

# AmCham Cares 2021 - Large Companies

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## Company Profile

Q1: Are the company's operations, goals, or priorities aligned to corporate responsibility outcomes or do they have a wider social impact?

Yes

No

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## Who is completing this questionnaire?

Q2: What is your full name?

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Q3: What is your job title?

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Q4: What is your email address?

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Q5: What is your telephone number?

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### About Your Organization

Q6: How many employees does your organization have in Singapore?

- 0 - 25
  - 26 - 50
  - 51 - 99
  - 100 - 199
  - 200 - 499
  - 500 - 999
  - 1,000 - 4,999
  - 5,000 or more
- 

Q7: Is your Singapore organization part of a larger multinational organization with headquarters outside of Singapore?

- Yes
  - No
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Q8: How long has the organization been established in Singapore?

- 5 years or less
- 6 - 10 years
- 11 - 20 years
- 21 - 40 years
- More than 40 years

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**Describe Your CSR Program**

Q9: Which of the following does your company undertake? Please select only the top 2 if more than one option is applicable.

- Corporate philanthropy (corporate giving)
  - Encouraging employee volunteerism in social contribution programs – e.g., education, community health, economic development
  - Encouraging employee volunteerism in environmental contribution programs e.g., environment cleanup, education, encouraging recycling
  - Improving corporate environmental sustainability and responsibility – e.g., corporate energy-saving initiatives, ethical business practices, supply chain guidelines and auditing
  - Others (please specify) \_\_\_\_\_
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Q10: How is the company's CSR program organized?

- Various ad hoc projects
  - 2 - 3 types of CSR projects
  - 1 CSR signature project and other unrelated projects
  - 1 focused on-going CSR signature project
  - 1 ongoing CSR umbrella program with related projects
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Q11: From whom in the organization do CSR initiatives most frequently originate? Select all that apply.

- Senior Management / Section Heads
  - Dedicated CSR team (full-time or voluntary)
  - Individual Division
  - Various stakeholders (investors, regulators, customers, members of the public)
  - Headquarters
  - Employees
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Q12: Who proposes the theme(s) of your organization's primary CSR activity/activities?

- Headquarters sets global theme and defines eligible activities
  - Headquarters sets global theme and we define how to implement it here
  - We conduct activities under multiple themes – the global head office sets some and we set others
  - We independently determine what CSR activities we wish to conduct
  - Employees propose who they want to work with
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### **Strategy**

Q13: What is the degree of integration between CSR programming and the company's mission?

- CSR program is not related to the corporate mission statement
  - CSR program is basically in line with the spirit of the corporate mission statement
  - CSR program is linked with the spirit and the letter of the corporate mission statement
  - CSR program was developed with the corporate mission statement in mind
  - CSR program was a specific outcome of the corporate mission statement
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Q14: How are CSR initiatives developed and implemented?

- Determined and aligned by senior corporate leaders
  - Led by small core team in alignment with senior leaders, but without broad internal employee input or involvement
  - Developed by dedicated team with minor level of internal company input and involvement across a limited number of external programs
  - Developed by a dedicated team with active internal employee input and involvement across many external program opportunities
  - Developed by a dedicated team with major level of employee input and involvement across a broad range of external program opportunities
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Q15: Which of the following best describes your CSR program?

- Various ad hoc projects which may change from year to year
  - Two or three types of CSR projects in multiple areas which may change from year to year
  - One major CSR signature project clearly defined and supported over multiple years
  - Several major CSR projects which are clearly defined and supported over multiple years
  - Overall CSR umbrella program with multiple focus areas and related projects supported over multiple years
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Q16: What is/are the main driver(s) of your CSR programming? Please select only the top 3 if more than one option is applicable.

- Alignment with external impact goals (i.e. SDGs)
  - Public relations
  - Government relations
  - Support for company's mission
  - Commitment to doing good for society
  - CEO/Senior leadership mandated
  - Employee engagement and morale
  - Creating shared value with company business initiatives
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Q17: How are the beneficiaries selected? Select all that apply.

- We canvas our employees for their preferences
  - We select recipients based on the preferences of our board members
  - We identify organizations whose objectives complement our own
  - We seek independent guidance from trusted advisors concerning which organizations have the most impact
  - We base selection on assessments of the communities or industries where we operate
  - We have developed a process with specific criteria for assessing performance of external organizations
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Q18: How are cash donations distributed to charities and needy causes?

- Divided evenly among multiple organizations
  - Chosen based on the number of people helped
  - Determined based on expected overall program impact
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Q19: To what degree is your CSR program sustainable?

- There is no consideration of sustainability
  - Sustainability is addressed, but not systematically
  - Sustainability of one or two factors is addressed
  - The program includes a sustainability plan
  - The program includes a sustainability plan; it focuses on continuation of program outputs (e.g., participants trained will continue to apply skills)
  - The program includes a sustainability plan; it focuses on continuation of program outputs (e.g., participants trained will continue to apply skills) and mechanisms will continue to operate after funding support has ended (e.g., the project partner has established a fee based model to continue to provide training)
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Q20: In line with Singapore Green Plan 2030, has your company made a commitment to achieve net zero emissions?

- Yes, before 2050
  - Yes, but not before 2050
  - Not yet, but we have a plan to make a commitment to achieving net zero emissions in future
  - No, we expect our managers to have a plan in place on our behalf
  - No, we are not currently planning to commit to achieving net zero emissions
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Q21: Did your organization participate in the 18th Annual AmCham Singapore Corporate Community Day (CCD) on December 13, 2020?

- Yes
  - No
  - I don't know
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Q22: Is CCD integrated into your annual CSR planning?

- Yes
  - No
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Q23: Has your organization ever participated in CCD?

- Yes
- No
- I don't know

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### CSR Program Impact / Deliverables

Q24: Select the answer that best describes your CSR program goals.

- CSR program goals and objectives are not set in advance
  - CSR program is primarily focused on short term events and/or initiatives
  - CSR program sets well defined goals and targets on a yearly basis
  - CSR program sets well defined goals and targets which are consistently delivered over a short term period (1 year or less)
  - CSR program sets well defined goals and targets and commits company support for longer term program initiatives (3-5 years)
  - CSR program is well established with goals, targets, and resources delivered consistently over time (5+ years)
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Q25: What period does your CSR planning cover?

- Less than a month – one-time events
  - One to six months
  - Seven months to one year
  - More than one year, but less than three years
  - Three years and above
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Q26: How often do you partner with other organizations (not beneficiaries) in your CSR programs/initiatives?

- Consistently
  - Sometimes
  - Never
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Q27: What is the level of engagement with your employees, management, and implementing partners in the various phases of your CSR activities, especially planning?

- No stakeholder engagement in the activation
  - Reactive information-sharing with stakeholders
  - Proactive information-sharing with stakeholders
  - Engagement with stakeholders in program activation
  - Proactive engagement with stakeholders in planning and execution of activation
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Q28: How do your implementing partners play a role in the sustainability of your CSR programs/initiatives?

- Commit financial resources to sustain programming
  - Commit human resources and expertise to sustain programming
  - Long-term joint implementation plans
  - Integrate programming into their own organization
  - They do not play a role
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Q29: How are your partnerships formalized?

- They are informal; not formalized
  - Donation letters
  - MOUs
  - Contracts
  - Formal strategic designations
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Q30: How aware or engaged are employees in the company's CSR initiatives?

- Employees are aware when notified by management and encouraged to participate
- Employees are aware and actively seek to participate in CSR programs
- Employees are given time off for non-company sponsored volunteer activities
- Company provides training and additional support for employees involved in specific CSR initiatives

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Q31: How much employee involvement is there in your company's CSR planning?

- Employees are not engaged or informed about CSR program activations
- Employees are reactively informed about CSR program activations
- Employees are asked for input into company CSR program mechanics
- Employees are invited to join CSR program activations on their own time
- Employees are invited to join CSR program activations on company time
- Employees are actively engaged in CSR program planning and activations on company time

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Q32: Think of what you consider to be one of your most successful CSR initiatives. If your company were to withdraw support (both human resources and financial support) tomorrow, what is the risk?

- Significant. The CSR activities could not continue should we withdraw support
- Significant to moderate. It is questionable whether the activities could continue given current partner capacities
- Possibly none. The partner would need to take more initiative and commit to continuing without our support
- Minimal. We have built in capacity and planned for our withdrawal of support
- None. Sustainability of programming activities has been planned and our partner organization has the ability to continue the work on its own

### Measurement and Evaluation of CSR Programming

Q33: To what extent does your CSR program incorporate aspects to establish and evaluate the outputs, outcomes, and/or impact of the programming?

- Not incorporated
- Basic targets defined
- Evaluation approach developed and return on CSR investment (or other applicable impact target) specified
- Evaluation approach implemented and return on CSR investment specified, with provision for regular data input
- Evaluation approach implemented and return on CSR investment specified, with provision for regular data input, and specific results-driven after-action steps

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Q34: How does your organization assess the impact of its CSR strategy? Select all that apply.

- We hire media consultants to assess the improvement of our image
- We hire independent consultants to assess the outcomes and/or impact of the project
- Our accountants calculate the return on investment of our CSR work
- We assess internally based on the opinion of our managers
- We internally measure against the objectives established at the outset
- We circulate external consumer questionnaires
- We circulate internal employee surveys
- We track employee participation
- We track progress against set targets
- We do not assess

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Q35: Do you collect data and conduct assessments?

- Data is not collected
- Data is collected but not assessed
- Data is collected and assessed for one or two project factors
- Data is collected and assessed for various project factors
- Data is collected and robustly and systematically assessed

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Q36: To what extent does your organization use Key Performance Indicators (KPIs) in your CSR program?

- No KPIs are identified
- Project outputs (e.g., number of participants trained) defined and collected
- Formal KPIs identified and tracked
- KPIs are integral part of project and measure outcomes (e.g., increased knowledge of participants)
- KPIs are integral part of project and measure project impact (e.g., increased knowledge of participants leads to higher incomes)

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Q37: Do you measure if your employees value the company's CSR initiatives?

- Yes
  - No
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Q38: Is your CSR program part of your company's formalized recruitment and retention program?

- Yes
- No

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Q39: How is your CSR program evaluated in terms of providing shared value to the company?

- Shared value is not considered from either investment or return perspective
- Project costs are assessed, but shared value is not considered
- Shared value is an important factor for evaluating project success
- Shared value is an important factor for evaluating project success and is well defined and rigorously assessed
- Shared value measures the full range of factors for investment (time, financial, and human resources) and returns (financial aspects, development impact, employee morale, etc.)

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Q40: How are your CSR program measurements used? Select all that apply.

- Used to convince management to provide further funding
- Used to make adjustments to CSR programming
- Used to demonstrate to internal (e.g., staff) or external (e.g., government agencies or communities) stakeholders the value of the project
- Used in public relations
- Used in sustainability reporting
- Number of beneficiaries helped



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Q41: How do you measure the effectiveness of your CSR-focused public communications?

- We do not measure this
- Quantitative indicators (number of communications activities undertaken, number of media clips generated, advertising value calculations, etc.)
- Qualitative indicators (tone of media coverage generated, content of media coverage generated, interviews with members of the public regarding our CSR program, etc.)
- A combination of quantitative and qualitative indicators

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### Stakeholder Engagement

Q42: Does your organization keep a record of its CSR best practices and make this record accessible to stakeholders?

- No record is kept
  - We keep a record of our CSR best practices on an ad hoc basis, but do not make this record readily accessible to internal stakeholders
  - We keep a record of our CSR best practices and make it easily accessible to internal stakeholders
  - We keep a record of our CSR best practices and share this information with external stakeholders on a case-by-case basis
  - We keep a record of our CSR best practices and publicly share this information with external stakeholders
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Q43: Does your CSR program planning include consideration of stakeholder engagement (employees, investors, regulators, customers, members of the public)?

- Yes, all of the time
  - Yes, some of the time
  - No, never
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Q44: Does your organization undertake any regular CSR reporting?

- No
  - Yes, on an ad hoc basis
  - Yes, we include it in company's annual report
  - Yes, we produce an annual sustainability / CSR or similar report
  - Yes, we produce a regular sustainability / CSR or similar report that is audited by a third party organization
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Q45: How are CSR-oriented communications budgeted for?

- Specific CSR-oriented budget for communications
  - CSR communications are included in the project budget
  - CSR communications are included in the general PR budget
  - No specific budget for CSR communications
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Q46: Does your organization proactively distribute its sustainability / CSR report to internal and external stakeholders?

- Yes, on a regular basis to both internal and external stakeholders
  - Yes, on a regular basis to internal or external stakeholders, but not both
  - Yes, on an ad hoc basis to both internal and external stakeholders
  - Yes, on an ad hoc basis to internal or external stakeholders, but not both
  - No, do not distribute
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Q47: How is your organization's CSR program communicated?

- No communications
  - Passive. Post on company website and produce brochures that are placed in the company office
  - Somewhat passive. Issue press releases or photos of CSR activities to local media
  - Somewhat active. Invite media and other interested parties to observe CSR activities
  - Active. Hire consultants specifically to communicate the organization's CSR activities/programs, undertake an active media relations program related to CSR activities
  - Very active. Undertake a multi-channel CSR communications approach, including: active media relations efforts, including social media; program speaking engagements by organization executives; encourage visits by members of the public to CSR sites/activities; distribute CSR-oriented collateral such as brochures, flyers, DVDs, posters, factsheets, reports, etc. to members of the public; speaking opportunities at forums and roundtables; panel sharing sessions; 1:1 conversations etc.
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Q48: How much effort do you put into stakeholder engagement?

- High effort. Senior management gets involved.
  - Moderate effort. Staff members gets involved
  - Some effort. Only volunteers heading up the CSR program get involved
  - No effort or reactionary effort, where you engage when stakeholders reach you first
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Q49: Does your organization proactively share its CSR best practices through a range of communications channels (examples include corporate websites, sustainability reports, public relations/media relations activities, presentations at community or industry forums)?

- Never share best practices
  - Undertake limited CSR best-practice communications using one or two channels (but do not present at forums)
  - Undertake CSR best-practice communications using multiple communications channels (but do not present at forums)
  - Actively communicate CSR best practices across multiple communications channels including presenting at forums
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### **Alignment of Social Impact and Business Operations**

Q50: To what degree is social impact considered in your business operations?

- None
  - Somewhat aligned
  - Aligned
  - Strongly aligned
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Q51: Is there an explicit reference to social and environmental considerations in your company mission, vision statement, or governance?

- Yes, social only
  - Yes, environmental only
  - Yes, both
  - No
- 

Q52: Is social and economic impact mainstreamed into your core business strategy ("doing well by doing good")?

- Yes
  - Somewhat
  - No
- 

Q53: Does your company have a strategy so that its business operations have a positive social impact?

- Yes
  - No
-

Q54: Does your company use the UN Sustainable Development Goals as a framework for its social impact?

- Yes
  - Somewhat
  - No
- 

Q55: Does your company measure its social and financial impact as a result of these programs?

- Yes, social only
  - Yes, financial only
  - Yes, both social and financial
  - No
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Q56: Does your company include its contribution to sustainable development in reports? Select all that apply.

- Yes, in an annual report
  - Yes, in a sustainability report
  - Yes, in a similar report
  - No
-

Q57: How much employee involvement is there in your company's social impact planning?

- Employees are not engaged or informed about social impact program activations
- Employees are reactively informed about social impact program activations
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- Employees are invited to join social impact program activations on their own time
- Employees are invited to join social impact program activations on company time
- Employees are actively engaged in social impact program planning and activations on company time

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### Measurement and Evaluation of Alignment of Social Impact and Business Operations

Q58: To what extent does your social impact program incorporate aspects to establish and evaluate the outputs, outcomes, and/or impact of the programming?

- Not incorporated
  - Basic targets defined
  - Evaluation approach developed and return on social impact investment (or other applicable impact target) specified
  - Evaluation approach implemented and return on social impact investment specified, with provision for regular data input
  - Evaluation approach implemented and return on social impact investment specified, with provision for regular data input, and specific results-driven after-action steps
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Q59: How does your organization assess the impact of its social impact strategy? Select all that apply.

- We hire media consultants to assess the improvement of our image
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  - We circulate external consumer questionnaires
  - We circulate internal employee surveys
  - We track employee participation
  - We track progress against set targets
  - We do not assess
- 

Q60: Do you collect data and conduct assessments?

- Data is not collected
  - Data is collected but not assessed
  - Data is collected and assessed for one or two project factors
  - Data is collected and assessed for various project factors
  - Data is collected and robustly and systematically assessed
-



Q61: To what extent does your organization use Key Performance Indicators (KPIs) in your social impact program?

- No KPIs are identified
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  - Used in public relations
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Q66: How do you measure the effectiveness of your social impact-focused public communications?

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  - A combination of quantitative and qualitative indicators
-