# AmCham Cares 2021 - Small Companies

**Company Profile**

Q1: Has your company undertaken CSR activities in Singapore for at least one year?

○ Yes

○ No

**Who is completing this questionnaire?**

Q2: What is your full name?

_____

Q3: What is your job title?

_____

Q4: What is your email address?

_____

Q5: What is your telephone number?

_____

**About Your Organization**

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

○ 0 - 25

○ 26 - 50

○ 51 - 99

○ 100 - 149

○ 150 - 200

○ More than 200 employees in Singapore - please take the "large companies" version of this questionnaire.

---

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

○ Yes

○ No

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

**Describe Your CSR Program**

Q9: What is the primary focus of your CSR program? Please select only the top 2 if more than one option is applicable.

○ Corporate philanthropy (corporate giving)

○ Employee volunteerism

○ Social contribution programs - education, community health, economic development etc.

○ Environmental contribution programs - conservation, education etc.

○ Corporate sustainability - corporate energy-saving initiatives, ethical business practices, supply chain guidelines and auditing etc.

---

Q10: From whom in the organization do CSR initiatives most frequently originate? Select all that apply.

○ Owner

○ Senior Management

○ Staff

○ Various stakeholders (employees, investors, regulators, customers, members of the public)

○ Headquarters

○ CSR team

---

Q11: 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

---

**Strategy**

Q12: 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

Q13: 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.

-----------------------------------------------------------------------------------------------

Q14: How is your CSR program organized?

○ Various ad hoc projects

○ Two or three types of CSR projects

○ One focused on-going CSR signature project

○ One CSR signature project and other unrelated projects

○ One ongoing CSR umbrella program with related projects

-----------------------------------------------------------------------------------------------

Q15: What is/are the main driver(s) of your CSR programming? Select all that apply.

○ I don't know

○ Public relations

○ Government relations

○ Support for company's mission

○ Commitment to doing good for society

○ CEO's interest

○ Staff morale

---

Q16: How do you identify beneficiaries?

○ No beneficiaries are specifically targeted

○ We identify and prioritize several stakeholder groups

○ We devote all our consideration to one or two major target groups of beneficiaries

○ We work with trusted implementing partners to identify beneficiaries

---

Q17: Approximately what share of your resources identified for CSR support is devoted to cash donations to charities and needy causes?

○ None

○ Some

○ Most

---

Q18: 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

---

Q19: Did your organization participate in the 18th Annual AmCham Singapore Corporate Community Day (CCD) on December 13, 2020?

○ Yes

○ No

○ I don't know

---

Q20: Is CCD integrated into your annual CSR planning?

○ Yes

○ No

---

Q21: Has your organization ever participated in CCD?

○ Yes

○ No

○ I don't know

---

**CSR Program Impact / Deliverables**

Q22: 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

Q23: How often do you partner with other organizations (not beneficiaries) in your CSR programs/initiatives?

○ Consistently

○ Sometimes

○ Never

Q24: 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

---

Q25: 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

---

Q26: 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

--------------------------------------------------------------------------------

Q27: To what extent is social and economic impact mainstreamed into your core business strategy ("doing well by doing good")?

○ Yes

○ Somewhat

○ No

Q28: 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**

Q29: 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

Q30: 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

Q31: 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

---

Q32: Do you measure if your employees value the company's CSR initiatives?

○ Yes

○ No

---

Q33: Is your CSR program part of your company's formalized recruitment and retention program?

○ Yes

○ No

**Stakeholder Engagement**

Q34: 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

-------------------------------------------------------------------------------------------------

Q35: 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.

-------------------------------------------------------------------------------------------------

Q36: 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

-------------------------------------------------------------------------------------------------------

Q37: How effective do you feel your CSR-focused public communications are?

○ We do not undertake CSR-focused public communications

○ Not effective at all

○ Somewhat effective

○ Effective

○ Very effective

Q38: 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