




**SEEDING. SPROUTING  
AND SUSTAINING\***



The firms of the PricewaterhouseCoopers global network ([www.pwc.com](http://www.pwc.com)) provide industry-focused assurance, tax and advisory services to build public trust and enhance value for clients and their stakeholders. More than 163,000 people in 151 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

In PwC SEAPEN Region, which comprises Malaysia, Thailand, Vietnam, Cambodia and Laos, over 3000 people across these five countries share knowledge, resources and experience to best serve our clients' needs across the region.

# FROM D TO DISTINCTION

“When **Kartik** first came to our home in 2002, he had just completed his UPSR (Year 6) a year earlier with 2Ds and 5Es. Through the patient coaching of the PwC volunteers over the years, Kartik made good progress. In Form 4 (Year 10), he developed a strong interest in accountancy through his interaction with the volunteers. When he completed his Form 5, we enrolled him for an LCCI diploma course. During that time, a PwC staff volunteered her time every Saturday evening to help Kartik with his studies. In July this year, Kartik successfully passed his LCCI exams. Not only did he pass, he even scored a distinction in one subject.”

- Excerpts from a ‘Thank you note’ from a children’s home under the Community Outreach Programme (page 12).

“The great thing in the world is not so much where we stand, as in what direction we are moving.”

- Oliver Wendell Holmes, Jr  
US Supreme Court Judge/Jurist

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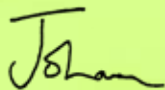
We sowed our Corporate Responsibility (CR) initiatives because we truly believe in making that difference. We can't often predict with certainty if every seedling will take root, sprout and flourish. However, we would like to think that we have created the right conditions for them to flourish.

This year, in our initiatives, we have planted some new seedlings and continued to cultivate existing ones. Some are still taking root and will need constant nurturing, while others have become self-sustaining.

We continue to be focused on our CR work. Community-driven initiatives are still a necessary part of our CR effort. We have made a conscious decision to move up the CR continuum. Hence, our work with children and youth, and the environment.


In our initiatives, we often leverage our greatest asset: our people – their time and knowledge. For knowledge is the gateway to progress and the means through which every man, woman and child can realise their potential.

In the following pages, we share some of our initiatives. At the same time, we revisit some of our seedlings and assess their impact.



**Johan Raslan**

Joint Executive Chairmen  
PwC SEAPEN Region



**Prasan Chuapanich**

“It's not what we eat  
but what we digest that  
makes us strong; not  
what we gain but what  
we save that makes us  
rich; not what we read  
but what we remember  
that makes us learned;  
and not what we profess  
but what we practice  
that gives us integrity.”

- Francis Bacon, Sr  
English statesman,  
essayist, and  
philosopher



# The **CONDITIONS** and **OUR QUEST**

When the PricewaterhouseCoopers (PwC) firms of Cambodia, Laos, Malaysia, Thailand and Vietnam came together as PwC SEAPEN Region on 1 July 2008, each firm was at a different stage of the Corporate Responsibility (CR) continuum. Some were doing great philanthropic work; some were exploring Corporate Social Responsibility, while others were attaining a holistic CR stage.

Whatever the stage, we found best practices from each other that will help us improve initiatives that worked best for us. We are excited at the sustainable roles we can take on as a region.

One fact stood out: combined, we have the resources of more than 3000 people across five countries; all charged with skills and driven by the same passion to make a difference. We are excited that we have a powerful means to contribute more meaningfully towards creating greater impact for the community around us, the people we work with, the markets we serve and the world we all live in.

We make green  
part of our daily  
corporate diet.



SOWING  
SEEDS IN OUR

# COMMUNITY

- Reaching out to less privileged children
- M.A.D. at schools in Bali and Laos
- Running and riding for a cause
- Nurturing and mentoring youths
- Reducing risk in a disaster



# REACHING OUT TO LESS PRIVILEGED CHILDREN

## Community Outreach Programme



“One of our boys, Davin, successfully obtained a laptop from a bank following an appeal letter which we got PwC volunteers to help us to draft. Their writing skills must have impressed the bank that within two weeks of our appeal, we received a call informing us that our request has been granted. Not only did the bank give the laptop, they also gave a cheque of RM3,000 to cover his studies.”

– a home under the  
Community Outreach  
Programme

Yet another heartwarming story from PwC Malaysia’s Community Outreach Programme (COP). Kartik’s and Davin’s stories may differ but each story illustrates the difference our people have made, and the impact of their deeds. That for us, is a big part of the programme’s success.

As it should be, for when the COP started in 2001 as a brainchild of Assurance Partner Eric Ooi, the idea was to give the gift of time and tutoring skills of our people to create a sustainable difference in the lives of underprivileged children at selected homes.

It’s been eight years, 12 homes, 1000 volunteers and 90,000 hours. And we are still going strong. The COP is the anchor of our community programmes, and our people eagerly wait for the return of the programme each year to create a sustainable impact on the lives of the children.

## Fun in the sun

Children, big or small, normal or handicapped, should always have something to look forward to with more than a little tinge of excitement. For the fifth year, children from the Child Feeding and Sponsorship Centre could and did – it was time for their annual day out to lovely Long Hai beach. Accompanied by their teachers and about 160 PwC Vietnam staff, that sunny October day outing was one to be savoured, made all the more special as the children, who either had a mental or physical disability, don't often get a chance to have a day out in the sun.



# M.A.D. AT SCHOOLS IN BALI AND LAOS

## mc08\* and a Bali school for the hearing impaired

Communicating isn't always easy. Communicating with the hearing impaired, especially children, can be even tougher. But somehow, the 400 of us from PwC Malaysia and other PwC SEAPEN Region firms managed to overcome this barrier at the 2008 Management Conference (mc08\*) in Bali, Indonesia in October 2008. Time off had been taken from the routines of the conference to especially accommodate some CR activities at a deaf school, in line with the mc08\* theme of "Making A Difference". (M.A.D.)

We wanted the children's presence in their surroundings. Classrooms were painted with murals adapted from the children's artwork, walls were given a fresh coat, chairs and tables were repaired, the garden was cleaned and new shrubs and flowers planted – transforming the classrooms and surroundings to be more conducive for learning. In the adjoining field, crafts and tables were made, local desserts cooked, Balinese-style dances learnt and musical instruments played – for the performance at the end of the day (much to the children's hilarity). And through it all, be it with hand signage, body gestures or facial expressions, the children were engaged each step of the way for their nod of approval.

In their own special way, they said:

**“Terima kasih.  
Selamat sore.”**

(Thank you. Good evening).  
- the children of the National Deaf School, Jinbaran, Indonesia



## Brightening up a Laotian school

They don't say our surroundings impact us for nothing. Making the school surroundings more conducive and a visually cheerier place to study was the agenda of PwC Laos. The Ban Duong Kang Primary school in the Saysetta district in Vientiane was looking very tired, rundown and in dire need of some attention.

So, a team of 50 staff from the Laotian firm set to task: to brighten up the classrooms with fresh coats of paint and

repairing some school facilities. They didn't stop there. They planted trees on the school grounds, and the children learnt a little about the environment. It wasn't all work as the children too joined in with the fun activities. The difference was clear: the cream walls, new greens and repaired facilities brightened the surroundings for the children at Ban Doung Kang.

**It was most gratifying to hear the school director say:**

"First of all, i would like to say thank you to PricewaterhouseCoopers for the team activity to help our school become so bright and cheery through the painting, planting and playing with our children. The school is now looking new and clean and the children are so much happier with new painted classrooms. Also, the plants are now growing strong and tall in the rainy season and making the school a cooler and much better environment for studying. The children and teachers all really enjoyed the games that PwC organised. It was all great fun but especially the singing contest. Some children performed fantastically and won some prizes and they also said that they had never enjoyed themselves this much before. Lastly, on behalf of Ban Duong Kang School I would like to take this opportunity to thank PwC again for your support and hopefully, we can cooperate in an event like this again in the future."

- Thongbai Srihapanya  
Director, Ban Duong Kang  
Primary School





# RUNNING AND RIDING FOR A CAUSE



## A different kind of 'rat race'

Charity organisations, homes for children, the handicapped and others in need. We can either run away or run for a cause - which was exactly what the team from PwC Malaysia did. In Kuala Lumpur, PwC Malaysia's run in The Edge Bursa Malaysia Kuala Lumpur Rat Race 2008 came with added sponsorship – for the first time in eight years, the firm was taking part in the 1km

CEO race, with Managing Director Chin Kwai Fatt putting on his running shoes. Our runners too did a good job with sole female runner (and incidentally the firm's CR champion) Florence Tan coming in third in the female category. Doing our bit for this race helped contribute to the RM1.75 million raised for 20 needy beneficiaries.

## Running the Terry Fox

Who's not heard of the Terry Fox run! Each time the event is held in 51 countries (and counting) worldwide, the crowd would be milling to take part in the cause commemorating the Canadian cancer activist and raise money for cancer research. In Hanoi, the 9th Terry Fox run in November 2008 had over 7,000 runners



### Cyclo-ing for the children

(and walkers!) participating – including from PwC Vietnam which has taken part in the run for the last five years. Twenty of our people ran their way to help contribute towards raising VND500 million which went to support a research project led by the Hanoi Cancer Hospital.

Apparently, riding and manoeuvring a cyclo is not the easiest of tasks. But that didn't deter the team from PwC Vietnam from the Ho Chi Minh office. The backbreaking effort was for a higher cause – to help raise funds for the Saigon Children's Charity's 9th annual Cyclo Challenge in March 2009. PwC Vietnam has participated in the event

since its inception, The three riders took turns on the cyclos, accompanied by 7 game players and cheered on by 70 of their colleagues. The funds raised was in aid of Saigon Children's Charity's educational projects which include monthly school scholarships to more than 3,000 children as well as building schools and classrooms in rural areas.

# MENTORING AND NURTURING YOUTHS

## Young Enterprise Programme



Experiencing a business' full life cycle: From business efficiency to product marketing, teamwork to self-discovery, the PwC Malaysia team of advisors was there each step of the way to mentor and nurture the 16-year-olds. The group of 25 youths are from PwC Malaysia's mentee school under the Young Enterprise (YE) Programme organised by the American Malaysian Chamber of Commerce.

Imparting our knowledge and skills are among the greatest sustainable gifts we can give a child. As in the past two years, these youths had our volunteers' time every week for nine months – guiding, coaching and mentoring them on various aspects of business in a programme that sets out to provide Malaysian fourth-formers (Year 10) with the real life opportunity to manage the full life cycle of a business enterprise.

For the second consecutive run of the YE, we went beyond guiding just our mentee school. Branding and marketing are powerful tools that can make or break a business – and we conducted a one-day workshop on these topics, sharing our experience and knowledge with all the Achievers from 15 schools under the programme.



## Did we succeed in preparing the youths for life in the real business world and beyond? Don't take our word for it. Listen to theirs:

"Under the excellent guidance and surveillance from PwC, not only did I mature and gain vast information regarding business, but a better understanding of myself to improve and strive for the better in the future. With all their help and encouragement, I am able to go through life's trials and errors as a young, confident and goal-orientated individual."

### - Lim Yoong Meng

"From them (PwC advisors), I learnt some knowledge about business, the way to establish a company and how it works. From them, I learnt that teamwork can really work things out. They linked all of us together closer, from a group of schoolmates to a group of really close friends."

### - Kek Yie Der

"Being a production manager and Assistant ICT of Xanders Millennium Cooperation, I learnt the proper way to run a company in real life. The PwC advisors taught me the proper way to create production lines to finish a product on time. They showed us ways to market our products in the IT world too."

### - Tee Zi Jian

"I learnt that a 'one man show' never works in business as teamwork gets the job done faster, more efficiently and effectively. I also improved my creativity and communication skills including how to promote products in a friendly and pleasant manner."

### - Ivan Leong Wing Choon

"The advisors always lent us a hand during difficult moments, motivating us to finish our products on time, helping us in setting up the booth, providing information of all kinds to aid our sales, giving special talks and lectures as well. And the biggest sacrifice of all, spending their precious time just to attend our meeting, showing us their fullest support even though they have to work extra time when they got back to the company. Their never fading smile gave me the best encouragement and support I ever needed. I gained experience that I could never get from books, learning all sorts of stuff about business, fortifying bonds between colleagues, improving social skills, and became more confident in facing problems and every little thing that is important in life. Lastly, I would like to express my heartfelt gratitude to all the PwC advisors for guiding me till the end."

### - Lee Tai Foong

# REDUCING RISK IN A DISASTER

## Partnering with MERCY Malaysia

At the rate the world is suffering from calamities, the importance of reducing risk during a disaster cannot be over emphasised. This was exactly what international NGO MERCY Malaysia set out to do at one of the pre-conference sessions of the 3rd Asian Ministerial Conference on Disaster Risk Reduction held in Malaysia in December 2008.

Our NGO partner sought PwC Malaysia's support to leverage the firm's skills and strengths, just as it did previously in achieving the Humanitarian Accountability Partnership (HAP) International certification.

Together, we jointly organised the pre-conference workshop on the "Engagement of the Private Sector in Disaster Risk Reduction". The objectives included highlighting how disaster risk reduction can be an integral part of CR, sharing of experiences from the Asian region of private sector involvement in disaster risk reduction and reinforcing the imperative for the private sector to embrace disaster risk reduction and for the public sector to engage the private sector.

Giving an overview on Business Continuity Management, PwC Malaysia Senior Executive Director Ong Ai Lin was among the speakers comprising NGOs and private organisations sharing on how they partnered with the community, government and private sector during a disaster.

How successful was our event partnership with MERCY?



“MERCY Malaysia is very fortunate to have a partner in PwC Malaysia, a partner which not only shares MERCY Malaysia's mission and vision; but one that walks alongside us in building our capacity and helping us become more sustainable. In the two short years of our partnership, the PwC team has shared their skills and experience to help MERCY enhance our efficiencies, governance and accountability framework. It is largely due to this help that MERCY Malaysia achieved the Humanitarian Accountability Partnership (HAP) International certification in 2007.

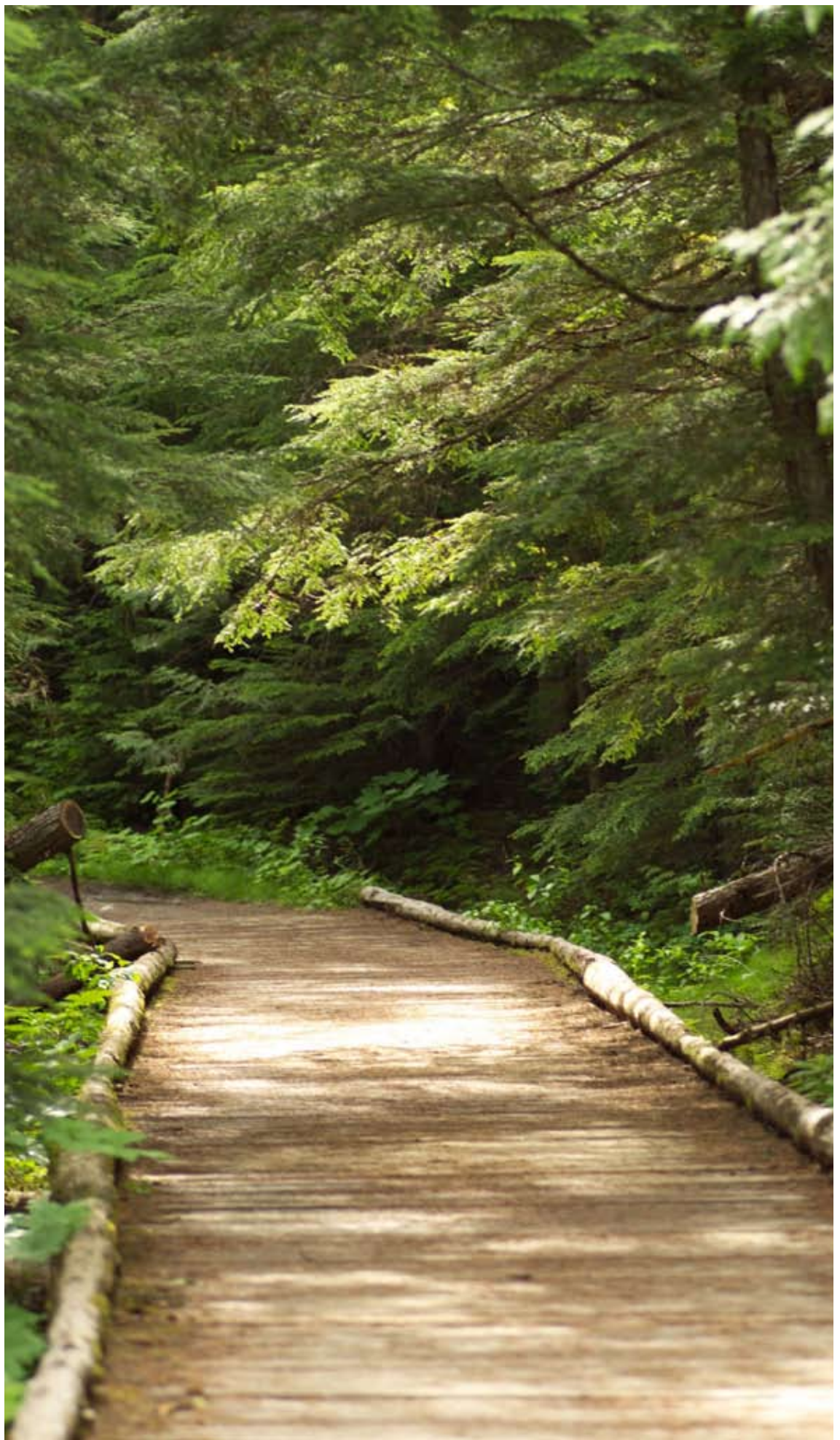
In December 2008, MERCY Malaysia in partnership with PwC hosted a pre-conference workshop during the 3rd Asian Ministerial Conference on Disaster Risk Reduction. The workshop addressed the role of Private-Public Partnership in disaster risk reduction and PwC not only provided administrative and technical support but also shared their expertise in the area of risk management which contributed to the discussions. The PwC team partnered us each step of the way, even going the extra mile to help us host the event to great success.”

**TAN SRI DR JEMILAH MAHMOOD**

MERCY Malaysia founder and former President who is currently Chief of the Humanitarian Response Branch of the United Nations Population Fund (UNFPA)

# NURTURING OUR **WORKPLACE**

- Celebrating diversity
- Caring for our people's wellbeing
- Recognising our people



# CELEBRATING DIVERSITY

Pink, pink and more pink! Any which way you turned, practically everyone was in pink on that particular March 2009 Friday - in all five firms of PwC SEAPEN Region! Had we all gone mad? In a way, yes. We were out to make a difference, celebrating the culmination of Pink Week starting on 16 March 2009 in conjunction with International Women's Day.

Pink Week was about celebrating diversity. Women and men alike – their differences notwithstanding, be it in the physical or emotional or in the way they approach problem-solving, each other's quirks and talent – came together in full support of this good cause. As our tagline aptly puts it: "It's not about how we differ. It's about embracing each other's uniqueness."

An awareness blitz ran throughout that week. In Vietnam, a breast cancer talk was also held in both the Ho Chi Minh City and Hanoi offices.

In Malaysia, a session discussed how gender differences affect men-women relations at home and the workplace. In another talk, our people not only learnt about cervical and breast (which can affect men too!) cancer, but were also inspired by the true life experiences of cancer survivors. That week, PwC Malaysia even managed to raise RM4,895 through the sale on pink ribbons in aid of National Cancer Society of Malaysia.

This year, PwC Malaysia participated and several other companies collaborated in a pilot cross-industry mentoring programme. Two of our female partners were paired with external mentors, and our Executive Chairman and Managing Director served as mentors to future leaders of other firms.





# CARING FOR OUR PEOPLE'S WELLBEING

Our people's wellbeing is important to us. Hence, a series of talks was specially arranged for PwC Malaysia staff, covering physical and financial health as well as on communication.

## **Managing your finances**

Given the financial crisis, finances can be tight or worse, one can go into debt. Some of us may need advice on balancing our personal books, but do not know where to go. To help our people manage their finances better, a session on basic money management was held, discussing issues such as basic financial planning, risk management and insurance planning, retirement planning and protecting one's wealth.

The January 2009 session was facilitated by a credit counselling and debt management agency set up by the central bank. Due to popular demand, another run was held in April 2009. Giving the thumbs-up, staff who attended it and said the talk helped them to plan their finances more efficiently and made them realise the importance of retirement planning.



## Looking after your health

Health, as they say, is greater than wealth. Learning about practical tips and lifestyle choices that can lead to better health is always useful. Two sessions by doctors from a specialist clinic were held – the first run in February 2009 was for the ladies while the March session was open to all.

## Enhancing relationships

It's all in the communication. Good and open communication can lead to a better understanding and relationships with family, friends or colleagues. Understanding different personalities or even how we handle anger and conflict can go a long way towards strengthening ties. To provide guidance on the matter, a talk was held in November 2008 focusing on communication at home, the workplace and beyond.



SHAPING OUR  
**MARKET-  
PLACE**

- Honouring good corporate responsibility
- Shaping the profession and industry
- Knowledge sharing



# HONOURING GOOD CORPORATE RESPONSIBILITY



Outstanding Corporate Responsibility (CR) practices should serve as benchmarks to be emulated and deserve to be honoured and recognised. On that premise, Malaysia's leading English daily, The Star, and the Institute of Corporate Responsibility (ICR), Malaysia collaborated to introduce the StarBiz-ICR Malaysia Corporate Responsibility Awards in 2008. The Awards was endorsed by the Malaysian Government's Economic Planning Unit and supported by the Securities Commission, Malaysia and the stock exchange, Bursa Malaysia Berhad.

Together with the Awards' working partners, PwC Malaysia, ACCA and Securities Industry Development Centre (all members of ICR Malaysia), the joint organisers set the criteria. To preserve its prestige, the Awards was not opened for nomination.

Only companies listed on the Malaysian stock exchange would be assessed. The public listed companies (PLCs) were categorised according to their market capitalisation of below RM1 billion and RM1 billion and above.

The PLCs were assessed in four dimensions based on the Bursa Malaysia CSR Framework – Marketplace, Workplace, Environment and Community. The Awards provided a systematic approach to evaluating the performance of Malaysian companies, and took into consideration issues of governance and ethics, as well as adhering to the 'Triple Bottom Line' approach.

A distinguished panel of judges was then formed. Led by the Securities Commission, Malaysia Chairman Tan Sri Zarinah

Anwar as Chief Judge, the panel comprised the CEO of Bursa Malaysia Dato' Yusli Mohamed Yusoff; the then Vice-Chancellor of Universiti Malaya Datuk Rafiah Salim, Chairman of Environmental Quality Council Malaysia Dato' Kok Wee Kiat and Director of the Earth Institute Prof. Jeffery Sachs. The judging process itself was based on data already developed by Bursa Malaysia as well as the PLCs' annual report and website information.

With the wheels set in motion, the next step was to heighten awareness on CR and the awards.

The Star highlighted a series of articles featuring companies' best practices as well as the CR challenges. One of the articles was based on the PwC thought leadership publication, 'The Leaking Pipeline'.

Advancing the cause further, a forum discussing 'Getting Corporate Responsibility on the CEO Agenda' was held to a packed audience from about 40 companies. Moderated by Johan, the panellists were notable corporate leaders: The government's investment arm Khazanah Nasional Bhd managing director Tan Sri Azman Mokhtar, IJM Corp Bhd managing director Datuk Krishnan Tan, HSBC Bank Malaysia Bhd deputy chairman and chief executive officer Irene Dorner, and Astro TV chief executive officer Rohana Rozhan. The panellists concurred and stressed the importance of a CEO's role in embedding CR into a company's strategies and daily operations.

The whole process culminated in the inaugural awards presentation held in August 2008, with the Crown Prince of Perak state presenting the awards.

“By emphasising the language of corporate responsibility, we wish to encourage companies to focus more on thinking about what business they are in and how they choose to operate that business. Thinking about CR helps our businesses consider how we go about doing the business we have chosen, and to inject responsible behaviour into the value chain.”

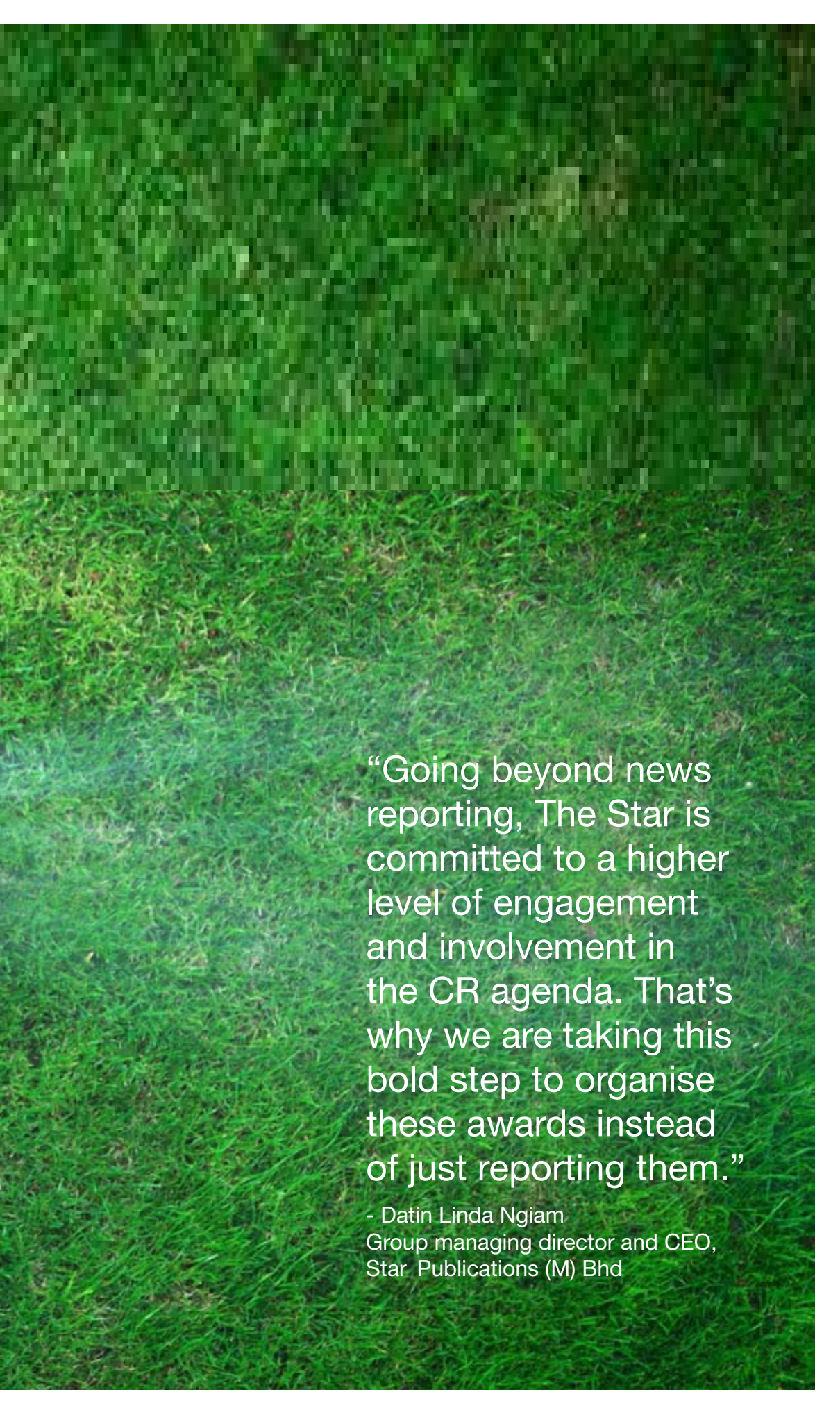
- Johan Raslan  
Chairman, Institute of Corporate Responsibility, Malaysia



## How PwC Malaysia became a working partner

When Malaysia's leading English daily, The Star, decided to organise an awards on Corporate Responsibility (CR), they sought a partner with similar aspirations in driving the CR agenda. PwC Malaysia and its Executive Chairman Johan Raslan were approached, largely due to our firm's thought leadership profiling as well as Johan's advocacy role on corporate governance and CR issues. We recognising that an award of this stature deserves the support and commitment of a larger network of CR practitioners. It was proposed, and accepted, for the Institute of Corporate Responsibility (ICR), Malaysia, which Johan chairs, to partner The Star in this significant undertaking. The rest, as they say, is history.





“Going beyond news reporting, The Star is committed to a higher level of engagement and involvement in the CR agenda. That’s why we are taking this bold step to organise these awards instead of just reporting them.”

- Datin Linda Ngiam  
Group managing director and CEO,  
Star Publications (M) Bhd

# SHAPING THE PROFESSION AND INDUSTRY



Across some of the PwC Region firms, our people are actively playing industry roles to help shape the accounting profession.

On the standard-setting front, most significant among PwC Malaysia appointees is Partner Faiz Azmi's appointment as Chairman of the Malaysian Accounting Standards Board (MASB) beginning May 2009. Appointed by the Minister of Finance for a three-year term, Faiz's major undertaking is to ensure the smooth implementation of Malaysia's scheduled convergence with International Financial Reporting Standards by 2012. The MASB has the sole responsibility to issue approved accounting standards for application in Malaysia.

Faiz's role is supported by over 15 Partners and Executive Director who represent PwC Malaysia on almost two-thirds of the 68 MASB Working Groups. Additionally, younger directors who are scheduled to be members of various Working Groups have also participated in the discussions. Some of the new faces include Partner Pauline Ho, Senior Executive Directors Nurul Ain Abdul Latif, Ong Ching Chuan and Tiang Woon Meng.

Another significant industry representation is Executive Chairman Johan Raslan's chairmanship of the Financial Reporting Foundation which oversees the MASB.

The Malaysian Institute of Accountants, which regulates the profession, has on its Council, Johan, Faiz and Partner VU Kumar.

In education, Johan leads the PwC representation in the Malaysian Institute of Certified Public Accountants as Vice-President. He is ably supported in the Council by Partners Lee Tuck Heng, Loh Lay Choon and Ng Mi Li.



PwC Thailand Chairman Prasan Chuapanich has in the past several years played a key role in the National Professional Body (Federation of Accounting Professions) as Council Member and Chairman of Accounting System Committee.

Partner Varunee Pridanonda is Secretary to the Committee of the Accounting System of the Federation of Accounting Professions and a director of The Institute of Internal Auditors of Thailand.

Recently, Partner Boonlert Kamolchanokkul was appointed as the ACCA representative for Asean and Pacific countries for a two-year term.

PwC Vietnam is represented by Partner Nguyen Phi Lan on the Executive Board of the Vietnam Association of Certified Public Accountants, which has a role to maintain and develop the

accounting profession, while Partner Dinh Thi Quynh Van sits on the Executive Board of the Vietnam Tax Consultants Association.

In Kampuchea, PwC is well represented in the Kampuchea Institute of Certified Public Accountants and Auditors (KICPAA) which is run by its nine-member council. Its 2009 election saw KICPAA members electing PwC Kampuchea Director Kuy Lim as President while Managers Ek Socheatta Veal Phos and Lang Hy were voted in as Council members.

In the National Accounting Council, Senior Manager Khoy Kimleng, was among the 11 governing council members appointed by representatives of the Ministry of Economy and Finance.

# KNOWLEDGE SHARING

A well-informed client and other stakeholders in the value chain will go a long way towards the advancement of a more robust capital market. For instance, an analyst who has a good understanding of the new Financial Reporting Standards (FRS), will be in a better position to analyse a company's annual report and make an informed assessment.

Hence, PwC Malaysia has been organising briefing sessions as part of its ongoing initiatives to encourage knowledge sharing with the various stakeholders. In the past financial year alone, an average of one briefing per month has been held on current business issues and challenges.

The sessions covered a wide range of topics, ranging from IFRS convergence to Basel II, tax developments including on Transfer Pricing and Customs valuation, trends in selected industries, sustainability and climate change issues as well as business opportunities in other countries.

To ensure that our stakeholders have the benefit of knowledge shared by subject matter experts (SMEs), in addition to PwC Malaysia SMEs, speakers from PwC firms in Australia, the UK and Singapore were also invited to conduct the briefing sessions.

One of the sessions even resulted into a participant working with PwC to organise a half-day workshop for his fellow colleagues.

This is what he had to say:

“With so many Financial Reporting Standards coming into being, the session was useful for users like myself. PwC has summarised everything and highlighted the salient parts, so we know what the potential changes are. It saves us the trouble of going through everything - we can zoom in straight away. It gives us a headstart in terms of extending or building on what was communicated to us. It is our job to spot the changes and implications. It has created awareness and that's important - we can spread it to our clients.”

- An analyst who attended the FRS briefing



SEEDING  
CHANGE  
FOR OUR

# ENVIRON- MENT

- Green Week
- World Environment Day
- Earth Hour



Throughout the year, the PwC SEAPEN Region firms try to lessen their negative impact on the environment. Unnecessary lights are turned off especially during lunch break, double-sided printing is encouraged, used papers are recycled and video conferencing where possible instead of travelling – small efforts that amount to a big impact when practised collectively across five firms in five countries. Raising awareness on environmental issues is also a continuous effort with the monthly Green Meter updates. But the most impactful initiatives of all was when the five firms collaborated to go green and observe Earth Hour.



# GOING GREEN

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## TWICE OVER

Not once, but twice within a year. That's how keen PwC SEAPEN Region firms are on going green initiatives. We started small, with Green Week observed by the PwC firms of Malaysia and Thailand in the first week of December 2008. Then on 5 June 2009, all five PwC SEAPEN Region firms joined global citizens in celebrating World Environment Day.



### Green Week

It was impossible to forget Green Week at PwC Malaysia – the constant email teasers made sure of that! Going green reminders were everywhere: old newspapers were turned into Green Week signage and 'Food Miles' (charting the carbon emissions of seemingly innocuous imported food) posters were plastered in the pantries and café. Green advocates shared their first-hand experiences to a packed audience wanting to hear more about green concerns and how to live sustainably. Those into environmental-friendly handicrafts picked up an item or two from the Orang Asli (indigenous people) stall selling such items. And during lunch break throughout the week, lights were switched off (emulating the year-long best practice of PwC Thailand) and laptops shut down for the hour.

If visitors to PwC Thailand's Bangkok office thought they had stepped into a bustling bazaar instead of the conference room foyer, they weren't mistaken. The area had been transformed into a second-hand goods bazaar for Green Week! Over 500 items were donated for sale, with PwC Thailand Chairman, Prasan Chuapanich setting the 'tone from the top' by donating many items. Healthy food were also on sale. The effort raised THB34,268 which went to environmental-friendly foundations. Awareness was further created through sessions on green topics and the screening of 'green' films. And lovely plants were given away to staff – a little reminder of how easy it is to be part of the global movement to combat global warming.

support  
& organic  
natural  
living





## World Environment Day

If Green Week was a success, World Environment Day (WED) accomplished even more – especially when this time around, all the PwC SEAPEN Region firms took part in the initiatives. Our people came out in full force to answer the call of the WED theme “Your planet needs you, Unite to combat climate change”. Some of our people came forward to volunteer time to organise the events, while others willingly shared their eco-friendly practices.

Bangkok. Hanoi. Ho Chi Minh City. Kuala Lumpur. Melaka, Phnom Penh. Vientiane. Each of these offices in the PwC SEAPEN Region firms held activities to raise awareness on environmental issues.

Some were simple ones that everyone could easily do – posters displayed for our people to pen down tips to combat global warming, printing reduced, lights and computers turned off during lunch break and laptops running on battery power for the rest of the day.

Other initiatives incorporated more elements of fun – eco-friendly organisations ran information and sales booths, a quiz offering eco-friendly prizes was held, while at the green-skilling talks by our own people, the audience even had a sampling of scrumptious vege-burgers, courtesy of a colleague who shared on the benefits of being vegetarian. Other sessions had our people sharing their experience in turtle conservation and tips on composting.

The awareness didn't stop at just WED. The PwC SEAPEN Region intranet launched a page to capture each person's average carbon footprint and to lodge a personal pledge to reduce one's impact on our planet. It was a shock for most people to discover that their lifestyle leaves behind a huge carbon footprint but at least, many now realise that combating climate change begins with us and will now be more conscious of their actions to help ailing Mother Earth.



## Earth Hour

Earth Hour came and went with little fanfare in this part of the world last year. After all, the concept of being in the dark for one hour was still new – Earth Hour had originated in Sydney only in 2007. Of course, with Earth Hour happening on a Saturday night, it was easier for offices to be in the dark. The masses paid little attention though. But with climate change becoming a dire issue, apathy turned into concern, and any effort to combat global warming is readily embraced with fervour.

This year, with over 3,000 people across five countries, we seized the opportunity to make a significant impact. It was a cohesive PwC SEAPEN Region effort. Weeks ahead, the five firms were abuzz with excitement about Earth Hour (the constant email reminders to publicise this global milestone played a big part in it!). Closer to the day, “don’t forget to switch off your house lights this Saturday!” became a common corridor greeting. Such was the buy-in from our people.

Right on cue, all the offices of PwC SEAPEN Region firms went dark. Those who had to be in office to finish work, made sure they went for dinner

during the sacred hour. Those at home, later regaled their ‘dark’ stories. And many more proudly shared on how they helped to further the cause by enlisting friends and family to be part of the global movement of 1 billion people across 1000 countries. Earth Hour is now permanently etched in the CR calendar of PwC SEAPEN Region firms.

### One person can make a difference

The WWF had drummed up support for Earth Hour among individuals but made little headway with the corporates. Enter Johan Raslan. Almost singlehandedly, Johan made it happen really big, personally calling up CEOs, CFOs and CR champions to get their companies involved. Amazingly, almost everyone he spoke to pledged their commitment instantly.

Backed by PwC Malaysia CR champion Florence Tan and the machinery of the ICRM, 60 organisations signed up - from hotels to corporate buildings, shopping malls to cafes. All in two short weeks! Their greatest pride must surely be when Malaysia’s iconic landmark, the Petronas Twin Towers, went dark for Earth Hour.

# 72%

of our people in PwC SEAPEN Region are satisfied that we are responding appropriately to address the impact of our business activities on the environment; and with the actions we are taking to be socially responsible.

- Global People Survey 2009



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