


2008 Global Summit of Women
Women and Asia: Driving the Global Economy

Corporate responsibility =
business sustainability*
Johan Raslan (7 June 2008)



*connectedthinking

PRICEWATERHOUSECOOPERS 

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Part

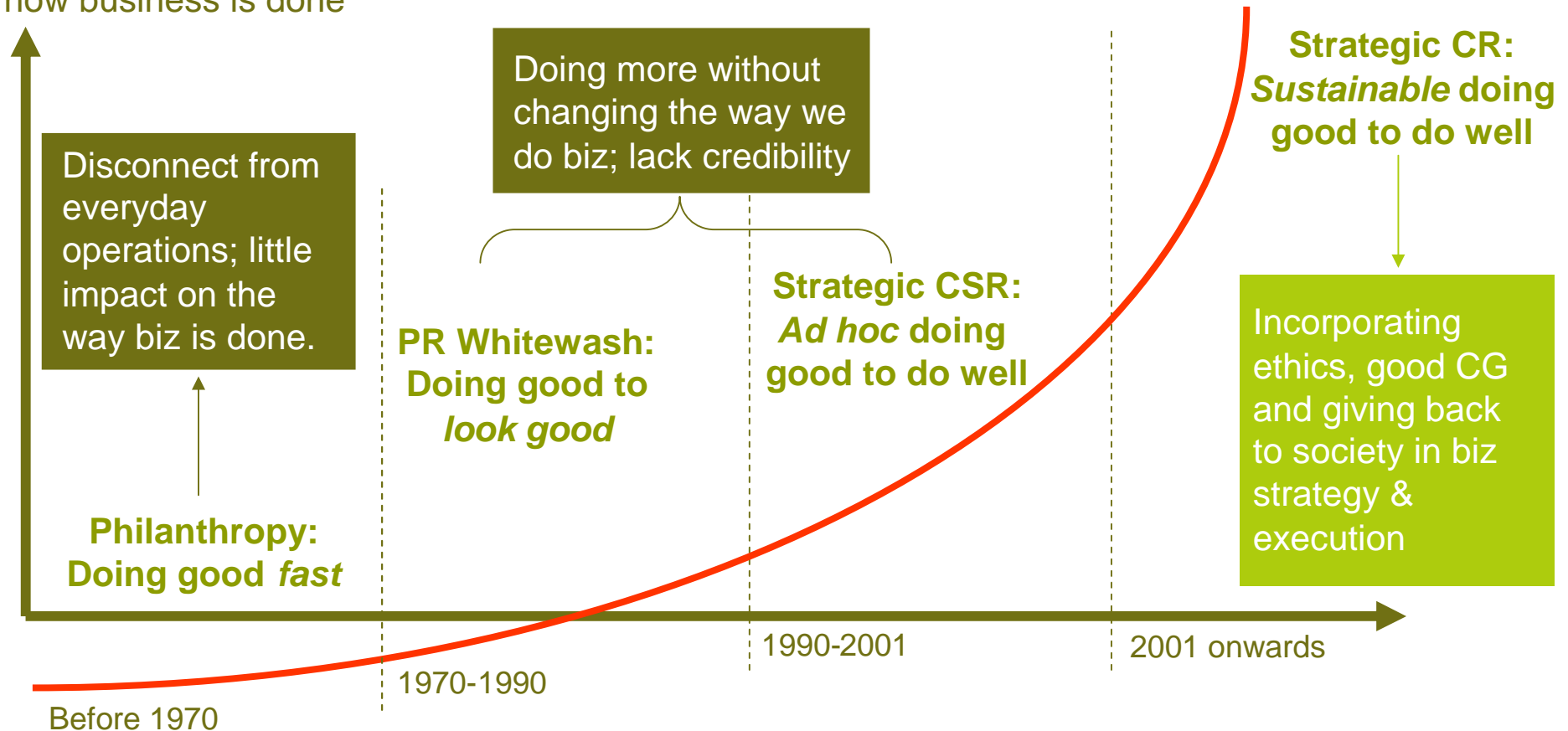
Journey towards CR

1

Corporate responsibility = business sustainability

The CR journey - creating a responsible business strategy

Level of impact on how business is done



Source: John Zinkin
Institute of Corporate Responsibility Malaysia

Part

4 + 4 = PwC Malaysia's story

2

Corporate responsibility = business sustainability

4 + 4 = PwC Malaysia's story

4 guiding principles

- We invest in relationships
- We share and collaborate
- We put ourselves in others' shoes
- We focus on enhancing value

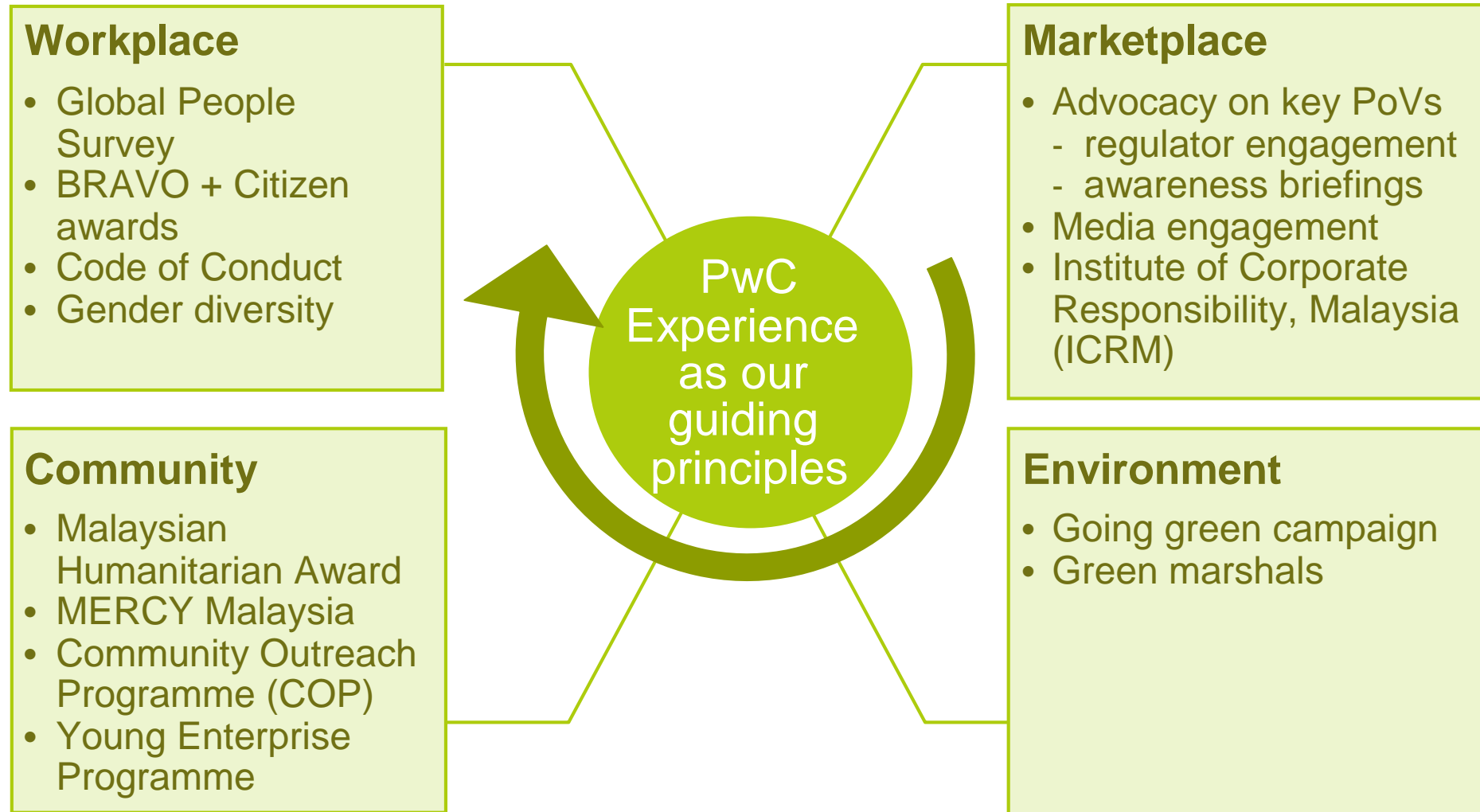
4 CR strategic areas:

- Workplace
- Marketplace
- Community
- Environment



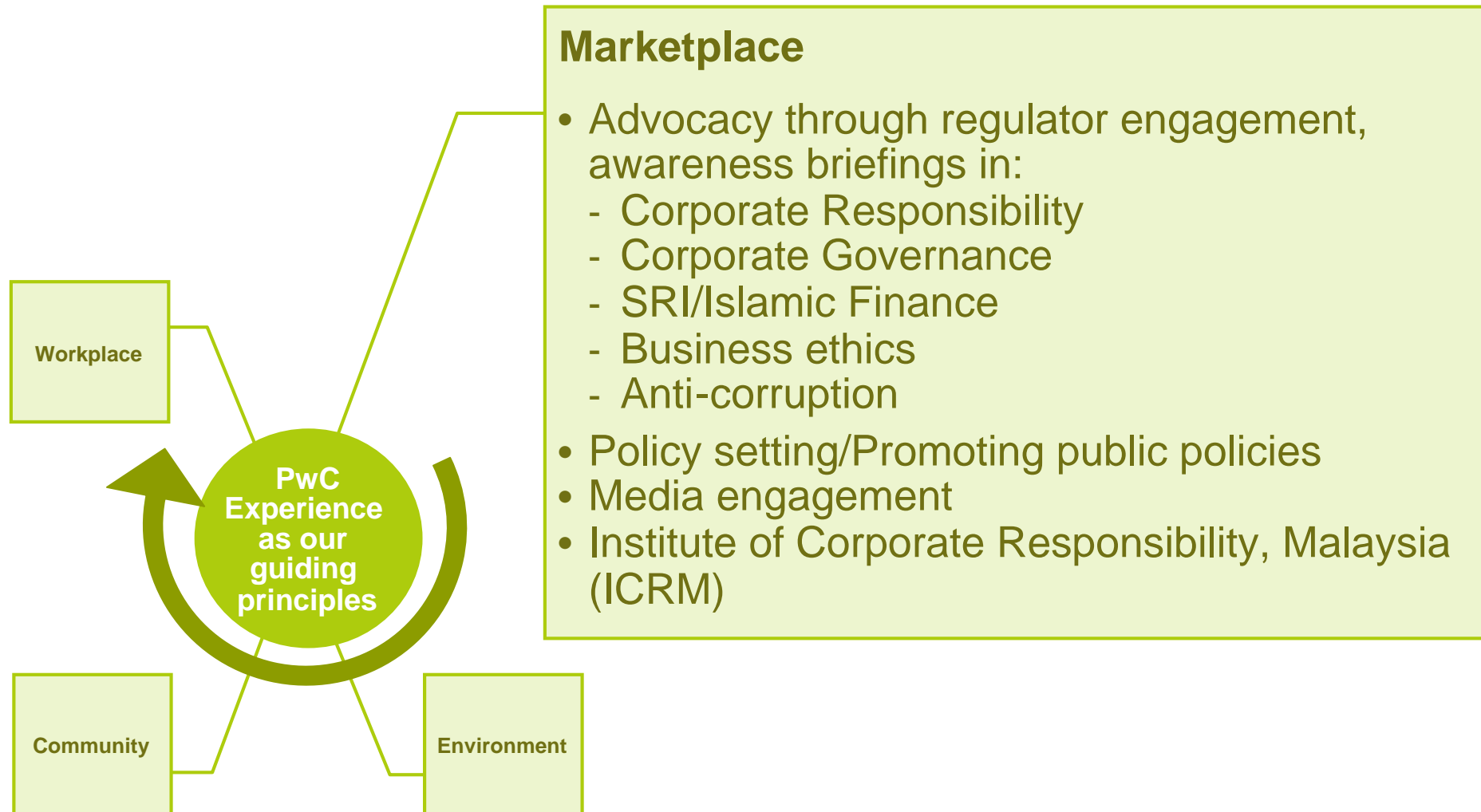
Corporate responsibility = business sustainability

4 + 4 = PwC Malaysia's story (cont'd)



Corporate responsibility = business sustainability

4 + 4 = PwC Malaysia's story (cont'd)



Part

Bust the myth

3

Corporate responsibility = business sustainability

Bust the myth - Why is CR important in Asia?

- Impacts 60% of human population in 48 countries
- Widespread poverty; widening income gap
- Fastest growing economies + smallest & most stagnant
- Environmentally rich in natural resources
- Recent calamities in Asia (Myanmar, China)



Part

The power of passion

4

Corporate responsibility = business sustainability

The power of passion - What can you/your organisation do?

Workplace

- Programmes to build & retain talent
 - Mentoring
 - Training
 - Flexible working models
- Fair labour practices
- Gender diversity

Marketplace

- Engage regulators/media to advocate key PoVs
- Vendor/SME development
- Ethical procurement

Community

- Look beyond monetary contribution
- Partner with organisations that support your CR strategy
- Promote indigenous peoples' rights

Environment

- Promote green practices
- Improve product quality
- Active community engagement to improve raw material supply

Benefits to society:

- Increase in skills & job stability
- Develop future women leaders

- Shape industry and strengthen local laws
- Capacity building

- Building capacity and sustainable initiatives

- Reduce consumption of natural resources
- High quality yields

Part

Today's mission, tomorrow's achievement

5

Corporate responsibility = business sustainability

Today's mission, tomorrow's achievement

3 points to ponder over

1. Sustainable CR is here to stay (CR > philanthropy)
2. Opportunity for blue ocean branding
3. Don't wait to arrive to start CR. Doing CR means you *have* arrived.



The power of passion

“The kind of commitment I find among the best performers across virtually every field is a single-minded passion for what they do, an unwavering desire for excellence in the way they think and the way they work.”

– Jim Collins, business author and theorist