirds of which has the objective of reducing the environmental impact of its products. Today's Rolls-Royce Trent engines, such as those used by Singapore Airlines, produce 70% less emissions per passenger kilometer and 75% less noise than their predecessors of 50 years ago. Rolls-Royce is also developing exciting new technologies such as fuel cells which can provide power with very low emissions. Rolls-Royce invests in the future, assisting universities to educate engineers, such as students from the aerospace engineering degree at the Nanyang Technological University with a focus on sustainability and life cycle thinking. [www.rolls-royce.com](http://www.rolls-royce.com)



The RBS Group recognises the significant global threat posed by climate change and is committed to reducing the carbon intensity of its business. In 2006, it reduced its carbon footprint by 210,000 tonnes by purchasing 74% of its electricity consumption in the UK and Ireland from renewable sources and this will soon be increased to 100%. It is also investing £55 million over 3 years to deliver environmental impact gains in its property portfolio. [www.rbs.com.sg](http://www.rbs.com.sg)  
[www.coutts.com](http://www.coutts.com)



Standard Chartered believes that companies have far-reaching impacts upon the economy, the environment and the communities where it operates. In 2003, Standard Chartered launched 'Seeing is Believing', a global initiative to address avoidable blindness through

awareness and restoration of sight. Its other global initiative, Living with HIV, is a peer-to-peer education project to increase awareness of HIV/AIDS. It adapted its programme in Singapore and has reached out to over 25,000 youths aged 15-18 years. The Bank has also introduced the programme to their SME customers. It is also committed towards the development of community sports through sponsorship of events such as the Standard Chartered Singapore Marathon. [www.standardchartered.com.sg](http://www.standardchartered.com.sg)



Unilever's mission is to add vitality to life – meeting everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good, and get more out of life. Through eco-efficiency in manufacturing, it has achieved reductions in water use. In 2005, it reduced the total consumption of water in its operations worldwide by 2.3% and the load per tonne of production by 4.2%. [www.unilever.com.sg](http://www.unilever.com.sg)



Renewable energy and energy efficiency are key parts of the British Government's longer term aim of reducing CO<sub>2</sub> emissions by 60% by 2050. The Government has set a target of 10% of electricity supply from renewable energy by 2010 and is keen to encourage further research into new technologies, including wave farms, wind turbines, intelligent eco-friendly houses and the 'CLEVER' car. [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

"We're devastating the planet, the atmosphere,  
the forest and the sea. It's time we changed."

Sir David Attenborough