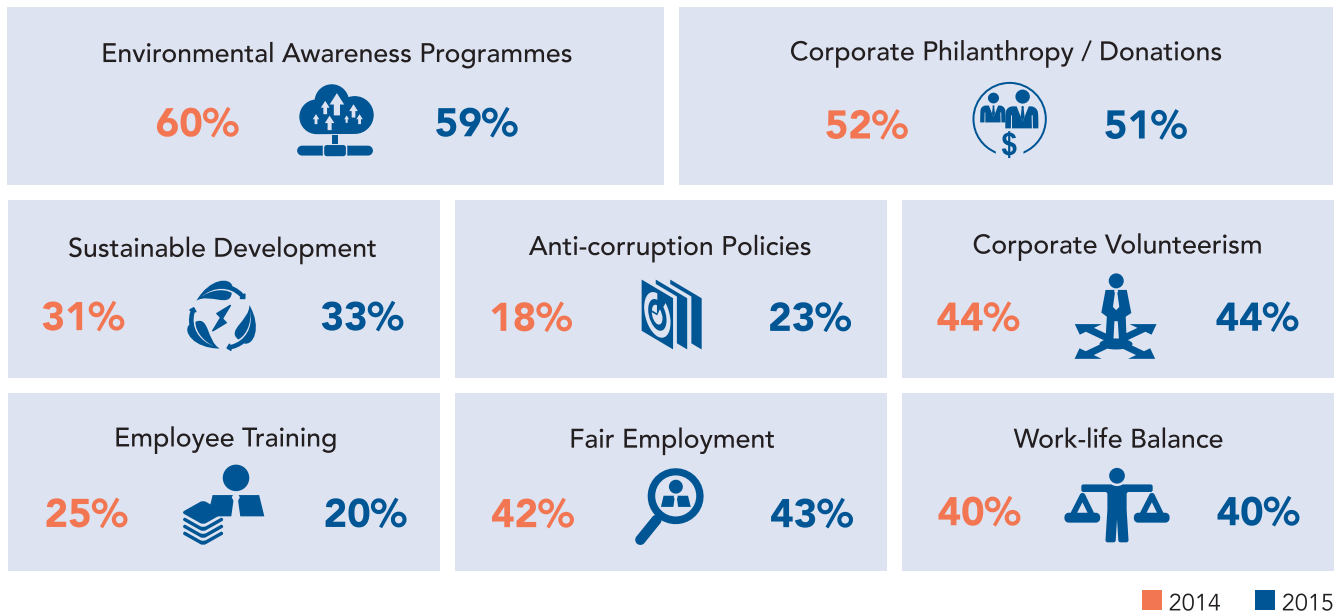


CORPORATE SOCIAL RESPONSIBILITY AND BUSINESSES

The **8th annual National Business Survey (NBS)** was conducted in the 4th quarter of 2015 with DP Information Group as the Research Partner. A total of 1,002 responses were collected from the SBF members for this survey.

The following shows an extract of the survey results on Corporate Social Responsibility (CSR)¹.

Members' Definition / Understanding of CSR



Members now have a fuller understanding of Corporate Social Responsibility.

While most continue to associate CSR with *Environmental Awareness Programmes* (59%) and *Corporate Philanthropy / Donations* (51%), more are now associating CSR with *Fair Employment*, *Sustainable Development* and *Anti-Corruption Policies*.

Companies with Formalised CSR Policy

Of the respondents, 41% have formalized CSR / Corporate Sustainability Policy, up from 32% in 2014. This suggests that more companies are seeing the importance and benefits of CSR such as stronger brand equity, better employee engagement, and improved company bottom-line, and so on.

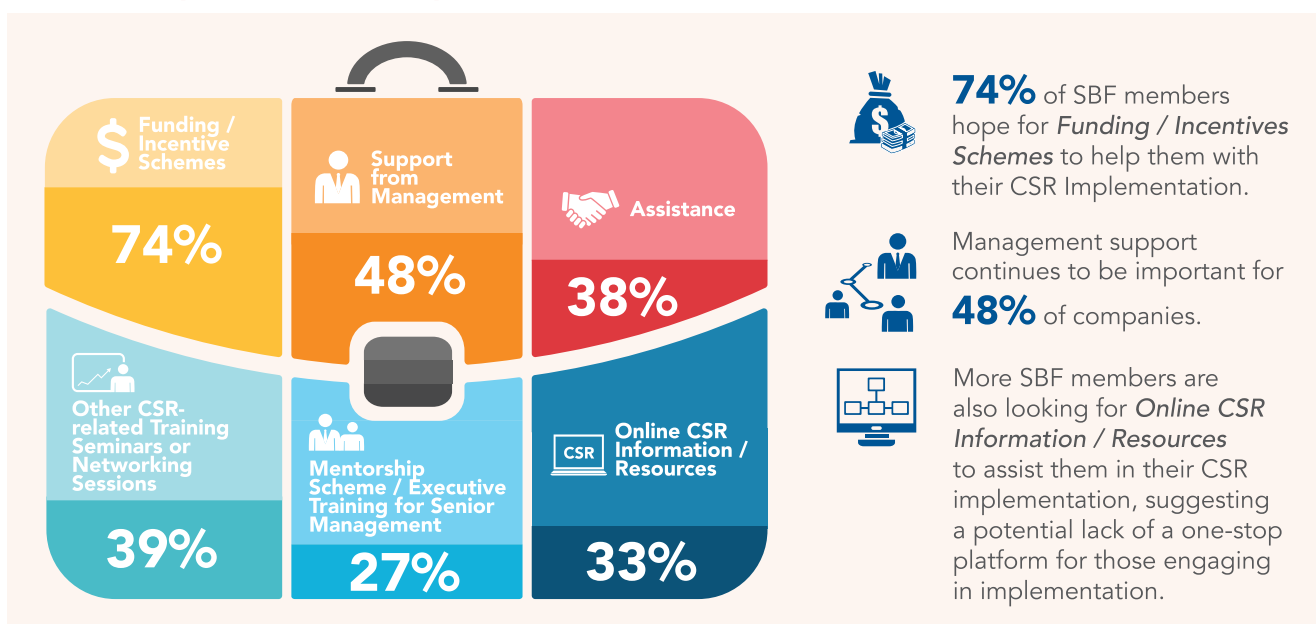
	2014	2015
 SME	25%	34%
 Large Company / Enterprise	60%	67%
Overall	32%	41%

¹ CSR aims to embrace responsibility for corporate actions to encourage a positive impact on the environment and stakeholders including consumers, employees, investors, communities and others.

Ways in which CSR Policy is Implemented



Areas of Help needed for Companies with No Formalized CSR Policies



The SBF Foundation is encouraged by the growing interests in giving back and calls on companies to consciously integrate CSR, corporate giving and philanthropy efforts into their businesses. On this part, SBF Foundation will engage the business community in better corporate giving.

To find out more on how you can implement strategic CSR policy in your company, please contact SBF Foundation at:

Ms Tan Sher Leen
Senior Manager
(Programmes & Operations)
Email: tansherleen@sbfoundation.org.sg

Ms Xu Yingshi
Manager
(Corporate Engagement & Fundraising)
Email: xuyingshi@sbfoundation.org.sg

SBF Foundation Ltd
10 Hoe Chiang Road #22-01
Keppel Towers S(089315)
Tel: +65 6827 6828



SBF Foundation is envisioned to be a foundation of the business community for the community of Singapore where it seeks to reach out to and transform the lives of the underprivileged and disadvantaged amongst us. The Foundation will do so through the promotion of corporate social responsibility and corporate philanthropy, as well as the advancement of education through partnership with the business community.