



2016/2017

# Annual Corporate Social Responsibility Report: Evolving CSR



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## 1. The Group's Commitment to the UNGC 10 Principles



Global Compact Network  
Myanmar

### 10 Principles of United Nations Global Compact

#### Human Rights:

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: make sure that they are not complicit in human rights abuses.

#### Labor:

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labor;
- Principle 5: the effective abolition of child labor; and
- Principle 6: the elimination of discrimination in respect to employment and occupation.

#### Environment:

- Principle 7: Businesses should support a precautionary approach to environmental challenges; and
- Principle 8: undertake initiatives to promote greater environmental responsibility; and
- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

#### Anti-Corruption:

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery

## 2. Overview of Group investment in CSR

Social Responsible activities have always been at the forefront of Serge Pun & Associates (Myanmar) Co., Ltd (SPA), First Myanmar Investment Co. Ltd (FMI-A Public Company) and Yoma Strategic Holdings. Together they have been leading the way in giving back to the community. In 2016/2017, eight CSR Sessions were held, of which 4 Senior Management Staff attended.

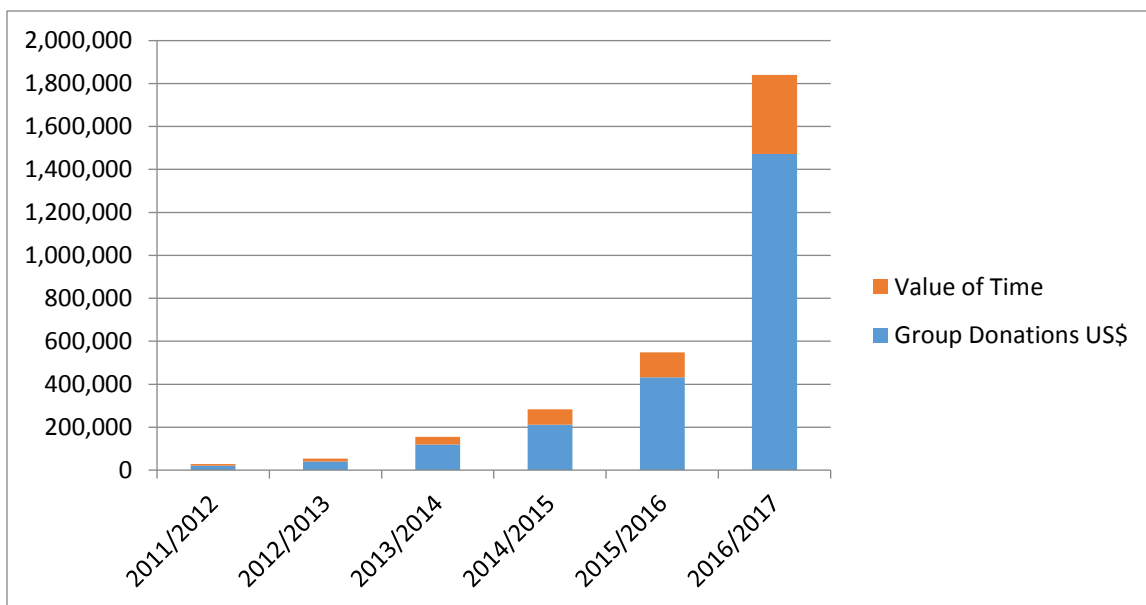
In 2016/2017, the group employed close to US\$ 1,472,420 in various community projects/programs. This is an increase of 240 % from the last fiscal year. These programs included flood and fire relief efforts; construction of schools and infrastructure; educational support; supply of drinking water and clean water for village use; charity events; Community Light Center donations; and training sessions and ferry/uniform support for staff. Many employees gave up their free time to help on their entities CSR works.

Since 2012, the group has started to promote Corporate Social Responsibility (CSR) above Social responsibility. This includes self-education for corporate leaders', senior management team and employees of the company.

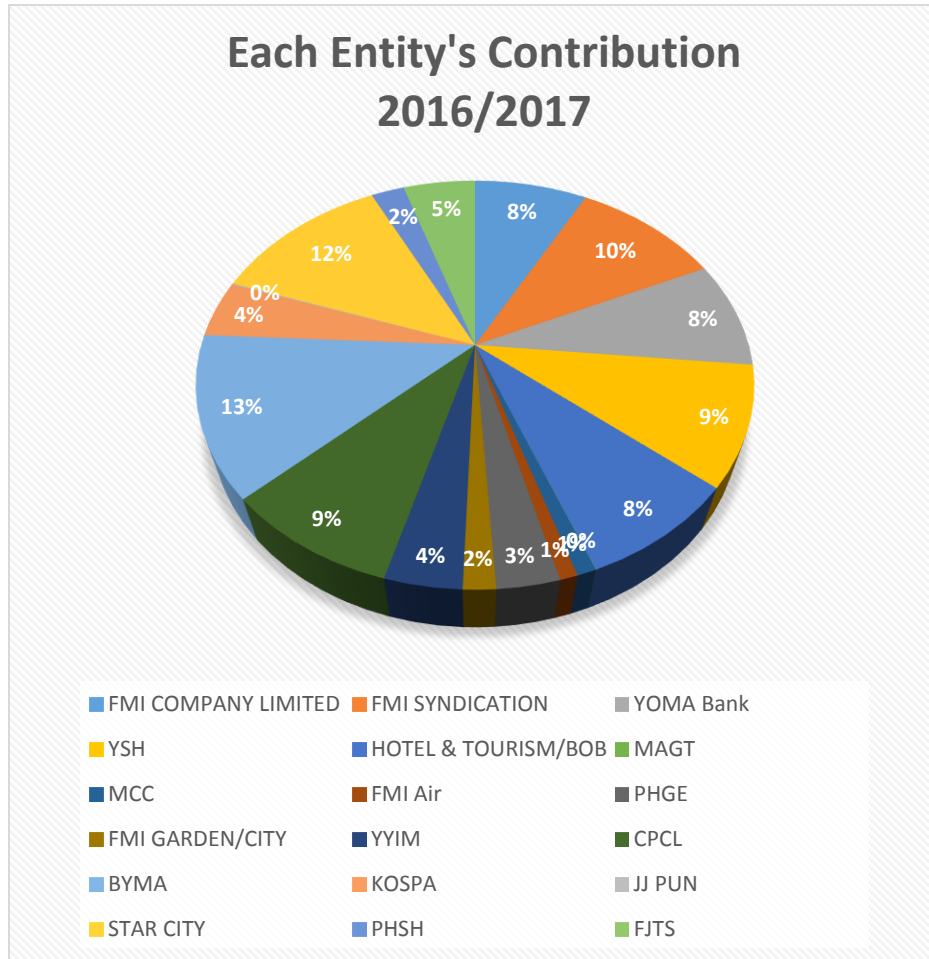
CSR and Social Responsibility activates have impacted the followings:

- Management and employees working together for the better of the community.
- Employee initiatives to have a voluntary saving from their monthly salary for CSR purposes.
- Project recommended and chosen by employees.

Group CSR Efforts in regards to actual money invested and value of volunteers' time (employees) is depicted below. The value of time that employees spent working on CSR is estimated at US\$ 368,105. This means that the group invested a complete sum of about US\$ 1,840,525 in CSR in 2016 and 2017.



Total Spending for 2016/2017 on CSR by the Group was US\$ 1,472,420. The chart below compares each entity in terms of cash investment (in CSR). This means a 218 % increase in amount of cash invested in CSR (in regards to employees' time).



It has proven again that companies who have profit, people and planet in mind are more inclined to have funds available for CSR programs. It also shows that company size does not matter when CSR programs are to be considered.

## CSR 2016/2017 Highlights



### 3. Each Entity’s Social Responsibilities

#### 3.1 YOMA Bank Ltd.

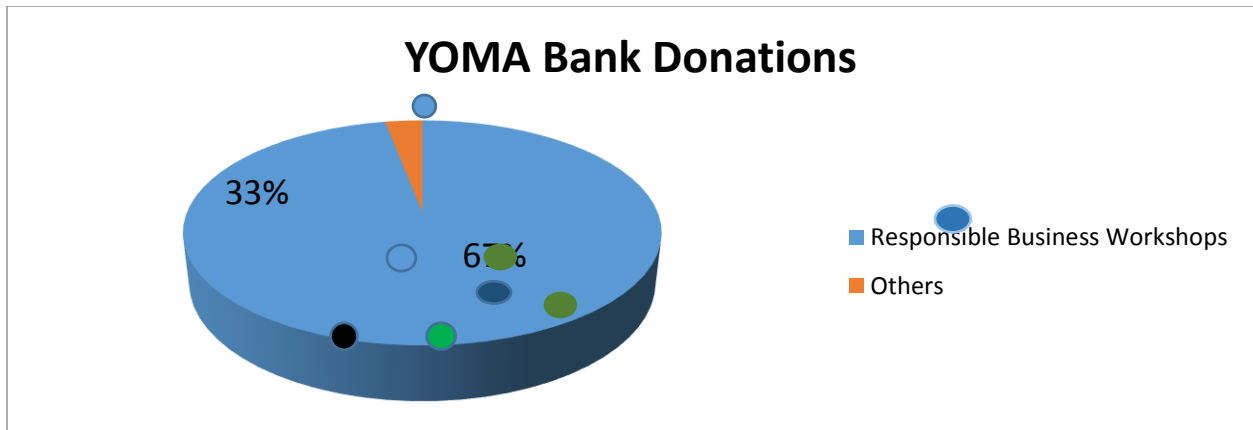
In 2016/2017 YOMA Bank has donated US\$ 62,430 to various projects across the country. With the encouragement of the management team, YOMA bank as a whole has been able to identify areas where there is the most pressing need for donations. Employees' voluntary initiative to have monthly salary deduction was developed within the group.

Beneficiaries such as the Responsible Business Practice in Myanmar seminars and workshops organized by Myanmar Business Coalition on Aid has helped promote responsible business practices to small and medium sized enterprises across the country. Additionally, Yoma Bank also provided aid towards youth development.

#### Year Spending

- 2016/2017 US\$ 62,430 (MMK 81,150,000)

#### Sector Donated:



#### 3.2 Myanmar Agri-Tech Ltd (MAGT)/ Myanmar Coffee Company (MCC)

Since the start of 2016, MAGT has donated US\$ 107 to various educational CSR programs. MAGT has provided educational support to Si Taung Gyi School. MAGT’s CSR largely focus on the education of children especially on rehabilitation of school, facilities and student supplies. Either the children in the immediate community and nearby communities or employees’ children who attend at that school will feel the positive impact as they have a solid place to learn and can use better study materials.

#### Year Spending

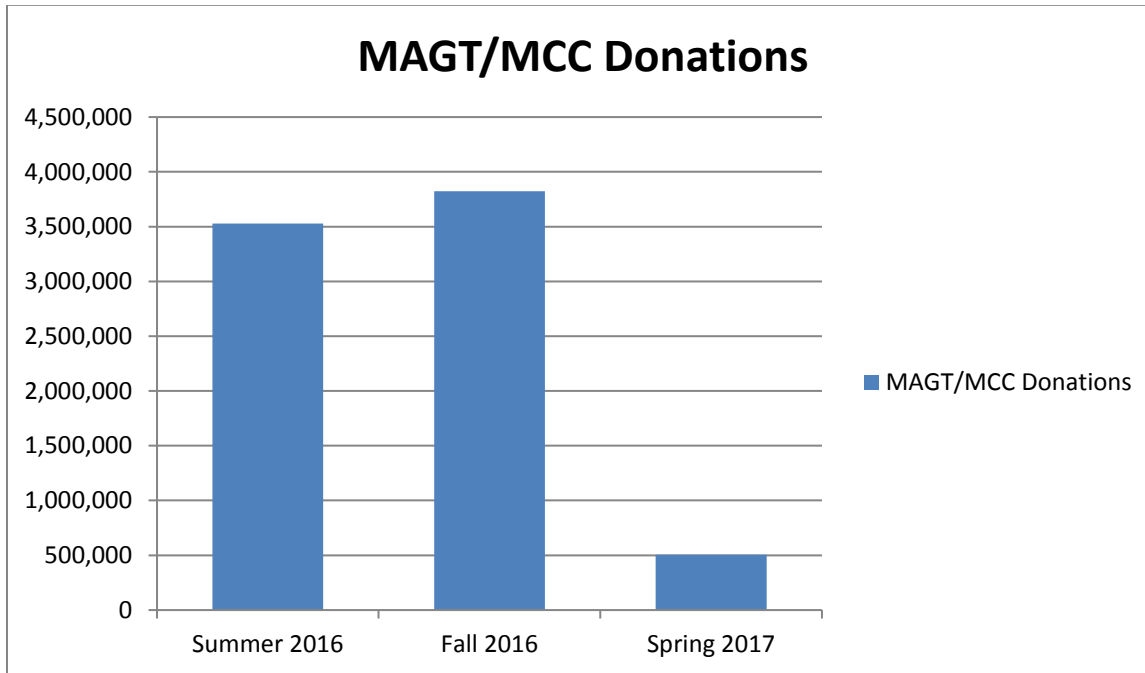
- 2016/2017: US\$ 107

Myanmar Coffee Company (MCC) has regularly supported education at Si Taung Gyi School and, Elephant Camp School. Additionally, road safety was taught in Mandat Village and Mawtin Estate. Also, MCC funded rainwater harvesting, tube well construction, donation of a groundwater tank and piping to Mandat Village. Bridge construction and road paving and repair was also done for the benefit of Mawtin Estate and Mandat Village

**Year Spending**

- 2015/2016: US\$ 7,019 (MMK 9,124,269)

**Sector Donated:**



**3.3 FMI Air Ltd. - Head Office**

In 2016/2017, FMI Air Ltd. has donated USD 2,850 to the orphanages and sponsored USD 3,500 in Chatrium Hotel 16<sup>th</sup> Annual Golf Tournament. Due to the donation to the orphanages, the lives of the children have been improved and therefore more educated children will be which is the future workforce for the company. Brand awareness within the community is higher and trust is built between the company and the community leading to the value creation and growth of the company.

**Year Spending**

- 2016/2017 – US\$ 6,350



### 3.4 FMI City (FMI Garden)

In 2015/2016, FMI city has donated US\$25,853 to various projects across the country. With the help of the staff, FMI city as a whole has been able to help the people living in the nearby villages meet some of their basic needs.

#### **FMI Garden’s CSR efforts include:**

- 5<sup>th</sup> Year Charity Event
- Attitude Training for employees
- Building a Dormitory for the Monk
- Building Toilets
- Building Tube Well
- Donation of cash towards the township administration office for use towards the Myanmar New Year Water Festival
- Donation of stationaries for staff’s children
- Donation of uniforms and stationary for children in Hlaing Tharyar
- Donation of Waso Robes to Monks
- Donation towards the Khatein Festival
- Offering Porridge to the students from Zay Yar Shwe Myay Monastic School (Staff Contribution)
- Offering Shwe Yin Aye, Mote Lone Yay Paw to all employees
- Pay Homage to Senior Citizens
- Spiritual Activities within FMI Garden Estate

#### **Year Spending**

- 2016/2017: USD 11,580 (MMK 15,053,696)

### 3.5 Thanlyin Estate Development Co., Ltd – Star City

In 2016/2017, Star city has donated to various projects across Yangon and Myanmar. Star City as a whole has been able to help both their local community and the wider society as a whole. Star City has held disease awareness seminars for their staff, provided monthly medical treatment for children of staff, tube well and pump donation, donations towards a monastery, and various trainings—English language, Leadership Development, Advance Excel, Fire Safety, Customer Service, Train the Trainers, Cross Cultural Awareness—to their staff. Free uniforms, ferry transportation and free lunch has been provided to employees. Computer training is provided to children of staff and one monastery’s compound is cleaned and landscaped.

Employees donated towards the “Gift of light” – Community Light Center—project, a short internship was held for students and teachers from the Academy of Skills and Knowledge Education Services,

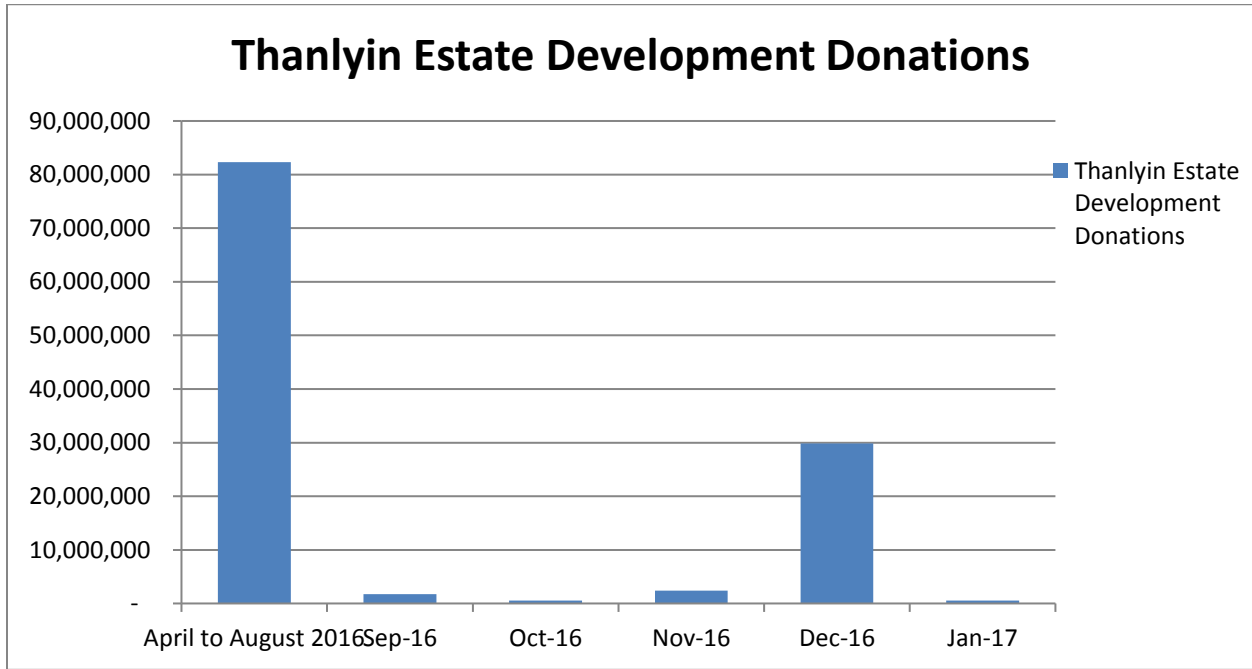
training was provided to WYTU students, a blood donation drive was held, vaccination and awareness training for Elephantiasis was held, and a charity event was sponsored.

**Year Spending**

- 2015/2016: US\$ 90,321 (MMK 117,417,354)

Additional spending which is excluded, includes free lunch and free ferry. Free lunch costs 1820 kyat per person per day and free transport per person per week costs 40,000 kyat.

**Sector Donated:**



**3.6 YOMA Strategic Holdings Ltd**

Over the past year Yoma Strategic Holdings Ltd (YSH) has donated US\$ 69,231 to various CSR programs. With the help of the management team YSH has been able to have a real impact on the community.

Beneficiaries such as the Responsible Business Practice in Myanmar seminars and workshops organized by Myanmar Business Coalition on Aid has helped promote responsible business practices to small and medium sized enterprises across the country.

**Year Spending**

- 2015/2016: US\$ 69,231 (MMK 90,000,000)

### 3.7 Shwe Lay Ta Gon Travels- Balloons over Bagan (BOB)

Balloons over Bagan has been active on the ground providing supplies to flood victims. The Balloons Over Bagan team traveled by boat to Kyat Sher village, Pakokku Township, where they donated rice, oil, canned fish, water, t-shirts, and hats to 360 families. The team was the first to reach the village.

### 3.8 Pun Hlaing Golf Estate

In 2015/2016, Pun Hlaing Golf Estate has donated to various projects and held many fundraising events. PHGE has provided anti rabies vaccinations to staff, sold items at a low cost with their Pass It on Charity Project, donated towards a monastery, held a fundraising charity golf tournament, and held a Christmas Charity Bazaar. PHGE also has provided day labor contracts to people living within the community of Hlaing Thar Yar, which means employment opportunities and training. They also helped in cleaning up the Hlaing Thar Yar community in order to prevent diseases and poor hygiene (i.e. drains were cleaned to prevent mosquitos from breeding).

#### Year Spending

- 2015/2016: US\$ 22,516 (MMK 29,271,350)

### 3.9 Convenience Prosperity Co., Ltd (CPCL)

In 2016 to 2016, Convenience Prosperity Co., Ltd donated US\$ to various projects across the country.

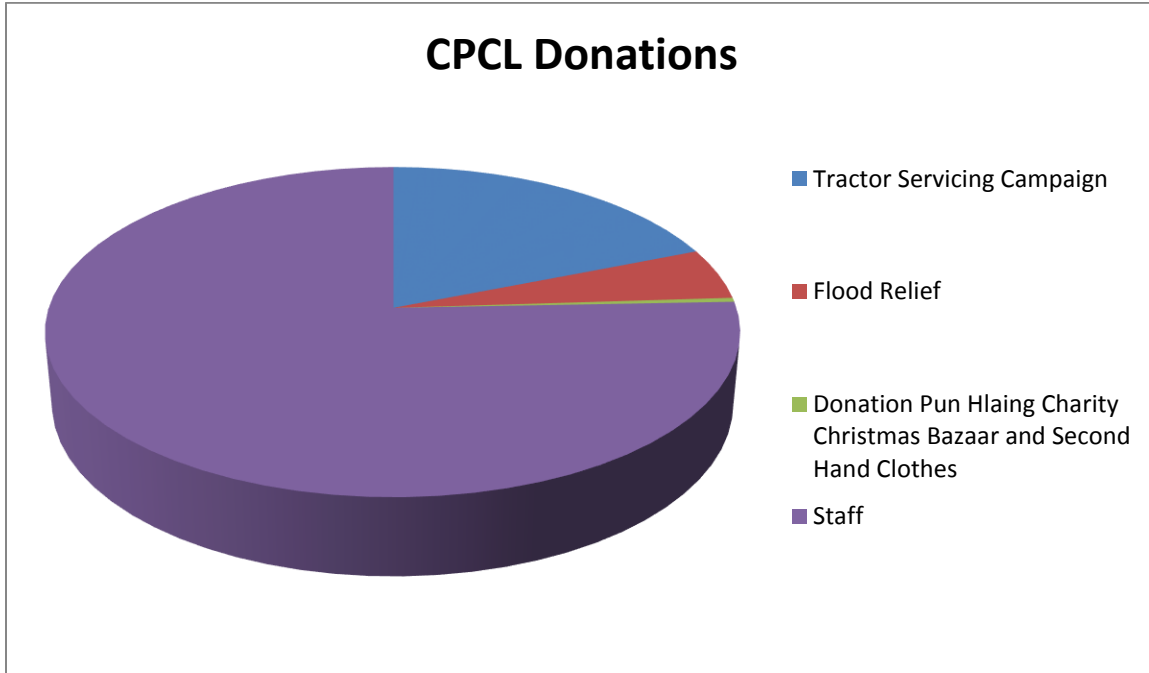
#### CSR Efforts

- Free Servicing for Tractor Customers – from June 6 to July 31<sup>st</sup>, CPCL held a free service campaign in Bago, Magway, Yangon, Kayah (112 tractors serviced); Sagaing, Pakokku, Naung Cho, Taungyi and Mandalay (113 tractors serviced); Naypyidaw (55 tractors serviced); Ayeyarwaddy Division (52 tractors serviced); and Hinthada and Zalon (61 tractors serviced). Amount spent: 16,268,000 kyats.
- Flood relief work was done on August 9<sup>th</sup>, 11<sup>th</sup> and 27<sup>th</sup>. On day 1, lunch was provided as well as mineral salts, instant noodles, and bottled water. On day 2, rice bags, drinking water and instant noodles were provided. On day 3, rice, cooking oil, bottled water and medicine was provided. 12 villages in the affected area received this aid. Amount spent: 4,454,700 kyats
- For every working day, free transportation is provided to staff. Amount spent: 4, 780,000 per month for four units. Annual Spending: 57,360,000 kyats
- Uniforms are provided for staff annually at all CPCL branches. Total amount spent: 21,685,000 kyats.

#### Year Spending

- 2015/2016: US\$ 64,543 (MMK 83,905,968)

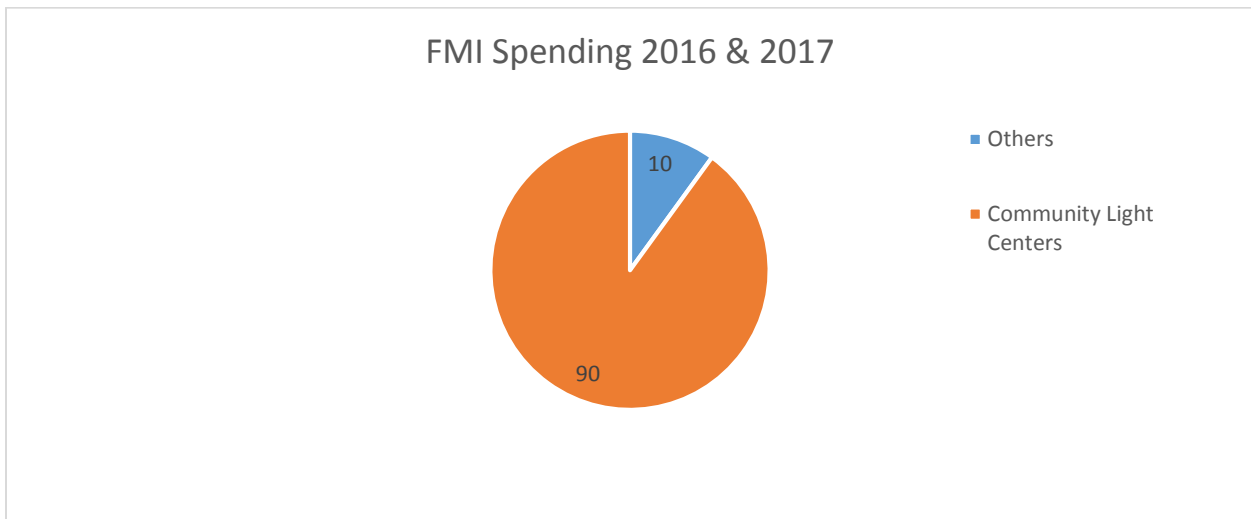
Sector Donated:



### 3.10 FMI Company Limited

In 2016/2017 FMI donated towards religious purposes, responsible business workshops and Community Light Centers.

- Total Spending: US\$ 57,914 (75,288,000 MMK)



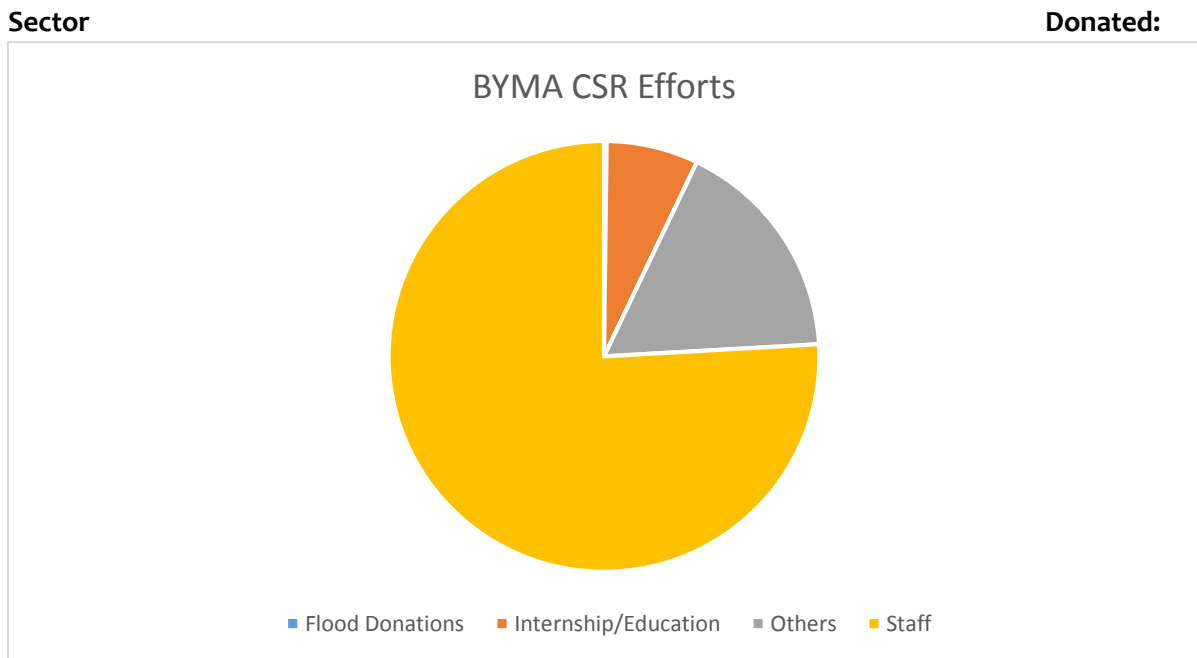
### 3.11 BYMA

In 2016/2017 BYMA contributed in many CSR programs for the sake of community and people. BYMA's CSR largely focuses on the welfare of the employees by providing first aid clinic and medical care, by supporting schooling for the children of labors and by celebrating the Family Day and Christmas Day. BYMA also donated some basic needs to get immediate relief to the affected area. In the BYMA's internship program, 14 engineer graduates were employed for BYMA's project from October to December.

Scaffolding supply and the flyover pillars and abutment ramps, vertical green gardens, benches, tree pots fabricate and install road curbs, interlock concrete pavement were provided in order to enhance the security of pedestrians.

#### Year Spending:

- 2016/2017 – US\$ 93,518 (MMK 121,573,595)



### 3.12 KOSPA

KOSPA's CSR efforts largely focus on People and Planet. The entity offers free ferry transport, reimbursement for medical care, free uniforms and training to its staff. The impact on KOSPA staff and the community immediately surrounding KOSPA is meaningful. KOSPA staff feel less stress, have to worry less about money, and gain knowledge, leading to increased productivity and more of a team feeling. Having to buy less clothing and knowing how to maintain a clean and more environmentally friendly workplace impacts the immediate and nearby environment. Less pollution and trash throwing due to free ferry services also impacts the land and water positively.

**Year Spending:**

- 2016/2017 – US\$ 33,076 (MMK 43,000,000)

**3.13 Yoma Yangon International Marathon (YYIM)**

YYIM's CSR constructed the brick wall around the compound of Su Taung Pyae Youth Development Centre which is located in Thanlyin, Yangon Division. It has positive impact on both the children from immediate community and nearby community because it is now safer for the children (even the young ones) to play and walk around the school. The families of the community are also impacted positively as their children are protected. The entity renovated Aung Za Buu Youth Development Center Library which is located in Kaw Mhu, Yangon Division and donated books to that library with the purpose of children getting general knowledge besides school lessons. Children who live in the nearby community can also visit the library to read and borrow books. YYIM also donated cash to YCDC Non-Profit Child Day Care Center so that it will have more budget to spend on necessities.

- Total Spending: 2016/2017 – US\$ 27,692 (MMK 36,000,000)

**3.14 Pun Hlaing Siloam Hospital**

Has conducted various CSR activities such as providing free clinics, sent a nurse to Dala to provide healthcare, conducts waste treatment, and provides hospital staff with various trainings. A ferry, low-cost meal canteen and uniforms are provided to staff to help them save on money.

- Total Spending: US\$ 16,952 (MMK 22,038, 852)

**3.15 JJ Pun**

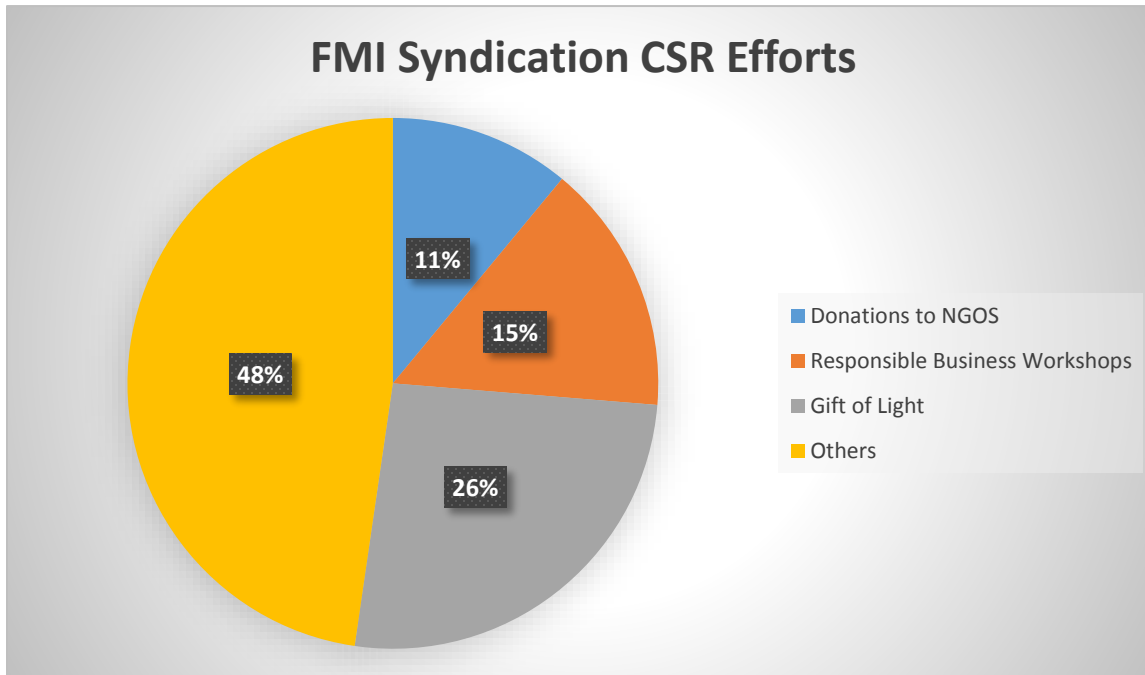
JJ Pun in 2016 and 2017 held a number of training and awareness sessions on topics such as Hepatitis, Medical Knowledge Sharing, and First Aid Training, Service Safety. These trainings improved the knowledge of the staff and impacted their health as well as company operations. JJ Pun also built a school in partnership with World Vision in Myar Yar Yoe Village, Thanlyin. The company also held meetings with farmers to raise awareness of topics such as pests, plant diseases, safe use of pesticides, increased value for work done, and product awareness in areas such as Yangon, Mandalay, Sagaing, Magwe, Bago, Ayeyarwaddy, Shan and Kayin. These meetings helped farmers become more aware of the agricultural products they use and how to maintain their own health as well as increase output.

- Total Spending: US\$ 774 (MMK 1,006,500 )

### 3.16 FMI Syndication

FMI Syndication has contributed to various charities and projects. This includes donations to the Gift of Light project, funding of responsible business seminars, donations to NGOs, and various other community projects. FMI Syndication also provides free ferry transport and uniforms to their staff.

- Total Spending: US\$ 75,285 (MMK 97,871,548)



### 3.17 First Japan Tire Services (FJTS)

Held Japanese language training for staff, held a TCS event to teach customers about tires as well as provide free tire servicing, and held trainings on Road Safety.

- Total Amount Spent: US\$ 36,984 (MMK 48,079,636)

## 4. Yangon Marathon (YYIM Highlights)

The total number of participants for YYIM2017 are 8000 runners. We have celebrities who are also participated in our 3KM fun run and as well as performances on the stage. The celebrities are as follows:

3KM fun run: Sai Sai, Phway Phway, Warso Moe Oo

Performances: Ah Moon, Phyo Gyi, Jackson Tun, Sein Lin Aroma.

This year YYIM increased the number of charity to five places compared to three places last year.

## 5. MBCA – Responsible Business

### **National Small & Medium Entrepreneur Responsible Business Practice seminars & workshops**

June 2014, YOMA Strategic Holding Ltd (YSH) and Yoma Bank Ltd agreed for Myanmar Business Coalition on Aid (MBCA) to deliver its CSR activities in Myanmar, mainly in the education sector. This is provided that “Responsible Business Practices” would be the main platform. Beneficiaries would be SME owners and its management team. The form of delivery would be through public seminars and workshop. These Seminars and Workshops continued into 2015, 2016 and 2017. YSH and Yoma Bank support the MBCA offices in Yangon, Mandalay and Pakokku.

### **Workplace Advocacy**

Workplace advocacy sessions were carried out by MBCA staff in 3 of their 8 offices including Yangon, Mandalay, Pakokku. In 2016 over 26 workplace advocacy sessions have been carried out. Over 1,857 people attended the advocacy sessions. Over 3,812 condoms were distributed throughout these sessions.

As a result:

- Over 236 SME owners and senior managers have a better understanding on responsible business. As a direct result of the workshops the number of SME's signing up to the UNGC has increased. Commitments by the SME owners to follow the 10 principles of the UNGC
- Studies of various INGO and NGO reported it that the 7 townships of Mandalay have gay communities of up to 200,000 persons. Although many of them are beauticians, in the fashion industry, florists, etc., the majority are unemployed. The gay community faces the same discriminations as in other countries (just more or less) in workplaces, educational institutions. It is not surprising that many will avoid attending school, which has cause them to be seen as ‘less educated’, less experienced and less skilled. (Not true in many cases). Due to this stigma, many of these gay people are forced to enter the sex industry, a major factor in HIV infection and transferring of the virus. That is why we are delivering messages as follows:
  - ✓ Advocacy: advocating with business owners to understand and accept gay persons’ equality--rights to be same as all others.
  - ✓ Seminars and workshop: to organize various seminars and workshop, individual meetings for business owners and gay representatives
  - ✓ Volunteer to be on various seminar panels to share findings related to workplace challenges related to gay issues
  - ✓ Livelihood – network and linkage between gay communities with other non-gay community. Include non-discrimination employment opportunities and workplace environment
  - ✓ Monitoring – Proper reporting on impact of work delivered by all stakeholders
    - Project Coordination team meeting-1st quarter (4 Peoples Attendance)
    - Advocacy meeting-1st time (46 Peoples Attendance)



- Panel Discussion -1 (107 Peoples Attendance)
- Panel Discussion -2 (55 Peoples Attendance)

MBCA have held several workshops including:

- On 27-28 July 2016: Responsible Business Management Workshop in Myawaddy (40 Peoples attendance)
- On 29 July 2016: Responsible Business Doing Good Doing Well Workshop in Mae Sot (30 Peoples attendance)
- On 25 September 2016: Responsible Business Workshop in Dawei (56 Peoples attendance)
- On 5 December 2016: SME Company Management Workshop in Pakokku (20 Peoples attendance)
- On 1 March 2017: Small and Medium Company Management Workshop in Myingyun (36 Peoples Attendance)
- On 14-15 March 2017: Responsible Business and SME Company Management Workshop in Sittwe (29 Peoples Attendance)

The following subjects are effectively taught to participants in the workshops in capacity building program:

**(a) Responsible Business Introduction**

-Responsible Business Practice in Myanmar

- *The principles for successful leadership*

-Responsible business practice definitions

- *UN Global Compact 10 principles*
- *Responsible Business Practices Examples*
- *Areas of concerns facing SMEs in Myanmar*

**(b) Governance**

- *Why do we need “Standard Operation Procedures” (SOP) in company*
- *“Employee’s Handbook” an important tool to manage your company*
- *How do we use ‘bottoms up’ method to make sure all employees respect the SOP made by company*

**(c) Branding**

- *How do you want people to know your company?*
- *How do we develop a culture for the company?*

**(d) Economic and Conflict**

- *How to prevent conflict due to economic benefit*
- *How to have an open mind in dealing with conflict & having knowledge sufficient to resolving the conflict*

**(e) Sales and Marketing**

- *Differences between Sales and Marketing*

- 1-10 rating with 10 being the executive level. How high of a position are you willing to give him/her in your company?
- Do you have a 100% full time person assigned to these position(s).

**(f) Finance**

- Choose 5 reason why a proper financial system is important for your company
- If SOP is needed in the financial area for your company, which 5 areas will it be?
- How would you plan to do it? (New Software???)
- When do you plan to start to implement it?

**(g) Company Expansion I**

- Why expansion is important to make your company grow
- The MAIN reason why you want to expand?

**(h) Company Expansion II**

- How do you prepare your financial report to receive financial investment (capital injection or loan)?
- How do you prepare your management team to receive financial investments (capital injection or loan)?

**(i) Building a future**

- Planning for a better future.

## 6. The Group CSR Programmes' Impacts

### Responsible Business

Continued support to schools and children in villages (educational supplies/materials)

#### Education

Continued support to schools and children in villages (educational supplies/materials) means not only impact on those children but on their families and their communities as well, since knowledge is shared and spread.

Likewise, the training of YSH, FMI and SPA employees in the realms of health, work-related topics, and conduct raise their knowledge, skill and efficiency as well as impacts all those whom they share their education with.

#### Health

Pun Hlaing Silom Hospital's continual support of free clinic care and development of medical personnel to areas where medical attention is needed and unavailable.

## Employment Support

Supporting employees by providing those free uniforms and free ferry relieves them of tremendous stress and financial burden. It always reflects the Group's desire to nature its staff. Additionally, lack of need to buy and throw away clothing as well as less pollution (as taxis, private cars don't need to be used) means a positive impact on the environment. Additionally, as Yangon becomes more congested, staff do not need to worry that they will not arrive on time for work or meetings.

## Light & Water

The Gift of Light's Community Light Centers provide a safe, communal area where children and youths can play, study and socialize. It always provide potential market space and work space for adults as they do not have electricity in their homes. In most off-grid villages in Myanmar, Solar Home Systems or torchlights, provide villages with light for a few hours at night. The CLCs take away some of the villagers' burdens of needing light.

Provision of tube wells, tanks, piping, and clean water to those who need it means that entire villages are improved health-wise and sanitation wise. It also means an increase in agriculture and other types of labor. Tube wells, tanks and piping can be too expensive for villagers to afford themselves, as they may use hand pumps (manual) or DG-run pumps that cost them a great deal of money (as diesel prices fluctuate).

## 7. Conclusions and Recommendations

It is important that the group builds on all the success stories mentioned in sections 2.1 to 2.17 as well as the Responsible Business Seminars/trainings run by MBCA. CSR is not just about the work being done to benefit those outside the company - those in desperate need of help, but it is also an inward-looking process as well. It is another way to give back - one that makes sure that the company is being responsibly run, that the staff are being looked after, and the company is complying with the 10 initiatives of the UN Global Compact. The SPA and FMI websites have a number of policies uploaded as pdfs and within the web text regarding important topics such as Anti-Corruption, Environment, and Restoration and Livelihoods. The Group has been applauded in both the years of 2015/2016 and 2016/2017 as transparent and responsible. Wherever projects are done, there is assessment and effort to create the least negative impact and greatest positive impact possible.

Our philosophy to "teach a man to fish and feed him for life" has had many success, especially within the SME communities. The Group should continue to make excellent their CSR efforts by making them more sustainable. For example, instead of simply donating an amount of cash to a village, perhaps it would be possible to help them create a village committee that will manage this money, help them open a bank account, and teach them how to make the money last for the longest possible amount of time. This vision of CSR—sustainable, long-lasting and as a capacity-builder—is the next step of evolution.



CSR can be seen in three ways—as philanthropy, risk management, and shared value. Philanthropic CSR means cash donations or donations of time to do volunteer work. Risk Management CSR includes training, policies, safety measures, and all other items that reduce the company’s risk of poor conduct or irresponsibility. Risk Management CSR also makes the company more efficient and a better place for employees to work. Shared value CSR is CSR that creates capacity building.

Examples of shared value CSR include: training employees or teaching English language/computer/work related topics to a community, and teaching farmers farming methods or how to choose and use pesticides/herbicides, etc. The CSR impact is long-lasting and those who learn can spread the knowledge to others. The three types are not mutually exclusive. For example, training can fall under both risk management CSR and shared value CSR. Donations of cash, which last only for a certain amount of time and only impact the immediate community, can only be considered as philanthropy, however. This doesn’t mean it is not a good thing. The highest aim of CSR is to have impact on the greatest amount of people for the longest amount of time and with the least amount of money possible. This makes the CSR sustainable and it makes it a “shared value” form of CSR. It is possible for the Group to adopt more and more of this type of shared value CSR. Capacity building, both within and without the Group, would benefit all and provide positive impact on the country as a whole.