

CSR WEEK

CELEBRATING SUSTAINABILITY IN THE KINGDOM



**CORPORATE
SOCIAL RESPONSIBILITY**

KHMER TIMES
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Message from EuroCham Chairman

Sustainable solutions for a changing business landscape

The last time we hosted our bi-annual CSR Awards in 2021, the pandemic was still affecting in the business community, affecting every aspect of society and the economy. The CSR Awards that night were a bright spot, as we championed sustainable efforts made by companies large and small, and even individual youths who were already shaping the country's future. I am grateful for H.E. Sok Chenda Sophea having accepted to be our guest of honor in those more difficult days.

This year, worries have shifted from the pandemic to a slew of other economic and social factors affecting Cambodia and the world. Geopolitics, wars, shifting supply chains, and inflation have changed the post-Covid narrative as countries strive to sustain their growth while diversifying their economy. Competitiveness is the key word for Cambodia in this sense, and the new Royal Government is making efforts to move the economy forward within a more challenging international context.

There has never been a more important time to focus on corporate social responsibility (CSR) efforts. The companies that prioritise renewable technology, sustainable production and operations, workers' rights, welfare and -being will hold the upper hand in the future through enhanced

recognition by their stakeholders and a stronger brand image. We're seeing these efforts on the ground level in Cambodia.

At EuroCham, we established our Responsible Business Hub (RBH) in 2022 to serve as a main contact point for businesses in Cambodia to be able to better comply with HREDD guidelines from Europe, and to help them move their responsible business activities to international standards. The RBH has been very active, hosting several public-private dialogue events drawing over 200 guests, touching on topics such as disabilities in the workplace, waste management, sustainability in supply chains and sexual harassment in the workplace. We've also pushed for more progressive renewable energy policies and were proud of ourselves to win the high-energy use office category of the first edition of the Cambodia Energy Efficiency Competition in 2022.

We're pleased to see so many nominees for this year's awards, a testament to how achieving sustainable and ethical growth is a top priority for many of our members and stakeholders.

Good luck to all and we can't wait to see your projects evolve over the next few years, helping to push Cambodia to the forefront of responsible and sustainable business in the region. ■



Mr. Tassilo Brinzer
EuroCham Chairman

EuroCham champions CSR efforts in Cambodia



A panel discussion participated by business arranged by EuroCham. EuroCham



Brian Badzmierowski, Communication Coordinator of EuroCham. EuroCham

EuroCham has been busy on the CSR front since the last edition of the awards, held in November 2021. While CSR initiatives encompass many different sectors and ideas, we've prioritized renewable energy, sustainable production, and sustainable financing.

Our efforts in this regard included a Green Business forum in June 2023 that touched on financing clean energy, waste management, and sustainable projects, as well as how to obtain sustainable certifications in the garment, agriculture, manufacturing, and tourism sectors. The chamber also held

two events to promote ESCO (an energy service company that combines power generation with energy conservation) associations in Cambodia, including a forum in September 2022 and an exclusive workshop in December 2022.

On renewable energy, the chamber released a well-received Position Paper on Renewable Energy in Cambodia in September 2022, in an effort to push for a more welcoming climate for rooftop solar panels. Aside from green financing and renewable energy, EuroCham also tackles more human-oriented CSR principles. In the

past year, the chamber hosted Breakfast Talks on sexual harassment in the workplace and the challenges faced by factory workers with disabilities.

Lastly, the chamber has been engaged in improving waste management in Cambodia, partnering with KAS for the Waste Summit. With GIZ's Business Scouts for Development Programme, the chamber is also hosting a German trade mission in October 2023, during which German company representatives will visit different waste projects in Cambodia.

The chamber will continue pushing for

more sustainable practices and worker rights. EuroCham's Garment & Manufacturing Committee and Green Business Committee regularly meet on these issues and have offered recommendations to the government in the 2024 White Book. The time to prioritise these principles is now, and besides the ethical and environmental obligations, investors and governments are also starting to demand sustainable and ethical practices from the private sector. Stay tuned for more EuroCham CSR activities in the future and congratulations to our CSR nominees! ■



Please allow us to introduce our Judges and Nominees for the CSR Cross-Sectoral Awards

I. ENVIRONMENTAL CATEGORY

JUDGES



Mr. Eugene Kraamwinkel,
Chief Executive Officer, DAU
Tu Saigon Binh Phuoc



Dr. Laurent Mesmann, Advisor,
Royal University of Law and
Economics



Ms. Julie Keo, Consultant &
Business, Development
Director, DFDL

NOMINEES | SME

- T.H. River and Sun Ltd. (The Bale Phnom Penh by Lifestyle Retreats)**
Project name: Tread lightly. It is one of our environmental sustainability projects focused on energy and waste.
- HUSK Venture**
Project name: Accelerating the transition to regenerative agriculture using carbon-based solutions for the soil.
- EGE (Cambodia) Energy Solutions CO., Ltd.**
Project Name: Solar Water Pumping System for UNDP project in Battambang province, Preak Norin, Ek Phnom water station. The purpose and objective of this project is to "Promoting the Use of Solar Technologies for Agricultural and Rural Development in Cambodia"
- Can'Art**
Project Name: Can'Art & Toutthenkrama. The goal is to recycle (tin cans) and provide jobs for young single mothers in the countryside.

NOMINEES | CORPORATE

- HEINEKEN Cambodia, formerly known as CBL**
Project Name: The path to zero impact project. The project focuses on emerging environmental issues by developing a clear environmental management system that will help us minimise our environmental impact through a variety of initiative.
- Rosewood Phnom Penh**
Project Name: From Trash to Treasure: The Glass Bottle Donation Project, the Sustainable Transformation of Waste and Education, and Community Collaboration. The goal is utilise glass bottles as a construction material, consequently minimising waste generation and fostering a heightened sense of environmental awareness
- RPB Investment Co. Ltd., Six Senses Koh Krabey**
Project Name: Six Senses Krabey Island: A Sustainable Paradise. The project is to achieve zero waste, eliminate plastic use, and reduce energy consumption.
- Sofitel Angkor Phokeethra Golf and Spa Resort**
Project Name: The Botanical Garden & Sanctuary. The project is to revolutionize the hospitality industry in Cambodia by embracing nature at the core of the resort's operation, highlighting our respect to the local environment.
- Total Energies Marketing (Cambodia) Co., Ltd.**
Project Name: 7th Safe Driving Campaign with the theme "One Helmet, One Life", this year's campaign focuses on the importance of helmet wearing and aims to change the mindset and behaviors of motorists.
- Wing Bank (Cambodia) Plc.**
Project Title: Wing Bank Sustainable Card Initiative. The goal is to mitigate the environmental impact associated with payment cards.

II. SOCIAL AND COMMUNITY CATEGORY

JUDGES



Dr. Sajith Edirisurya,
General Manager, Chip
Mong Insee Cement
Corporation



Mr. Bunthan Suy,
Head of Operations,
DHL Express



Ms. Caroline Bougon
SIRIEIX, Secretary General,
Cambodia Airports



Ms. Sarah Kolbenstetter,
Founder/Zero-waste and
eco consultant, Little
Green Spark

NOMINEES | SME

- AZAHAR Foundation**
Project Name: Peace Building and Economic Empowerment. The project aims to promote peace, self-awareness, and community development in Cambodia and Rwanda.
- Java Creative Café**
Project Name: Java Creative Café CSR Program: A Creative Enterprise. The project is to provide in-kind and financial support to sustain an independent platform for Cambodian contemporary art.
- Le Tonle Training Guesthouse & Restaurant**
Project Name: Vulnerable youth skill development. It is to support young vulnerable people by running a guest house and restaurant.
- Sra'Art Studio**
Project Name: Art curriculum. The project is to create an art curriculum for the Cambodian school system, adapted to suit different levels and students of all ages.
- Worldbridge Homes Co, Ltd.**
Project Name: Serey Mongkul Satellite City: Cambodia's first socially and environmentally responsible affordable housing project.

NOMINEES | CORPORATE

- Aprati Foods (Cambodia) Ltd**
Project Name: Aprati Foods Annual Research Grant Program. The goal is to provide industry-based research apprenticeship opportunities to university students in the food and allied sciences.
- Baron Point Group**
Project Name: Road Safety, Student and Equal Opportunities for Children.
- Cambodia Beverage Company Ltd. (Coca-Cola)**
Project Name: Clean Water for Community. The goal is to provide clean drinking water, hygiene education, and sanitation facilities to communities in need in Cambodia.
- Cambrew Ltd**
Project Name: ZERO Water Waste and ZERO Irresponsible Drinking
- Dau Tu Saigon**
Project Name: Trickle. The goal is to increase the capacity of staff and rural communities through education

and training, to ensure continuous improvement and rural economic development.

- HEINEKEN Cambodia, formerly known as Cambodia Breweries Limited (CBL)**
Project Name: A circular biomass economy (closing the loop on rice husks). The goal is to reduce environmental impact while simultaneously supporting local rice farmers.
- Mengly J. Quach Education Plc**
Project Name: Ethical Corporate Responsibility and Philanthropic Corporate Responsibility.
- Pernod Ricard Cambodia Co. Ltd**
Project Name: Sensota - Reviving Cambodian rice spirit. Pernod Ricard aims to enhance the quality and safety of Cambodian rice spirit by collaborating with local partners and implementing international best practice.
- Phare Performing Social Enterprise (Phare Circus & Phare Creative Studio)**
Project Name: Community Engagements, Connecting Communities with Values of the Arts. The purpose is to instill in Cambodians the custom of visiting theaters and other cultural venues in search of inspiration.
- Prudential (Cambodia) Life Assurance Plc**
1st Project Name: Cha-Ching Financial Literacy Education for Primary School Children. The goal is to equip 7 to 12 years old with the knowledge, tools and practice they need to make informed financial decisions.
2nd Project Name: Safe School Initiative In Cambodia. The project goal will focus on "Children in the most at-risk communities in Cambodia are more resilient to disasters and have a safe and secure learning environment through increased support from the government".
- RMA (CAMBODIA) PLC.**
Project Name: RMA - FORD Training Centers Establishment Program. The program focuses on developing skill sets, creating more job opportunities and reducing migration.
- Sofitel Angkor Phokeethra Golf and Spa Resort**
1st Project Name: Supporting Local Businesses for Sustainable Growth. The goal is to support local businesses and suppliers, and work with local recycling businesses.
2nd Project Name: Cambodian Youth Development Program. B partnering with Schools in order to build hospitality skills for young Cambodians through internship programs, hosting workshops and collaborating with NGOs through donations.
- Wing Bank**
Project Name: Cambodia Landmine Free. The goal is to support the Cambodian Mine Action and Victim Assistance Authority (CMAA) in eliminating landmines from Cambodia by 2025.

III. PRODUCTION CATEGORY

JUDGES



Mr. Narath Chheav,
Managing Director, CoGen HR,
Management Academy and
Consulting Group



Ms. Liubov Popova, PMO
Project Manager –
A.P. Moller - Maersk



Ms. Monika Nuon, Program
Manager for Sustainability,
Konrad-Adenauer-Stiftung
Cambodia

NOMINEES | CORPORATE

- Cambodia Beverage Company Ltd. (Coca-Cola)**
Project Name: World Without Waste. The goal is to make all our packaging recyclable globally by 2025 and use at least 50% recycled material in our packaging globally by 2030.
- Cambodian Standard Development & Supply Co., Ltd**
Project Name: Food Safety Standard for Cambodia Supply Chain Management. The goal of CSDS is to expand the resources and strengthen the production capacity of Cambodian farmers to have a safe food supply.
- Kulara Water Co., Ltd**
Project Name: 10 years+ of a strong commitment to sustainable production. The goal is to promote responsible entrepreneurship.

NOMINEES | SME

- B & B Industry Co., Ltd (Beyond Design & Furniture)**
Project Name: Pioneering CSR Sustainable Production (non-garment) in Cambodia: Beyond Furniture & Design. The goal is to establish and maintain a sustainable production chain within our furniture manufacturing facility in Cambodia
- Seekers Independent Spirits**
Project Name: Packaging Reduction - Sustainability at Seekers

IV. YOUTH CATEGORY

JUDGES



Ms. Sophorn Chhay,
CEO, HR Code



Mr. Daren Ong,
Managing Director,
Pernod Ricard



Ms. Cecile Dahome,
Co-Founder & CEO, Sevea

NOMINEES

- Angely Rose**
Project Name: Cambodia Youth Climate Change (CYCC) Program. The program was created with the vision to establish a one-of-a-kind supportive academic environment that inspires meaningful youth discussions in Cambodia regarding the climate crisis.
- Manut Meas**
Project Name: BOOK OF LOVE. The goal is to write books containing good morals, and donate its schools in need of book in Cambodia as well as to promote reading culture.
- Phaektra Pen**
Project Name: BANANA FIBER PROJECT. The goal is to reduce plastic, promote eco-friendly products, and create jobs for rural farmers.
- Raksa Ma**
Project Name: PUTHI Campaign is a campaign that aims to increase awareness on cyber crimes among university students with the support from Google.org and in partnership with ASEAN Foundation.

CSR Garment Awards and Gala Dinner & Managers' Forum

We are delighted to announce the first edition of the CSR Garment Awards and the CSR Managers' Forum, hosted by EuroCham and organised by the **Responsible Business Hub** and the **Textile, Apparel, Footwear & Travel Goods Association in Cambodia (TAFTAC)**. These groundbreaking events were made possible thanks to the essential contribution of the **GIZ FABRIC Cambodia** project. The forum will serve as a collaborative platform that empowers CSR managers, enabling them to exchange knowledge, enhance their skills, and build networks to drive positive change in their organizations and communities. By fostering collaboration, innovation, and professional growth, the forum plays a vital role in advancing CSR practices and creating a more sustainable Cambodian Industry Sector.



The experts included representatives from Bureau Veritas, Control Union, SGS, and TUV. Bureau Veritas shared some thoughts on the new CSR Garment Awards:

Q Why is it important to showcase CSR efforts in garment factories?

BV: It is important to showcase CSR efforts in garment factories as this shows that factories are not only looking for profits, but also to help build a better world.

Q What was one thing you were very impressed with (in regards to CSR) while visiting the factories?

BV: We were impressed with the

factories that set up a great place to work for disabled workers. For example, some factories provide ramps and lifts for wheelchairs and training for unskilled disabled workers. We found that some offer training on literacy, English, and computer skills for employees hoping to make a positive change in their lives.

Q Concerning CSR, what area do you think still needs the most work?

BV: We think that factories should pay more attention to sustainability management systems. There are many factories that still lack of awareness about using recycled materials, energy use, and the use of landfills.

Please allow us to introduce our nominees for the Garment Sector Awards.



CSR GARMENT JUDGE

Social Category

FRIDAY, 20TH OCTOBER 2023 | AT 6PM (REGISTRATION AT 5:30PM)
VENUE: HYATT REGENCY PHNOM PENH



H.E. Mrs. SOVANN Vannaroth
Secretary of State of the Ministry of Labour and Vocational Training, MoLVT



Mr. Emerald AM
Country Manager, LABS Foundation



Mr. Pichda KIM
Labour & Business Manager, TAFTAC

Nominees

Copious (Cambodia) International inc
IK APPAREL Co., LTD
Olive Apparel (Cambodia) Co., Ltd
Y&W Garment Co., Ltd
Color Silk Enterprise

HING LEE (CAMBODIA) CO., LTD
J. Eli Trading Co., Ltd (Smateria)
Mutita Textile Social
Pactics Cambodia Co., Ltd
Preclo (Cambodia) Co., Ltd



CSR GARMENT JUDGE

Environmental Category

FRIDAY, 20TH OCTOBER 2023 | AT 6PM (REGISTRATION AT 5:30PM)
VENUE: HYATT REGENCY PHNOM PENH



Dr. Sajith EDIRISURYA
General Manager, Chip Mong Insee Cement Corporation



Mr. CHOON Yik Thong
Executive Member, TAFTAC



Mr. Rogier Van MANSVELT
COO, CME-Baitang

Nominees

Copious (Cambodia) International Inc
IK Apparel Co., Ltd
Olive Apparel (Cambodia) Co., Ltd
Goel Community CO., LTD

Luentech Textile Solutions Co., Ltd
OSHA SAFETY TRAINING CENTER
P P S E C Company Limited
Practics Cambodia Co., Ltd
Villageworks Cambodia

CSR GARMENT JUDGE

Innovation Category

FRIDAY, 20TH OCTOBER 2023 | AT 6PM (REGISTRATION AT 5:30PM)
VENUE: HYATT REGENCY PHNOM PENH



H.E. Mr. HIM Phanit
Director of the National Productivity Center of Cambodia (NPCC), MISTI



Ms. MEAS Molika
Group Chief Executive Officer, iCare Benefits



Mr. Carlo Figa TALAMANCA
Owner, Khmer Green Charcoal

Nominees

J. Eli Trading Co. Ltd (Smateria)

Luentech Textile Solutions Co., Ltd
P P S E C Company Limited



More than 100 years
of American heritage

Our CSR Activities for Food Science Education

- ✓ > 25 food science apprentice research projects
- ✓ 10 Culinary Flavor Tours (Indochina)
- ✓ Seminar: Career Choices in the Food Sciences
- ✓ Industry Talk: Quality Standards in Food Industry
- ✓ Seminar: Sensory Sciences & Consumer Insights



Our Commitment to Food Safety and Quality

- ✓ Certified Grade AA (BRC Global Standard) since 2019
- ✓ GHP-certified (food hygiene) since 2017
- ✓ HACCP-certified (food safety) since 2017
- ✓ US FDA-verified (foreign supplier) since 2018
- ✓ Non-GMO certified since 2018
- ✓ Halal-certified since 2019



Certified Grade AA (BRC Global Standard)



"Safe Food, made to Global Standards. Proudly made in Cambodia."



KULARA WATER: 10 YEARS OF CREATING SUSTAINABLE IMPACT IN CAMBODIA

Kulara Water, the company which produces Eau Kulen, can be proud of its achievements. Launched in 2013, its healthy natural mineral water rapidly developed to rank nowadays among the top brands in Cambodia. Kulara Water has also succeed in implementing the best sustainable practices at all stages of its production processes.

STRONG FRAMEWORKS FOR SUSTAINABLE PRODUCTION

Sustainable Development and CSR are at the heart of Kulara Water's leadership and recognition. Striving for Excellence, Kulara Water records numerous concrete achievements in terms of: Innovation; Value Creation; Access to Market and Customer Loyalty; Corporate Governance; Fair Operating Practices; Resource and Biodiversity protection; Carbon Footprint Reduction; Employee Wellbeing and Sustainable Jobs; Diversity and Inclusion; Social Empowerment, Local and Community Development. The company's inclusive value chain, as well as its corporate culture also allow Kulara Water to record a unique staff turnover rate of



2%, one of the lowest ones in Cambodia.

MORE THAN 133,000 RARE TREES REINTRODUCED

In partnership with the Archaeology & Development Foundation (ADF), Kulara Water has launched in 2018 an ambitious program of reforestation and resource

protection in the region of the Kulen Mountains. This voluntary initiative combines the reintroduction of endemic endangered species of trees and a concrete environment-awareness program designed for the young generations.

600 kids and 20 teachers of three primary schools are involved to mitigate

climate change and growing human pressures and to promote resource, ecosystems and biodiversity protection. To date, more than 133,000 rare trees have been reintroduced in the region: about 10,000 trees on the company's protected land, and more than 90,000 in Phnom Kulen.

GREEN ENERGY TRANSITION & CARBON FOOTPRINT REDUCTION

Last year, Kulara Water has taken another step forward in terms of carbon footprint reduction with the implementation of a first innovative hybrid solar power plant (650 kWp ground-mounted solar system connected to an 896 kWh battery system), among the first of its kind in Cambodia. A second similar plant (800 kWp /1,344 kWh) has also been launched recently to answer the needs of the company's second bottling plant.

According to the latest estimates, the two hybrid solar power plants will allow Kulara Water to save yearly more than 352,000L of fuel and to lower its carbon footprint by more than 1,086 tons of CO₂, with an equivalent Carbon Sequestered by Forest of 1,161 acres. ■

CONVERTING ORGANIC WASTE INTO AN INCOME SOURCE

We're excited to apply for two categories: 'Environmental Project' and 'Community Project'.

For the first 'Environmental Project' category, we highlighted how sustainability is at the core of our business strategy, with a holistic look at our structured environmental management system to minimize our environmental impact through a variety of initiatives, namely: reaching net zero emission in production by 2030 and carbon neutrality in value chain by 2040, circularity and zero waste to landfill across the value chain, and healthy watersheds.

Just to highlight one example for circularity: An important factor of our full value chain's footprint comes from packaging. We believe that accelerating returnable packaging is therefore key to realizing our commitment to reduce our environmental and carbon footprint. This can be seen in the initiation of our glass bottle return movement, which is now led by local bars and restaurants nationwide. Bars and



BECIS experts checking the quality of paddy in a field. BECIS

restaurants are close to the consumer, by embedding sustainability and making it cool to consumers and visitors, bar and restaurants can show how to bring many more people together with

lesser impact on the environment.

For the second 'Community Project' category, we zoomed in on our rice value chain. We source our rice locally in Cambodia, which is used for some of our beer

recipes. In partnership with Berkeley Energy Commercial Industrial Solutions (BECIS), our biomass plant in Phnom Penh also uses rice husks from local millers and farmers to generate

renewable thermal energy (heat) for our brewery. Using rice husks as a fuel source turns agricultural and organic waste that would have been discarded into an additional source of income for the farming community. We also joined forces with Cambodia Partnership for Sustainable Agriculture (CPSA) to support 1,500 local rice farmers with a capacity building program aimed at broadening inclusive and sustainable growth for Cambodia's agriculture sector. We also use the spent grains left over after brewing our beer to feed cattle.

The biomass partnership shows a crucial milestone in the path to net zero in our production. Yet, we have a longer journey ahead to drive net zero and circularity on a much larger scale. One of the biggest challenges we're facing right now is in how we apply our sustainability and responsibility principles beyond our brewery and across our entire beer value chain. We know we need to do this with others, so we can co-shape an ecosystem that can support the urgent acceleration to net zero. ■



Community Engagement: A Pillar in the Operation of Prudential

Taing Rinith
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Prudential, a life insurer in Cambodia, considers their community engagement programme as a crucial responsibility in its operation.

Prudential has structured its community engagement programmes with an aim to build the resilience of the community under the main pillars of education, safe step and health. said Hazan Illyasak, Prudential Cambodia's Head of ESG, Diversity, and Inclusion.

"As a life insurer, we follow our purpose of for every life, for every future," he added.

In addition providing excellent product and services catering towards various segments in the market, Prudential Cambodia helps build the resilience for various communities in Cambodia through three long-term committed programmes.

One of them is a financial literacy programme for children known as Cha-Ching. The programme aims to equip children aged 7 to 12 with the knowledge, tools and practice that they need to make financial decisions to reach their personal goals and dreams. It has also been designed to tackle financial literacy gaps using a blended learning approach, leveraging digital tools and platforms as well as the school environment.

"We understand that financial literacy, including financial protection, is a crucial competence for people in a modern society,"



Illyasak said. "To make financial management becoming a habit, we want them to start as early as possible. Therefore children is our main target beneficiaries."

Meanwhile, the Safe Schools programme is a region-wide disaster risk reduction capacity building programme supported by Prudence Foundation, the community investment arm of Prudential in Asia, since 2013. It is centred around a globally recognised framework focused on three pillars: safe learning facilities, school disaster management and risk reduction and resilience education.

The programme aims to equip students, teachers and local communities in remote region who are prone to natural disaster, with vital knowledge and skills on how to avoid catastrophes when natural disasters strike.

Last but not the least, the SAFE STEPS. This road safety programme in Cambodia



aims to mitigate risks on the road by providing students with safety equipment and road traffic education. The programme is equipping millions of children across Asia and Africa with actionable information designed to save lives and create a future generation that is well-prepared and resilient to life-threatening situations.



"At Prudential, we believe that private companies hold important role in the society in which they flourish," Illyasak added. "The benefits to community must be the main intention of our community engagement programme. Therefore, stakeholders from different sectors and industries should push for a more meaningful collaboration." ■

Azahar Foundation's Yoga Teacher Training Programme helps Cambodian young people find a better livelihood

Taing Rinith
rinith.taing@khmertimeskh.com

THE Azahar Foundation is a local not-for-profit organisation well-known for promoting peacebuilding and cross-cultural communication through yoga and meditation. Yet, through its yoga training programme, the foundation has also helped a number of Cambodian young people become professional yoga teachers, gain dignified means of income and become economically empowered.

The foundation was established with the primary purpose of developing a culture of peace in post-conflict societies.

"We foster transformation and healing in post-conflict communities, using the power of education in mind-body practices such as yoga, mindfulness and the arts," explained Sundas Waheed, the Country Director. "We believe in not only inspiring yoga practice but also empowering the underprivileged youth through vocational training in the art of Jivamukti Yoga."

"We empower our students to attain mastery in yoga through a diverse range of programmes. Our



A training session provide by the Azahar Foundation in Phnom Penh. Khmer Times

international certification equips them to share their expertise globally, whether establishing their yoga practice, opening their studios, or joining our welcoming studio community."

"Our main beneficiaries and target audiences are young people from vulnerable communities."

According to Waheed, Azahar offers 50, 100 and 200 hours of Jivamukti-inspired training. The candidates have to go through the basic 50-hour training first before signing up for the 100-hour training, which trains them to lead informal

group sessions. To become a certified teacher, they have to engage in the 200-hour training. After they have completed some practice, they can apply to attend an international training programme.

"We provide comprehensive training in Jivamukti yoga, a practice that encompasses the art of healing, personal growth and the resolution of trauma and conflict," she added. "In Cambodia, a nation healing from its post-conflict history, we recognise the profound need for what we offer. The World Health Organisation has recognised



yoga as a tool to enhance mental and physical wellbeing, and we are committed to extending that to the people of Cambodia."

To date, 32 teachers have graduated from the programme provided by the Azahar Foundation, with 80% of them being women. However, Waheed added that the organisation is also trying to remove the misconception that yoga is only for women.

"People often perceive yoga as a practice exclusively for women, but in reality, it's a universal path," she emphasised. "We are actively challenging this stereotype by welcoming male participants. However, our primary focus remains on empowering marginalised communities, recognising that women often face greater marginalization. Nevertheless, we remain inclusive and open to all." ■

Sra'Art Gallery is working to bring high-quality art classes to Cambodian schools' curricula

Taing Rinith
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Since its establishment, Sra'Art Gallery has offered numerous Cambodian artists the support they need to craft their artworks as well as space to exhibit their work, leading to the rise in their careers.

Now, the founder of the gallery is trying to bring the art scene in Cambodia to another level by planning to introduce high-quality art in schools across the country.

Cecile Eap, a French Cambodian and the founder of Sra'Art Gallery considers herself to have grown up in Paris, where art is an intimate part of people's lives, from a very young age. Things are completely different in Cambodia, where the art and cultural sectors were once destroyed by the Khmer Rouge regime and are still experiencing a slow growth rate.

"It is sad since the Cambodian people have such a beautiful history of artists, especially those from the Angkor era," she said. "You also have a lot of people who are proud of such a heritage. For the art scene to grow, we can begin by making people more open-minded."

To make people involved with art from a very young age, Cecile believes they can do a good job of opening their minds to art, both traditional and modern.

"The project we are working on is to



create an art curriculum, designed by experts, for schools, and we will coordinate the implementation," she said. "For the younger children, it is easy to organise, but for high school, they need more experience. And after that, we organise a yearly exhibition to show off their outstanding works. Thanks to that, they will feel a sense of pride and discover more passion in that."

Cecile added that many Western education programmes include art because the

subject helps students "think outside the box" and boosts creativity in other areas, such as communication, public speaking, and so on, in addition to making life more lively.

"I believe that it is something that should be a part of everybody's life," she said. "In fact, art is in every part of your daily life; you just don't realise it, and having lessons makes you realise it is important."

"Furthermore, the curriculum will have something that will help you in your life as

a normal human being, such as getting along with people, taking photos, or conceptualising something that you will be proud of."

According to Cecile, the initiative has been welcomed by the Ministry of Education, and her team is working hard to make it a reality.

"I believe that it is important to make Cambodians remember their heritage and express their dreams for the future," she added. "It is also a way for you to see a different version of the future." ■

A PERSONAL UNWAVERING COMMITMENT TO FOSTERING SUSTAINABLE GROWTH

My decision to apply for the EUROCHAM CSR Award stems from my unwavering commitment to fostering sustainable growth and creating a better future for Cambodia. This esteemed award presents an incredible opportunity for young entrepreneurs and professionals like myself to showcase our efforts and exchange ideas with esteemed representatives from the private and public sectors. Through my involvement in the ASEAN DLP (Digital Literacy Program) as a member of the AYAG, I recognized the urgent need to combat misinformation and disinformation at the grassroots level. To address this issue, I initiated the PUTHI Campaign, an initiative aimed at educating youth aged 18-25 about cybercrimes and equipping them with the knowledge to protect themselves from cyber-attacks.

With the invaluable support of 10 passionate colleagues and the generous backing of the ASEAN Foundation and Google.org, the PUTHI Campaign was successfully implemented over a three-month period from March to June 2023. During this time, we developed an accessible online basic cyber security course, which is freely available for anyone to study. Additionally, we conducted three workshops at prominent universities on the topic of



"Understanding Cybercrime". The impact of the PUTHI Campaign has been remarkable, empowering countless youths with the necessary skills and awareness to navigate the digital landscape safely. However, my journey does not end here. I am driven to expand the campaign's reach and effectiveness in the coming year, allowing us to make an even greater difference in our society.

By applying for the EUROCHAM CSR Award, I aim to gain recognition for the dedicated efforts of myself and my team in creating a safer and more informed digital environment for Cambodian youths. Winning this award would not only serve as a testament to our hard work but also provide a platform to amplify our message and inspire others to join us in our mission for sustainable change. I am deeply

honored to be considered for this esteemed award and would like to express my gratitude to EUROCHAM for providing young individuals like myself with the opportunity to make a difference. I firmly believe that through collective action and a community-oriented mindset, we can create a brighter future for Cambodia and beyond.

Ma Raksa
PUTHI Campaign

PROMOTING ECO-FRIENDLY PROJECTS FOR CAMBODIANS



Villageworks (Cambodia) Co., Ltd. was founded in 2001 as a social enterprise and is based in Phnom Penh, the capital of Cambodia. Villageworks' self-declared mission is to support vulnerable and marginalized groups by creating economic opportunities and promoting sustainable livelihoods. This includes training and providing skills to home-based workers in remote parts of rural Cambodia and people with disabilities in Phnom Penh. In 2022, we received a grant from an organisation to conduct research on the banana project and create an innovative machine to produce bowls from banana fiber. Finally, we did it successfully and currently we can produce banana fiber bowls and carry bags that are safe, waterproof, heat-resistant and bacteria-free.

The reason why I applied to EuroCham regarding CSR Cross-Sectoral Youth is because I want to

promote eco-friendly products to Cambodian people while also sharing knowledge about food packaging in the local area to protect their health. I especially want to create more jobs for farmers who live in rural areas by providing them with our machines to collect raw materials from them.

Our main CSR initiative is dedicated to creating economic opportunities, employing persons with disabilities, farmers, home-based workers and helping them become professionals by training and providing skills in handcraft and workmanship to improve their livelihoods. We want our brand to be a well-known label in the market, doing international business in ODM and OEM.

Pen Pheanktra
Banana Fiber Project



DAU TU SAIGON TURNS PANDEMIC INTO HUMAN CAPITAL BOOST

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No one can doubt that the COVID-19 pandemic, which struck Cambodia in 2020, has been one of the biggest financial calamities for business operators in the Kingdom. However, Dau Tu Saigon, a rubber plantation company, has turned the tables on the pandemic by transforming the public health crisis into an opportunity to upskill their staff, which they find will benefit society as a whole.

Dau Tu is an agro-industrial company settled in the foothills of the Mekong floodplains east of Kratie town in the Kantout Commune, surrounded by Aloch Village to the south and west, Sreynon Village on the southeast, Ya Village on the east, and Bier Village in the north. These villages are inhabited by the Kui, Bunong, and Streng minorities, with very little to no education, forming the base of employees for Dau Tu.

Struggling to attract suitably qualified staff from Phnom Penh, the company embarked on a project to educate the rural communities in and around Dau Tu to ensure a source of current and future employees for the company, a project known as Tricle.

“In 2020, at the start of the COVID-19 pandemic, our staff could not move around due to the restriction of movement, so we decided to provide education for our staff,”



said Eugene Kraamwinkel, the CEO of Dau Tu. “Basically, what we did was allow them to study online for different degrees just to keep them busy, and we paid for it. This is also to improve the standard of our staff; some of them were uneducated or only high school-educated.”

Since the inception of the programme, the company has enrolled eight students in universities; two have completed their degrees, and three staff have been promoted due to increased capabilities.

Meanwhile, Dau Tu also provides free English classes to their employees. A teacher was hired by the company, and both skilled employees and labourers have been

encouraged to spend an extra one or two hours in the class twice a week.

“This was but one of the initiatives to keep staff occupied after work during the COVID period,” Eugene said. “These initial classes now became an institution in Dau Tu, with regular attendance of classes two times a week by Khmer students.”

Also during the pandemic, day labourers could not work due to their children being confined to their homes, which meant most of the time that household income was halved in some households, and in single-parent households there was no income at all.

The company, realising the predicament, arranged a daycare facility for parents to leave



their children to carry on with work. Daycare facilities were developed in such a way that they weren’t confined to rooms but had a roof over them and an open structure to ensure wind flow and reduce confined areas where any spread of germs could take place.

“When we are doing this, we are not only helping our staff and the company but also promoting skilled labour for the country,” Eugene said. “Investing in human capital, we believe, is the least companies can do to return to society. ■

EGE CAMBODIA BRINGS IN THE SOLAR TECHNOLOGY THAT CHANGES FARMING

Ideas: EGE Cambodia brings solar technology to make farming more resilient



The solar-powered water pump installed by EGE Cambodia. EGE Cambodia



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EGE (Cambodia) Energy Solutions Co., Ltd. a supplier and distributor of solar equipment, including solar panels, solar pumps and all supporting equipment, as well as consultancy and EPC (Engineering Procurement Construction) service, has worked on an innovative project to combine solar energy with farming for a better crop yield.

EGE (Cambodia) was able to implement successfully a project in Battambang supported by UNDP and PIN (People in Need).

This project is based on the “pay per use” model. EGE (Cambodia) was able to deploy a solar pumping system of 30HP, powered by solar panels from “Eco Green Energy”. The solar water pump is expected to increase the community’s yield by positively impacting over 80 farmers and 120 hectares of rice fields. EGE team expects a saving for the farmers of approximately 20% for their irrigation per hectare per season.

“We’re very much putting the environment and people at the heart of what we do while trying to create a more circular economy,”

said Oceane Besse, EGE Cambodia Business Development Manager. “We implement solar panel so they can have sustainable and affordable electricity for their irrigation.”

EGE (Cambodia) has a partnership with “PIN”, which oriented us to be the reference company for this project. However, it was difficult to gain the trust of the farmers, given the bad experiences of some with solar equipment. It was therefore essential to reassure the community committee by proving the quality of our products and our expertise. In addition, the agricultural sector is marked

by a lack of funding, so in addition to the pay-as-you-go model, EGE was able to co-invest with NGOs to limit/avoid the cost of acquiring the technology from the farmer.

“Our business model has an economic impact as it provides for part of the revenue to go back to the community to allow for the coordination of the company and the farmers. In addition, the beneficiaries save on their operation costs and are able to re-invest to develop their revenue stream,” said Tiffany Bonneau-Evrard, Energy Engineer of EGE Cambodia. ■

Sofitel Phnom Penh Phokeethra nurtures talents for the future of Cambodia's hospitality



and educational institutions and provide internship opportunities, workshops and fund-raising events."

Since the opening of the Sofitel Phnom Penh Phokeethra, the hotel has welcomed a total of 176 Cambodian trainees to internship programmes across every department.

"Of this, 28 trainees were offered permanent job contracts with us," Dixon added. "We are proud to continue this programme into the future."

"We have partnered with seven schools and eight universities. What I love about hospitality is that there are different sectors, and thanks to this, we can accept trainees from different backgrounds. We then take it further by allowing them to work in a real-life hotel under good mentorship for six to twelve months to gain knowledge and insight."

Sofitel Phnom Penh Phokeethra Hotel has been working on various CSR projects, building upon the six major pillars of Accor's previous Planet 21 Programme (Guest, People, Partners, Communities, F&B, and Building) by addressing major challenges in society, including water and energy savings, reducing plastic and food waste, cooperation with local communities and

partners for solidarity projects, dealing with society and environmental issues, and acting as an inclusive company for its employees. ACCOR hotels are seeing a huge sustainable shift and transformation in how they do business, which Sofitel Phnom Penh Phokeethra is fully embracing by integrating sustainable policies and initiatives throughout its entire operation.

"Businesses are not only and always about the bottom line of, for example, profit," said Ravihansi Fernando, Sofitel's Marketing Manager. "It also matters where we are and how we are taking care of the community around us, which includes our staff. This is covered by the CSR, so it's not just about gaining everything from where the business is but also giving back to the community." ■



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CSR has played a big part in Sofitel Phnom Penh Phokeethra as the hotel committed itself to the Accor's Ethic and CSR Charter, which is the code of conduct or values of the company for responsible tourism.

Over the years, the hotel has been involved in education projects, health programmes, the environment and cultural initiatives.

One remarkable programme that the hotel has initiated is the Youth Development Programme, in which Sofitel invests in

training young Cambodians to work in the hospitality business.

"It is one of our most impressive CSR programmes so far," said Samuel Dixon, Cluster Sustainability Manager of Sofitel Phnom Penh Phokeethra. "Cambodia has a unique situation in which 49% of the population is below the age of 25. This incredible youth and energy spark a lot of potential when it comes to businesses, especially hospitality, which is growing exponentially."

"At Sofitel, we are very proud to help facilitate the professional growth and development of the upcoming generations. We are partners with a variety of schools



EGE Cambodia is a solar energy company that is distributing the highest quality solar panels on the market, as well as the highest quality consulting and aftersales services, with a thorough effort to accompany their clients in their project design, technical choice, installation and aftersales warranties. The company offers the complete solar solutions such as needs assessment, feasibility study, design of the solar system adapted to the demand, project management, installation and maintenance.

Our Team:

EGE comprises of local and international team with diverse skill and background needed for its business operation

Key persons:

- CEO Chanraksmeay Vorn, with 10 years' experience in international business
- Pascal Gizard, Director with 20 years' experience, form and guide the team to achieve consistently growing results





THE BALÉ PHNOM PENH'S 'TREAD LIGHTLY' FOR A GUILT-FREE HOTEL STAY

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Hospitality and travel are no longer the same as they once were. Excessive resource use and waste generation by hotel and resort operators are no longer in favor of travelers, thanks to the growing environmental consciousness and concerns. In response to such a tendency and with the commitment of a sustainable operation on its own, The Balé Phnom Penh, a boutique luxury resort on the bank of the Mekong River, has launched an environmentally-friendly initiative, known as "Tread Lightly".

According to Nhung Nguyen, The Balé Phnom Penh's Sustainability Coordinator, "Tread Lightly" is one of the hotel's environmental sustainability projects, a motto for hoteliers and also a reminder for our guests.

The programme is divided into two phases. The first one, which is ongoing, focuses on energy and waste.

"We are committed to alleviating the impact of our consumption of energy and natural sources to show our utmost care for the environment," Nguyen said.

"Our hotel is located next to the Mekong



A relaxing spot at the Balé Phnom Penh. Booking.com

River, and we would never want to hear that The Balé Phnom Penh pollutes the Mekong River."

As part of the programme, energy and water reductions are key policies key policy of the hotel. Guests and employees are advised to set the air conditioner at 24 degrees Celsius for optimal comfort and energy savings, while the hotel reserves the right to turn off the air conditioning units in the rooms when guests are away.

"We have also installed timers for some

water pumps and motion sensors for some light bulbs in public areas to reduce unnecessary electric usage," Nguyen said. "We estimate that this has saved our electricity consumption by 2% per month."

"We have a water filtration system in our kitchen and restaurant to provide safe, clean, and clear water for cooking and drinking. This protects the health of our guests and employees and also reduces the water stress on society."

For waste management, the hotel is

mindful on its waste disposal.

"We provide two waste bins in each guest room and several areas at the back of the house. The first bin is for plastic, glass, and metal, while the second bin is for other waste. We want to encourage stakeholders to separate the waste before sending it to the waste room, hence facilitating the recycling efforts and reducing the amount of waste that ends up in landfills," Nguyen said.

"In parallel, we partner with EcoBatt-Energy for recycling batteries and e-waste. We invite our staff and community members to bring their batteries and e-waste from home and drop them into our recycling bin located at the front desk of our resort. We expect to divert around 50 kg of hazardous waste from landfills in this year."

In the hotel's kitchen, the chefs and purchasers work together to calculate and purchase the food supplies that match the actual needs, while restaurants only serve a la carte menus to minimise food waste.

"We want to make sure our guests can travel without the guilt of their environmental impacts by doing our part as a responsible business to tread as lightly as possible. Our ultimate goal is to leave no traces on the environment one day, Nguyen added." ■

Establishing a supportive academic community that inspires



With the vision of establishing a supportive academic community that inspires meaningful youth discussions and youth advocacy in Cambodia regarding the climate crisis, the youth-led Cambodia Youth Climate Change (CYCC) Program was initiated in 2022. Witnessing the success from the 2022's conference, coupled with the tremendous youth's desire to participate again, we decided to host another CYCC Program, accepting more youth projects to compete in our challenge.

With the goal of making this year's CYCC Program bigger and better, we decided to provide youths from across Cambodia with more hands-on opportunities to be inspired, involved and engaged in their communities through a series of workshops, including, but not limited to: environmental documentary screenings; mentorship from professionals in the fields; guest speakers whose goals align with our visions and on-site trips to waste management facilities, organic farms, the Mekong river or forests. As this is a youth-led initiative for youths, we believe that with the right support, this program is set to make an immense impact by inspiring and fostering the community engagement mindset in the next generation of Cambodian youth.

Angely Rose
CYCC Program

An individual passionate about environmental conservation



I am excited to participate in this event and showcase my CSR plan.

As an individual passionate about environmental conservation, I am applying for this award to gain recognition for my efforts in promoting sustainable consumption and production. My CSR plan is focused on reducing plastic waste in the community by implementing a recycling program and raising awareness through educational campaigns.

Through my project, I will be working with local businesses and schools to

collect and properly dispose of plastic waste. Additionally, I will be hosting workshops and seminars to educate individuals on the importance of reducing plastic use and the impact it has on the environment.

Attached is a picture of me and my team working on our recycling program. Thank you for the opportunity to showcase my CSR plan and participate in this event.

Manut Meas
Book of Love

JAVA CREATIVE CAFÉ: WHERE YOUNG ARTISTS FIND THEIR OWN SPACE

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Java Creative Café is a café and community art space established in 2000 at its first location near the Independence Monument. It was created by Dana Langlois with a small team of seven. Now, with partner La Sros, they operate a pair of sister cafés and art spaces located in Toul Kork and Toul Tom Pong.

Java has pioneered a creative enterprise model in Cambodia, using the resources of the café to support non-profit and independent art programmes. Across the three spaces, it presents a curated series of exhibitions, a Creative Generation Award programme, and live performances in a black box theatre.

"It's always been my intention to have an art space inside the café," Langlois said. "The CSR is not a separate programme. We support the arts and the artists define who we are. It is part of everything that we do."

Over the years, the gallery has provided space for exhibitions by a number of artists, both Cambodians

and expats. However, since 2003, almost all the exhibitions have featured Cambodian artists.

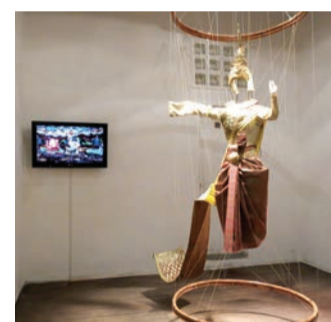
For Dana Langlois, the art scene in Cambodia is not in a primary state; instead, it is "underrecognized".

"Having worked here for almost two decades, one of the hardest things is to get attention from the international community," she said. "Cambodia is small, so the art scene is small, but concepts are there, and artists really have something to say and produce amazing works that do not only speak about their histories but also their personal experiences."

"The artists' artworks are a reflection of Cambodian society, but the recognition has not been there."

Langlois added that to resolve the problems, Java Café has been working with international curators and collectors to encourage them to come to Cambodia and buy the artwork for their collections, as well as bring the works by Cambodian artists to galleries and museums overseas.

"I have gone to Australia, the US, France, Singapore and museums around the world to present



Cambodian artists," she said.

Langlois added that the hidden meaning and the way the artists make their works are what she usually takes into consideration

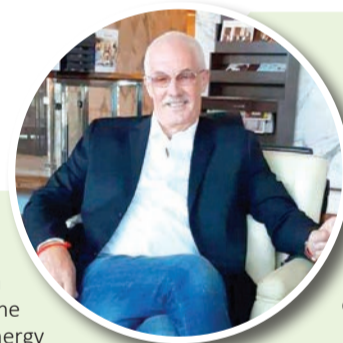
when choosing to feature artists.

"It also includes the potential of what the work could be," she said. "Often, my job is not only to organise exhibitions but also to work with

artists in that process and help them flesh out their ideas. It is not only about the technical part of their artwork but also the potential of the idea." ■

Giving back to society through education 'a must', says NAT Oil & Energy CEO

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An oil and energy veteran in Cambodia for over a decade, the CEO of NAT Oil & Energy (Denmark), has made Corporate Social Responsibility (CSR) initiatives a key part of his business, claiming that private companies must share the responsibility to help society develop.

Speaking to Khmer Times, Mr Tommy Christensen, Chairman and CEO of NAT Oil & Energy (Denmark), said his company has engaged in several CSR initiatives, such as road safety and equal opportunities for children. These two CSR initiatives provide helmets and traffic education to children, while the latter focuses on providing assistance and support to disabled children to be equally accepted among other children when entering school.

The latest Student Capacity Building Program, worth around \$23,000, has seen its first student attend a two-year educational programme in Denmark. The student is now attending an internship at the Hyatt Regency Hotel, then training at the Ministry of Tourism. Following this there will be a further internship in the private sector before attending a full-time 2-year graduate programme at a university in Denmark. The student is

expected to become a pioneer who will open doors for others in Cambodia to enter the programme.

"More will be coming," Mr Christensen said. "We want to develop and consolidate the programme with the idea of adding more students to the programme. The first student is to streamline the educational programme for others."

He added that capacity building is important for businesses operating in Cambodia, especially in the high-tech sector, and such initiatives must be executed as early as possible.

"We have to invest in teenagers, starting with finding their passions and developing them," Mr Christensen added. "When they receive education abroad and come back to help Cambodia, they can contribute tremendously to the country."

Mr Christensen explained that, given the skill set of the Cambodian people today, they cannot compete with neighboring countries in terms of productivity.

"It is important to invest in human resources because Cambodia lags behind neighboring countries, as we have experienced," he added. "We see that there is a need for education at a higher level. When the level of education does not meet international standards, Cambodian youth will have difficulties contributing to society."

"I recommend for companies, that make profits in Cambodia, to sponsor education for Cambodian youth. It is not only giving back to the country but also a long-term investment for future skilled labor." ■

11. CSR Cambodia



A Road Safety
Helmets, and educational traffic schemes, for children in Primary- and Secondary Schools, performed by AIP Foundation in Cambodia.



B Equal Opportunities Children
Medical check and dress up children in need of assistance and support to enter school programs, not be to bullied or lack friends.



C Student / Boarding School
Cambodian student program at Boarding Schools in Denmark. To give them a basic education in an international environment.






Road Safety – Equal Opportunities for Children – Students Boarding School

A Road Safety
Helmets, and educational traffic schemes, for children in Primary- and Secondary Schools, performed by AIP Foundation in Cambodia.

B Equal Opportunities Children
Medical check and dress up children in need of assistance and support to enter school programs. This social encourage them to participate in a school environment, where they can learn without feelings of open discrimination e.g. bullying.

C Student / Boarding School
Cambodian student program at Boarding Schools in Denmark. To give children a basic education in an international environment.

Charles spent up to US\$ 36,000 on Corporate Social Responsibility projects so far:

- US\$ 23,000 on student program (one student returned after two years in Denmark, now at internship at Hyatt Regency as part of an 18-month program before University in Denmark)
- US\$ 11,500 on road safety (helmets and traffic rules)
- US\$ 1,500 on Equal Opportunities for Children (latest initiative, postponed by COVID-19 and handed over to Catholic Church center)

CSR Commitments:
• Profit contribution, Charles commits to minimum community spend of US\$ 100k per annum growing annually









TAFTAC promotes CSR as a core initiative for members



How does TAFTAC work to introduce sustainability/CSR ideas to its member factories?

TAFTAC engages with our members regularly on the issue of CSR. We organise trainings and workshops to disseminate relevant information and developments on CSR issues. We also keep members updated and informed of changes in laws and regulations regardless that would affect them.

Why was it important to you to organise a CSR recognition event for garment factories?

We would like to thank EuroCham for suggesting this idea and we clearly feel that more needs to be done to recognize and to promote efforts made by our member factories in the area of CSR. Too little credit and acknowledgement are given to all the things that my member factories do in the area of CSR and this event is the only one I know that attempts to give credit where it is due.

What is one thing you are impressed with (in regards to CSR) at your member factories?

Many of our members have gone beyond what is usually expected from them in the area of CSR. Many do so without pressure and simply out of the willingness of their internal corporate culture.

Is the Garment Awards Night something that could be replicated on a yearly basis?

Yes, we will sure want to continue to organise this event on an annual basis and indeed we would like to see more factories come forward and participate in the awards in future years. ■

Sara Monti, Responsible Business Hub Coordinator

“The decision to host a dedicated awards event for the garment sector is driven by our unwavering commitment to supporting and uplifting this vital segment of Cambodia’s economy. Currently, Cambodia has approximately 767 garment factories and 131 footwear factories, employing over 620,000 workers and serving 87 exporting countries. These staggering numbers highlight the significant impact of the garment industry on the nation’s economic landscape, and by focusing on this sector, we can drive substantial positive change.

CSR has become increasingly vital in the garment industry due to shifting global trends and consumer preferences. As sustainability concerns gain prominence, businesses worldwide are expected to uphold ethical and environmentally responsible practices. Embracing CSR is no longer just a choice but a “must” for the industry’s survival and continued growth.”

The Responsible Business Hub has sparked several CSR initiatives in its first year of operation. For those that are wondering about the services offered by the RBH, read below!

Q What is the RBH?

The RBH is a support desk offering a large variety of services in the field of responsible business practices to support investors and local businesses across sectors to advance their sustainability performance.

Q If I am not a member of EuroCham, can I benefit from RBH services?



Yes. RBH services are addressed to both members and non-members.

Q Does the RBH offer free services?

Yes. RBH services are free of charge.

Q What does HREDD stand for?

HREDD stands for Human Rights and Environmental Due Diligence.

Q What is Due Diligence good for?

Due Diligence is a risk management process for companies to identify, prevent,

mitigate, and account for how they address actual and potential negative impacts on human rights and the environment in their own operations and their supply chain.

Q Why does HREDD matter for supply chains?

In light of the increasing international standards deriving from new mandatory laws on social and environmental due diligence across the globe, companies are subject to due diligence duties in their entire global supply chains.

Q What are the main benefits for companies?

- Better risk management and increased resilience.
- Improvement of international reputation.
- Identify solutions, services and tools to improve sustainability performance.
- Be better prepared for future sustainability DD regulations.
- Better protection of human rights and the environment.
- Better understanding of customers’ expectations and requirements. ■

Aprati Food's internship programme promotes students' skills in scientific research

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When Aprati Foods started its food manufacturing activities in Cambodia, recruitment of top talent for research in the food science sector was a major challenge.

Outstanding students with strong potential and research aptitude have already been earmarked by their faculty for in-house research projects, scholarships, and future careers in the academy. Upon graduation, top performers were awarded scholarships for master's degrees and had little interest in joining the industry workforce.

This created an unnatural imbalance in the oversaturation of research talent in the academy while resulting in a brain-drain phenomenon in a growing food industry sector.

In such a context, the need for high-potential, fresh talent to pursue its research and development initiatives in Cambodia has pushed the food manufacturer to come up with its innovative internship programme.

Since 2017, Aprati Foods has been providing university students in food science and technology with opportunities for research apprenticeships with the company. Through a formal selection process, interested



applicants can choose from a range of topics that support Aprati's research priorities.

"We would like to change the mindsets of the students by offering them research opportunities as well as opportunities to work in our company," said Benjamin Pedro, Aprati's Director for Demand Generation.

"What sets us apart is that we do not encourage students to engage in routine roles. What we actually offer is linked to research and development — a combination of scientific research and product development. It sounds like a big responsibility for someone at the university level, but we are able to do this with mentorship and guidance.

For the six-month apprenticeship, the company supports each student's research requirements with experimental and testing resources, disciplined project timelines and deliverables, related on-the-job training, a review of experimental design, and periodic mentorship. A mock session of thesis defence to polish their presentation skills is also included to ensure timed deliveries within 10-minute time allotments and to prepare them to anticipate nerve-wracking questions from their academic review panel.

Among the perks of the apprenticeship programme is an annual trip to the Cambodian countryside, also dubbed the Aprati Flavour



Tour. The interns, along with members of the research and development team, visit remote provinces to explore traditional regional cuisines, taste indigenous village fruits in season, and find other flavour inspirations for their next product concepts.

"Our programme has been successful, with two to five interns every year," Benjamin added. "Most of our projects ended up in the top five of the batch. Last year, one of our projects was number one."

Benjamin believes investing in interns is for the good of future generations because the initiative is producing future scientists and technical experts in the Kingdom, especially in the food industry.

"While they have the opportunity to work for us, they also have the potential to develop new products for the country and spread the taste of Cambodian food," he said. ■

Seekers Spirits provide gins with the taste of the Mekong

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MARCO Julia Eggert and Tania Unsworth founded Seekers Spirits, a distillery specialising in creating premium spirits and liquors, at the end of 2018, following a considerable period of planning after falling in love with Cambodia and its people.

As of now, they have a portfolio of award-winning spirits that combine gins, vodka, liqueurs, and ready to serve cocktails, which they describe as "celebrating the flavours of Cambodia".

"There are incredible ingredients here: spices, fruits and herbs... Our mission is to create products that represent the bold, aromatic flavours of this region and that when people drink them, they are transported here - wherever they might be consuming them," Tania said.

Whilst, business has been growing, with their clients including big hotels, restaurants, bars and retail in the Kingdom and the region, the business couple also



The team behind Seeker Spirit. Seeker Spirit

places sustainability at the core of their enterprise.

"Sustainability is at the forefront of Seekers Spirit's practices and defines how we approach our production and food and beverage programmes," Tania said.

"At Seekers Spirit House, we have implemented a host of initiatives across our production, operations, and distribution to minimise the negative impact of our business operations and contribute positively to the natural and social environments we operate in."

Seekers Independent Spirits has come up with several innovative green initiatives aimed at reducing waste and reducing CO2 emissions.



The gins made by Seeker Spirit. Seeker Spirit

One of those is the use of eco-packaging. Its volume trade accounts can purchase five-litre pouches that they can refill existing bottles with, which reduces the environmental impact of bottle shipments and recycling.

"This saves on excess glass packaging and the carbon cost of producing and transporting glass bottles. Every pouch saves over seven glass bottles needing to be produced and transported," Tania said.

Also, in packaging, the distillery uses upcycled bottles.

"We have created a new line of ready-to-drink 'Spritzes', which use upcycled soda water bottles that we collect from trade accounts and consumers," Tania explained. The initiative started based on research into glass waste in Phnom Penh and communication with some of our key trade accounts.

We wanted to be sure to create a product they would like to offer their clients so that we could generate impactful closed-loop cycles of bottle return and supply."

The Seeker brand encourages trade and retail customers to return their used bottles of Seekers so it can reuse them by giving \$1 off the next purchase with every bottle returned.

For the founders, investing in incentive schemes such as this, is part of their effort to make their customers feel guilt-free while enjoying high-quality spirits, which at the same time produce very little waste as all ingredients are used to their full potential.

"The key is that before throwing anything away, our team is always thinking about how we can repurpose across operational areas" Tania said. "Every small effort contributes to protecting our planet." ■



ROSEWOOD PHNOM PENH OPERATES WITH KINDNESS IN ADDITION TO GOOD HOSPITALITY

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On September 1, 2023, Rosewood Phnom Penh had the pleasure of visiting the Coconut School Foundation. The learning centre is dedicated to children residing in underprivileged areas of Cambodia. It now stands as a shining example of community collaboration and eco-awareness through its use of glass bottles collected as part of the Coconut School Project.

"The idea was to recycle the bottles and use them as building materials, which helped cut down on waste and so was better for the environment," said In Seyha, Sustainability Assistance Manager at Rosewood Phnom Penh. "The community was inspired to adopt more sustainable practices through the partnership

between the Coconut School Foundation and Rosewood Phnom Penh, which reused bottles that would have otherwise been thrown away."

The donation of glass bottles served as a remarkable demonstration of the efficacy of community cooperation and an environmentally-conscious approach. "The project has not only converted discarded glass bottles into a valuable asset, but has also generated long-term influence on both the community and the environment," Seyha added.

The repurposing of glass bottles has contributed to the promotion of natural resource conservation, facilitating the preservation of resources such as clay, sand and timber, while simultaneously reducing the energy demand associated with the production of new materials. This highlights the significance of managing

waste, recycling and reusing.

The incorporation of recycled glass bottles into the school building served to enhance environmental consciousness and foster the embrace of more sustainable practices by the local community. The unique utilisation of glass bottles as a construction material demonstrated the practical application of converting waste into a valuable asset.

"The educational component of the project also served as a source of inspiration for individuals in the community, fostering creative thinking when it comes to waste management and promoting the implementation of more sustainable practices in their environment," Seyha said.

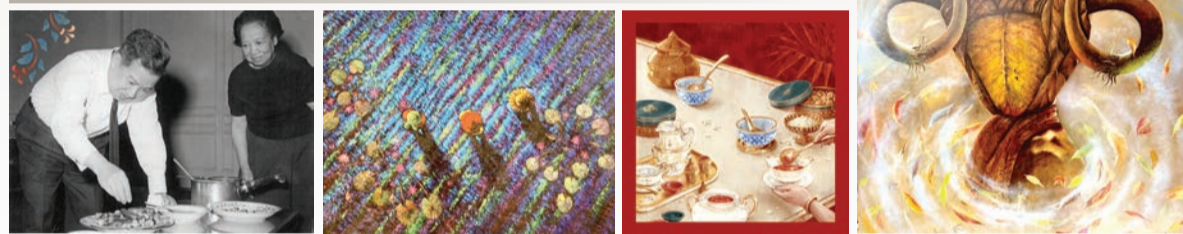
With Rosewood Phnom Penh and its associates actively engaging in construction

activities, many members of the community, including students and their parents, gained practical experience and knowledge of innovative construction processes. This provided these individuals with practical skills that may be applied in future initiatives, promoting self-sufficiency and the ability to seek comparable efforts within the community. It also greatly reduced construction costs while, at the same time, promoted environmental awareness.

The Rosewood Impact Committee (RIC) played a crucial role in overseeing and coordinating the donation effort, in addition to working closely with the local community to coordinate volunteer activities. ■



Cambodian Arts Making A Global Leap Art Exhibition 2023



Coconut School Donation 3



Rosewood Phnom Penh Vattanac Tower



IMPROVING THE VULNERABLE COMMUNITIES ENABLES JTI TO CREATE A BETTER FUTURE



Aiding vulnerable communities has always been a top priority for JTI Cambodia. We support them because it is the right thing to do, and we never expect anything in return. Our CSR projects revolve around three primary goals:

- 1. Environmental conservation:** We have reduced our carbon footprint globally and implemented projects in Cambodia, such as the conservation of the Cardamom Mountains and the planting of 434 mangrove trees in Trapaing Sangke Fishing Community in Kampot.
- 2. Diversity, equity & inclusion and socio-economic empowerment:** We have implemented various programs to improve the lives of vulnerable groups, such as enhancing the livelihood of people with disability in Takeo and donating food relief

and essential goods to more than 1,000 families in lockdown areas after the Kingdom was hit hard by a large-scale Covid-19 outbreak.

- 3. Community resilience and sustainable development:** We have implemented new initiatives by working with world-renowned non-profit organizations, such as Planet Water Foundation and Wildlife Alliance. These initiatives include the installation of a water tower that creates safe drinking water in 4 provinces across the Kingdom and the installation of 8 solar-powered water wells to the communities in the Cardamom Mountains.

This approach aligns with JTI's purpose: "Creating fulfilling moments. Creating a better future." As a result, JTI Cambodia has



contributed to multiple communities, benefiting more than 5,000 families, and we aspire to continue making a positive and lasting impact on our community for years to come.

JTI is a leading international tobacco and vaping company selling its products in more than 130 countries and employing more than 48,000 people in more than 70 countries. JTI is a member



of the JT Group of Companies. In Cambodia, JTI distributes globally renowned cigarette brands, such as Winston and Mevius, and employs around 430 employees. JTI Cambodia has been recognized as one of the top taxpayers in the Kingdom, and in 2022 JTI Cambodia was awarded a Gold Taxpayer by General Department of Taxation of Cambodia. ■

ROSEWOOD PHNOM PENH

WE GROW OUR OWN GREENS! From sky-farm to plate

Every time guests dine or drink in one of Rosewood Phnom Penh's outlets, they not only indulge in a delightful culinary experience but also contribute to the hotel's ongoing sustainability efforts. One of the notable initiatives is the innovative approach taken by the chefs at Cuts, who actively reuse food waste to create mouthwatering appetizers, promoting a zero-waste philosophy. Additionally, Rosewood Phnom Penh has taken sustainability to new heights with the establishment of a hydroponic and indoor farm overseen by the hotel's sustainability expert, Ms. Seyha In. This unique farm, located high above the bustling city, allows guests to witness the farm-to-table journey firsthand as the hotel grows its own greens. By integrating sustainable practices into their dining experiences, Rosewood Phnom Penh not only offers a memorable culinary adventure but also encourages guests to actively participate in promoting environmental responsibility.



ROSEWOOD PHNOM PENH

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