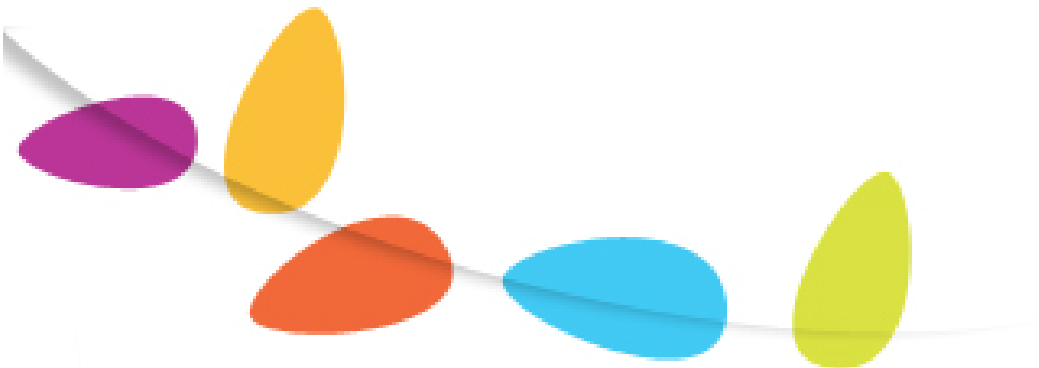


# CSR Disclosure & Reporting

Gabriel Chong  
Engagement Director



# About Helikonia

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- 🌸 Leading advisor on strategic sustainability services, based in Kuala Lumpur
- 🌸 Operated in the region since 2008, assisting companies create future-proof disclosure and strategies
- 🌸 Helikonia is part of the CSR Asia Network:
  - Work closely with CSR Asia in providing high-quality trainings and events in Malaysia
  - Focal point for the CSR Asia Strategic Partner programme in Malaysia



# What CSR is not

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- 🌸 Philanthropy / Charity
- 🌸 Public Relations / Corporate Communication
- 🌸 Hard to do
- 🌸 Separate from company strategy

# What is CSR

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- 🌸 Corporate social responsibility
- 🌸 Shared values
- 🌸 Sustainability
- 🌸 Corporate responsibility

**Understanding where your positive and negative impacts**

**Mitigating or reducing those impacts**

# Areas of responsibility

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- Risk
- Policy
- Programme
- Monitoring
- KPI

# ISO26000

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# Business benefits

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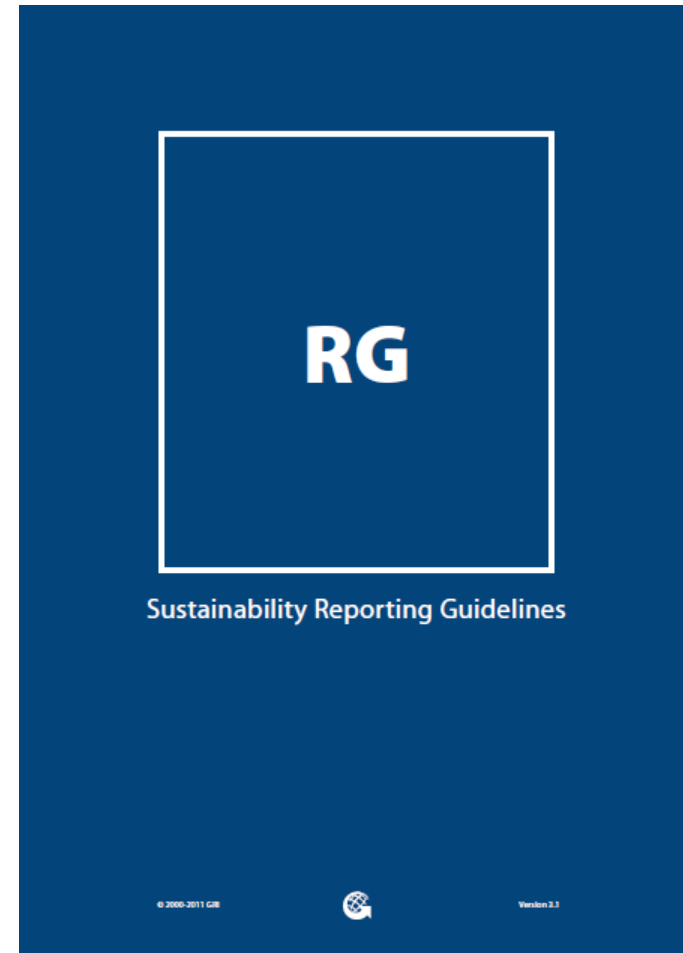
- 🌸 Retention and attraction of employees
- 🌸 Brand building & reputation
- 🌸 Cost savings
- 🌸 Improved efficiencies
- 🌸 Access to markets/customers
- 🌸 Product differentiation and innovation
- 🌸 Reduced risk



# The value of GRI

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- 🌸 A common language for sustainability reporting
- 🌸 Multi-stakeholder consensus
- 🌸 Credibility through engaging experts from around the world
- 🌸 Not just a set of performance indicators
- 🌸 Enables benchmarking



# Principles in disclosure

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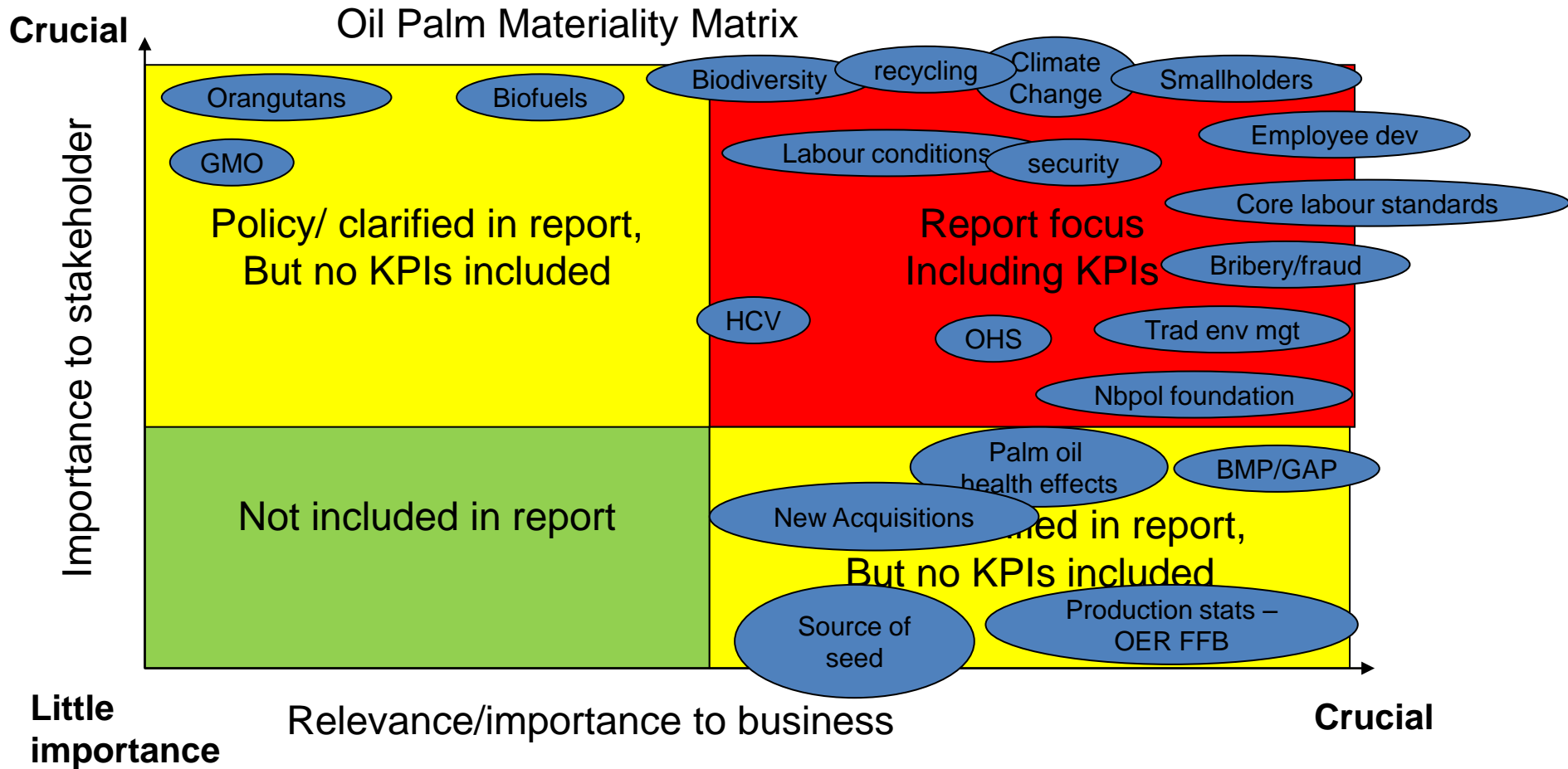
## Quality

- 🌸 Comparability
- 🌸 Accuracy
- 🌸 Clarity
- 🌸 Reliability
- 🌸 Timeliness

## Content

- 🌸 Stakeholder inclusiveness
- 🌸 Context
- 🌸 Material
- 🌸 Completeness

# NBPOL materiality matrix



Source: NBPOL Sustainability Report

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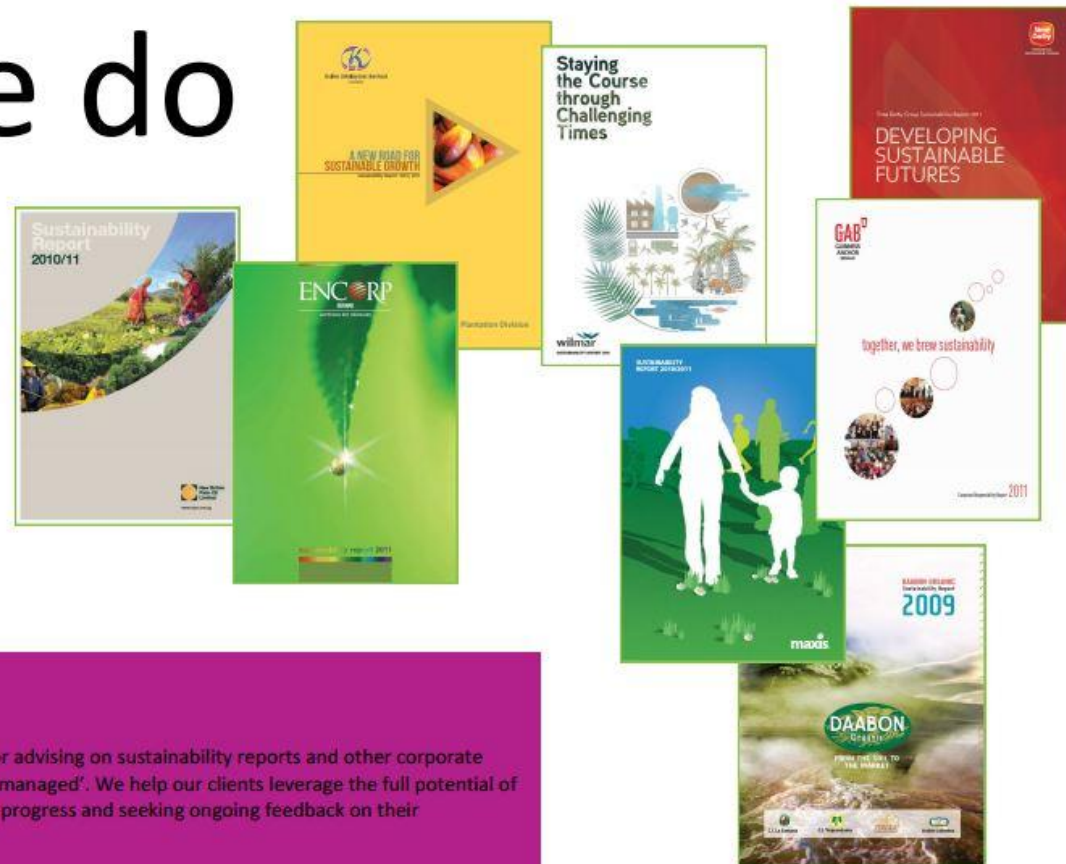
helikonia 

**SUSTAINABILITY**

**REPORT 2012**

# what we do

At year-end 2012, we reviewed our service offering to reflect areas where we believe we have unique strengths and a proven track record. We also identified areas where external parties could contribute to our menu of advisory services. Our advisory activities are therefore focused around top-level strategy, disclosure and engagement. In areas where further implementation is needed, we work closely with associates and third-party organisations which we screen carefully to ensure our clients have access to expert advice.



## sustainability reporting

Approximately 50% of our work consists of producing or advising on sustainability reports and other corporate disclosures. We believe that 'what gets measured gets managed'. We help our clients leverage the full potential of their CSR and sustainability investments by monitoring progress and seeking ongoing feedback on their performance from their stakeholders.

With over 10 years of experience in creating engaging and credible sustainability reports, we can help reporters get started and take disclosure to the next level. While our key focus remain GRI-based sustainability reporting, we are increasingly working on more in-depth reporting, such as carbon reporting or bespoke ESG disclosure.

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# marketplace

## governance and ownership

Rikke Netterstrom is the controlling shareholder of Helikon Advisory Sdn Bhd.

Our governance structure is very informal. Currently, there are only two people on the Board of Directors; Ms Rikke Netterstrom (Danish citizen, Malaysian resident) and Mr Teoh Cheng Hai (Malaysian citizen and resident). Given the size of our company, we do not believe that an expansion of the Board would contribute much to the governance of the organisation. The most important input comes from employees and customers with whom frequent informal dialogue takes place.

## ethical behaviour

Our commercial motto is to underpromise and overdeliver. We always provide clients with detailed and transparent pricing information, with no hidden costs or extras. Added cost is always discussed and approved in advance.

We do not offer verification or assurance services, as we believe this leads to conflicts of interest. Although we maintain a list of high quality assurance providers with whom we work closely, we never offer or accept commissions to recommend particular assurance providers.

We have a strict non-tolerance policy on bribery and facilitation payments. We receive only very limited and low-value gifts from business partners (consumables, stationary, decorative objects are most typical). These are always disclosed, and where possible shared amongst the team. We never provide clients with gifts or other inducements. As a small company, we are only able to provide very limited entertainment to clients –

e.g. provision of lunch or dinners for out-of-town visitors, at a level we do not consider sufficient to contribute to conflicts of interest.

## suppliers

Our most significant suppliers are event venues such as restaurants and hotels. We seek to screen all major venues on issues such as labour standards standards and environmental management. Many of our suppliers are SMEs, and we know that cash flow is one of the most important aspects of business success and survival. Our suppliers are paid within four weeks of invoicing, except where deliveries are in dispute or incomplete.



## diversity and worklife balance

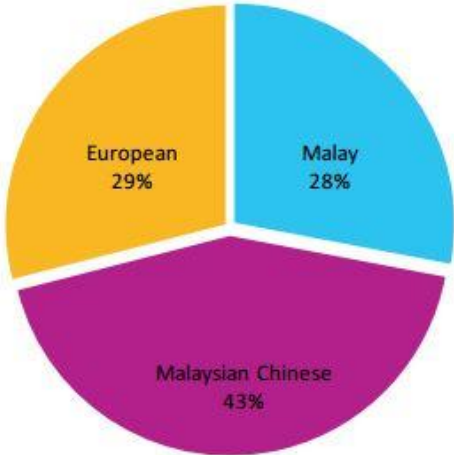
We do not require employees to work overtime, except at peak seasons and in connection with events and travel. All advisory staff are able to work flexible hours to accommodate personal commitments and to avoid traffic peak hours.

We value diversity and do not accept discrimination on any grounds. We always respect religious holidays, and ensure that individual staff are able to observe these. We also offer flexibility of working hours around prayer times.

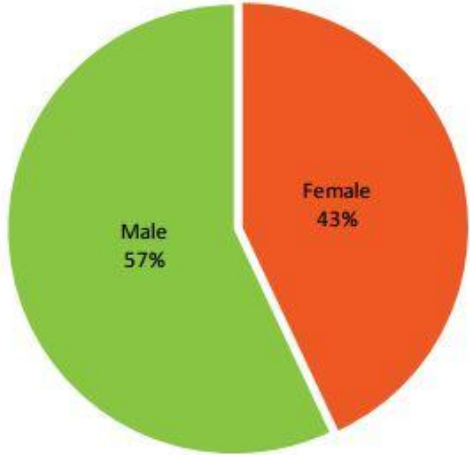
## our people

As at 1 May 2013, Helikonía Advisory Sdn Bhd had five permanent employees and two associates.

## staff composition (permanent and associates)



## staff gender



5 are Malaysian citizens; 2 are European  
2 are Malay, 3 Malaysian Chinese and 2 European.

# environment

As a boutique advisory business, our direct environmental impacts are relatively limited. Our primary source of carbon emissions are related to extensive air travel as well as office electricity use from air-conditioning.

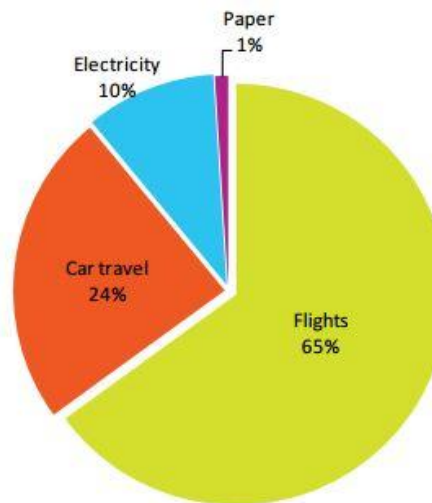
## carbon emissions

By far our biggest footprint is air travel, which accounted for 65% of our emissions in 2012. This is an area where reductions are difficult to achieve. While we try to maximise the use of technology such as video-conferencing, our business depends strongly on close relationships with clients, and an in-depth understanding of their businesses. Our footprint is therefore directly correlated with the location of our client portfolio. For example, our carbon footprint in 2010 was very high due to significant travel to Europe and Latin America.

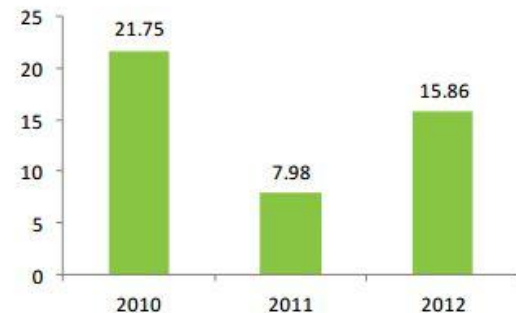
Another important contributor to our air travel emissions is the location of the CSR Asia Summit. We prefer to bring all staff to attend the Summit, as this is a strong driver for both personal and professional development. In 2012, four staff travelled to Beijing,

increasing carbon emissions for the year significantly in comparison with 2011, where the Summit was held in Kuala Lumpur.

## carbon footprint 2012 (CO<sub>2</sub>e by type)



## estimated carbon footprint (mt of CO<sub>2</sub>e)



Our second highest impact is car travel. Our offices are based in the city centre of KL, and we seek to walk or use public transport when visiting clients or going to events in the city. However, most of our business partners are based in the suburbs, where public transport is lacking or inconvenient, so travel by car is the only realistic means of transport. We have noted a significant increase in emissions over the past 3 years.



# community

Our biggest contribution lies in our awareness work. We organise and contribute to a number of free events each year which helps raise awareness of corporate sustainability. In 2012, this included speaking engagements at the Garden International School in Mont Kiara on sustainable palm oil, a contribution to a WWF event on wetlands in Penang, a number of public speaking engagements, as well as a very well received briefing in collaboration with ACCA Malaysia on 'Gender Diversity in the Board Room'.

## community investment and volunteering

We do not have a structured community investment programme. We seek to identify annual initiatives which we can support either through a small donation or through pro bono work. These projects must be of a size and nature which ensures that we can make a difference. In 2011, we were sponsors of the inaugural Borneo Eco-Film Festival – an event highly reliant on small donations as well as advertising. In 2012, our identified project supporting a grass-root NGO event

was cancelled late in the year, and we were unable to find an alternative initiative.

We have recently introduced a volunteering policy, which enables individual employees to take up to two days off annually to work at their charity or NGO of choice.



10 NEWS STAFF, THURSDAY 20 MARCH 2012

### Women on board can help avoid crisis

KUALA LUMPUR: If the Lehman brothers were the Lehman sisters, the West would not be in the mess it is in, said NAIM Institute for the Empowerment of Women (NIEM) director Tan Sri Dr. Rafiah Selim.

She was speaking at a panel discussion on the merits of gender diversity in the boardroom organised by CSR Asia.

"The lack of female participation in boards, she said, had led to the implementation of the policy that required companies to have a minimum 30% of women as board members.

"I want to emphasise that when this was first announced, I was thoroughly verbally abused on TV, radio, everywhere. But it is a target, not a legislation.

"We're not saying appoint Malaysian women just because they wear saris - no way, it is because they have the ability and capability to do it.

"We could have followed the Norway system whereby you have to have 40% of women on the board or

you will be dethroned. But we believe our corporate sector is mature enough to not need legislation.

"We are going for persuasion, but we are not just going to hope and pray for it to happen. We see and talked to various parties. All this because we wanted the private sector to move on its own steam rather than legislate," she said.

Fellow panelist and Minority Shareholders' Watchdog Group chief executive officer Rita Benay-Bachon said she was skeptical at first about the quota because it could have resulted in tokenism and impacted the quality of a board's decision-making, but she was now convinced that the policy was necessary.

"We know the labour force is full of women, but we also want to have their 'brainforce' at the board level," she said.

Rafiah cited a study conducted by the Cranfield school of management on gender diversity in Asia which found that Malaysian companies come

out on top in terms of their equality at the junior, middle and senior levels, but this did not extend to the CEO and non-executive board level.

"So what are the men doing? Are women good enough to do the hard work, to break out boxes, but not good enough to get to the top because we don't play golf with you? Or because we don't go to clubs with you or to the same old boy's association?"

"When I ask some of the captains in town why they are not appointing women, they say, 'Where are they? But if you keep looking at the golf course, of course you can't find them,'" Rafiah exclaimed.

She added that NIEM was currently working on a framework to create board-ready women candidates.

"We are identifying capable women who will be trained via an onboarding programme paid for by the Federal Government. The first group has gone through (the training) already. By the end of the year, we will have 250 women ready," she said.

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# our targets for 2013

We believe that there is always room for improvement and that GRI reporting can assist in identifying gaps in company performance. When writing this report, we identified a number of areas where we could do better. Some (such as employee volunteering), we were able to implement with immediate effect, whereas a few areas will take a bit more time to realise:

<b>Marketplace</b>  Develop and implement a customer satisfaction survey	<b>Environment</b>  Become carbon neutral through offset programmes
<b>Workplace</b>  Create an employee share scheme	<b>Community</b>  Deliver at least five days' worth of consultancy services to not-for profit causes



“everyone must understand that CSR is for every business, whether you're a big business or a small business. It is also important to remember that it doesn't necessarily cost a lot of money”

Rikke Netterstrom quoted in The Brunei Times  
*'Big or small, a business must have a conscience'*,  
published on 7 August 2010



## WHY YOU SHOULD CHOOSE US?

**Staff Development** - Staffs are evaluated on a yearly basis on training requirements by their superiors. Training such as first aid, use of fire extinguisher and mock drills are carried out

[Click Here for Details...](#)

## COMPANY RECENT EVENTS

CCM Chemicals training to staff on chemical handling

Members of JEIMA and JETA visit Kem Kesedaran Alam Sekitar (co-sponsor with Department of Environment)

Suria Music Arts Students visit

[More News...](#)

## Customers' Comments

[COMPANY HIGHLIGHTS...](#)



## SUSTAINABLE-RELATED POLICIES

### Tex Cycle Environmental Policy

- We are concerned with suitable development and continual protection as an integral part of the organisation process development.
- We commit to continual improvement, strive to prevent pollution and work towards reducing waste and consumption of resources that can affect the environment.
- We make efforts to ensure all our activities comply with environmental regulation. Any non-compliance would be rectified in the shortest time possible.
- We set objectives and targets on a continual basis on environmental impact assessment findings and review them annually.
- Provide documentation on Environmental Management System and make employees, contractors and all the members working at the site aware of them.
- We communicate our Environmental Policy to all employees, contractors and make it available to the public upon request.

*The following are the actions related to the Environmental Policy which have been taken*





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## CORPORATE SOCIAL RESPONSIBILITY

CONTACT US CSR

### ORIGIN's CSR journey

ORIGIN has always had a strong passion for Corporate Social Responsibility, going beyond mere philanthropy or "giving back" to the community, to embed CSR into our operations and the way we go about our business. Our core values reflect our commitment to socially responsible operations and these values are further integrated into our business strategy. This gives ORIGIN a distinct edge in the pest control industry, proving that it is perfectly possible to do well by doing good.

When ORIGIN embarked on our CSR journey more than a decade ago, we started out looking at process improvement and product innovation in the interest of offering our clients better value solutions for their pest problems. What started as an initiative towards better business strategy, has grown to encompass a comprehensive outlook on CSR. ORIGIN has over the years, made commitments towards our key stakeholders, and the culmination of these commitments came about when our CSR efforts were acknowledged in 2010, by the Singapore Compact for CSR, in a publication entitled "Socially Responsible and Sustainable: Perspectives and Experiences of Companies".

Environmental Commitment

Environmental Policy

Committed to our Staff

Community Outreach

Service Policy

Stop Pest Project



# Do you...

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- 🌸 Know what/where are your biggest social, environmental and governance risk/impact?
- 🌸 Have a policy around those risk/impact?
- 🌸 Have a programme to manage?
- 🌸 Know if you can you do something about it?
- 🌸 Can you talk about it?

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Thank you