



BURSA MALAYSIA'S CSR FRAMEWORK FOR MALAYSIAN PLCS

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THE BURSA MALAYSIA CSR FRAMEWORK

for

MALAYSIAN PLCs

One Size Does Not Fit All

The BM CSR Framework is a set of guidelines for PLCs who wish to practice CSR

CSR & PM's BUDGET SPEECH

“...To inculcate the culture of Corporate Social Responsibility (CSR) PLCs are required to disclose their CSR activities.”

- Engagement of PLCs in CSR
 - An Opportunity for logical thinking in CSR
- Process of making CSR part of the way PLCs work & think

What CSR means to Bursa Malaysia

**CSR is NOT about how the firm spends \$
BUT about how the firm MAKES \$**

CSR is open and transparent business practices that are based on ethical values and respect for the community, employees, the environment, shareholders and other stakeholders. It is designed to deliver sustainable value to society at large

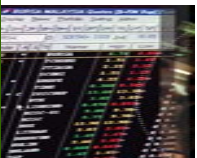
Focus on Triple Bottom Line (TBL)

- Good economic performance
- Good social practices and
- Good environmental practices



KEY CSR CONCEPTS

- Go beyond compliance to laws
- Beyond Philanthropy and Public Relations
- Integral throughout business operations & decision making
- Communication : Sustainability Reporting
- Stakeholder engagement
- Dynamic CSR vision/ agenda
- Cultural transformation



CSR FOCAL AREAS



ENVIRONMENT



WORKPLACE

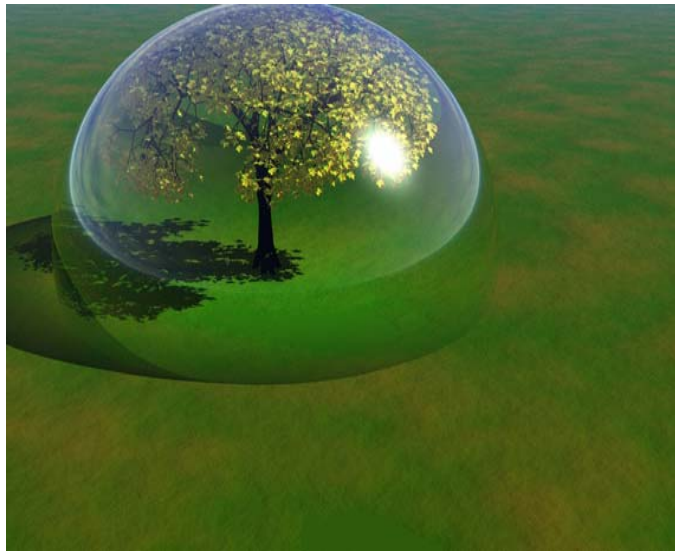


COMMUNITY

BURSA MALAYSIA Quotes [5-RM Buy]										
Display News Portfolio Sorting Admin										
Idx	Sec	Trk	Adv	Plus	B-1	DBT	Qd4	SSI	CoP	TaP
BURSA				CI	928.54(+ 3.03)	2nd	90.85	9.13		
Code	A	E	Ti	Name	High	Low				
1818	*			BURSA	4.74	4.66				
405	*			TCHONG	1.51	1.45				
383	*			PTIASA	2.35	2.25				
58	*			SCOMI	1.21	1.15				
93	*			GHOPF	4.22	4.22				
16	*			TIME	0.360	0.35				
1	*	C		IOICORP	13.60	13.35				
				WTK	3.82	3.62				
	*			LIONIND	0.870	0.855				
				MISC-01	9.80	9.70				
				MISC	9.75	9.70				
	*			MOX	12.90	12.90				
	*			LITRAK	2.83	2.82				
	*			DRBHCORP	1.49	1.47				
	*			KULIM	2.66	2.63				
	*			MELAND	0.660	0.645				
	*			TEP	1.42	1.41				

MARKETPLACE

THE ENVIRONMENT



ENVIRONMENT

- Climate Change
- Energy
 - Renewable Energy
 - Energy Efficiency
 - Biofuel
- Waste management
- Biodiversity
- Endangered wildlife


THE COMMUNITY



COMMUNITY

- Employee Volunteerism
- Education
 - Schools Adoption Scheme
- Youth development
- Underprivileged
- Graduate Employment
- Children

THE MARKETPLACE



BURSA MALAYSIA Quotes [\$-RM Buy] [Sort]

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- Green Products
- Stakeholder Engagement
- Ethical Procurement
- Supplier Management
- Vendor Development
- Social Branding
- Corporate Governance

MARKETPLACE

THE WORKPLACE

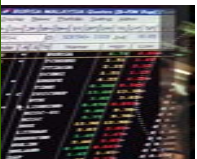


WORKPLACE

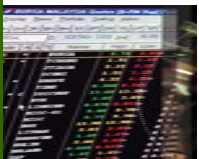
- Employee Involvement
- Workplace Diversity
- Gender Issues
- Human Capital Development
- Quality of Life
- Labour Rights
- Human Rights
- Health & Safety

USING THE CSR FRAMEWORK

- All criteria do not apply to all companies
- PLCs may choose and prioritize
- Choice of CSR focus and CSR initiatives depends on
 - nature of business
 - resources
 - company inclinations

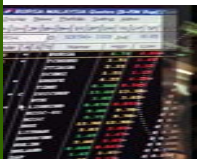


INDIRECT BUT MEANINGFUL CSR PRACTICES



- BARCLAYS BANK : Does not affect Environment in any way?
- EQUATOR PRINCIPLES
- BARCLAYS BANK committed not to give loans for projects adversely affecting environment & community
- Indirect but meaningful CSR Practices

HOW BURSA MALAYSIA USES THE CSR FRAMEWORK



- Use framework to define priorities
- CSR vision being developed
- Focus on all 4 dimensions

Environment

Community

Marketplace

Workplace

The Bursa Malaysia CSR Agenda

Environment.



Community



Workplace



Marketplace



Adopt ISO 14000

- Renewable Energy
- Energy Efficiency
- Waste management
- Recycling / Re-Use/Reduce

Develop Carbon Funds

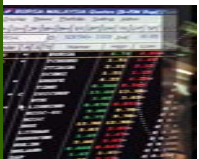
- CDM / Carbon Markets

- Employee Volunteerism
- Education: digital divide / Schools adoption scheme
- Youth development
- Underprivileged homes

- Employee Involvement
- Workplace Diversity
- Gender issues
- Health & Safety
- Human Capital development

- Green Products
- Stakeholder engagement
- Ethical Procurement
- Vendor management
- Social Branding

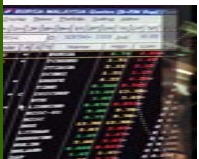
BURSA MALAYSIA'S PRELIMINARY INITIATIVES



- Immediate: CSR Vision
- Crafting a CSR Statement for Annual Report
- Increase employee involvement
- Internal environmental management (ISO14000)
- Creating green products
- Adopting Triple Bottom Line
- Independent sustainability reporting
- Tapping the potential of Socially Responsible Indices

FIRST STEPS ON A JOURNEY...

We encourage PLCs
to join us...





**CORPORATE SOCIAL RESPONSIBILITY (CSR)
FRAMEWORK**

FOR MALAYSIAN PLCs

Thank You.

CSR Framework for PLCs

CSR FOCUS	Environment	Community	Workplace	Marketplace
<p>POSSIBLE CSR INITIATIVES</p>	<ul style="list-style-type: none"> - Climate Change <ul style="list-style-type: none"> -ISO 14000 - Energy <ul style="list-style-type: none"> -Renewable Energy -Energy Efficiency -Waste management - Endangered wildlife - Biodiversity 	<ul style="list-style-type: none"> - Employee Volunteerism - Education: Schools Adoption Scheme - Youth development - Underprivileged - Graduate Employment - Children 	<ul style="list-style-type: none"> - Employee Involvement - Workplace Diversity: - Gender issues - Human Capital Development - Quality of Life - Labour rights - Human rights - Health & Safety 	<ul style="list-style-type: none"> - Green Products - Stakeholder engagement - Ethical Procurement - Supplier management - Vendor development - Social Branding - Corporate Governance
<p>PLANNING</p>	<p>IMMEDIATE</p> <p>2006</p>	<p>SHORT TERM</p> <p>2007</p>	<p>LONG TERM</p> <p>2008</p>	

Environment



Community



Workplace



Marketplace



CSR FOCUS

POSSIBLE CSR INITIATIVES

PLANNING

IMMEDIATE

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