

# Taking Responsibility in Our Communities

PricewaterhouseCoopers China, Hong Kong & Singapore



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## Message from the Chairman



Corporate responsibility (CR) has long been a part of our culture. Taking care of our clients and our people has always been a priority, and we have shown passion and generosity when engaging in our communities. We are starting to focus more on our responsibility to the environment, an issue that affects us all. Last year, when we asked our people what they thought of our CR, 65% of respondents in PricewaterhouseCoopers(PwC) China/Hong Kong, and 70% in PwC Singapore were happy with our existing efforts in CR. We feel we can improve on this.

In response to the survey results, we have taken a step forward this year by developing a strategic approach to CR and ensuring that we have dedicated resources to sustain our efforts. We now have a CR committee that meets on a regular basis to help shape our CR policies and our work in our community outreach programmes. In September, we took the next step and appointed a full time CR manager to help coordinate and drive our CR programmes in China, Hong Kong and Singapore.

The PwC Foundation, which coordinates our giving, is now in its third year and also taking a more strategic approach to the way we deal with our corporate philanthropy. We have forged partnerships with fantastic charities in China, Hong Kong and Singapore and will be working closely with them on a sustained basis to help them achieve very meaningful goals.

We are proud of these important steps to develop our CR. We are also aware that there is still much to do. We will continue to actively encourage all our people to engage in our corporate responsibility initiatives and together – harnessing the power of 13,000 people – we can make a great difference in our communities.

Silas Yang  
Chairman and Senior Partner

PwC's Corporate Responsibility falls under four areas of focus:

**Marketplace, People, Environment and Communities.**

Reflecting the approach that has been developed and adopted globally, we are committed to each of these areas of CR in our own markets, and see them as core to our corporate culture and the way we do business.

## Marketplace

Through our Code of Conduct and the belief that businesses can only achieve sustainable success by treating clients and suppliers fairly and with respect, PwC is committed to living up to its market leadership position responsibly, in a way that makes our people proud to work for the PwC China, Hong Kong and Singapore firms, and our clients comfortable and confident with our services and professional integrity.

Our people across China, Hong Kong and Singapore have excellent professional skills and we take client service and relationships seriously. Through client satisfaction surveys we regularly check in with our clients to ensure the services we deliver to them are adding value and we have strong systems in place to ensure that we comply with the regulations that govern our business.

We also play a leading role in thought leadership and aim to contribute and influence the debate regarding key issues in our community. Globally, PwC have signed the UN Global Compact and adhere to its principles, and we are a key contributor to both the World Economic Forum and the United Nations Climate Change Conference in 2009. In 2008 we hosted a CEO dialogue on sustainability in Shanghai, and PwC China, Hong Kong and Singapore became a founding member of CSR Asia's Community Investment Roundtable, promoting better practices for community investment across the region.

As part of our business we help our clients enhance the sustainability of their business by offering the following professional services:

- Sustainability Strategy Development and Design
- Carbon Market Services
- Environmental Due Diligence
- Sustainability Reporting and Assurance
- Compliance Assurance and Supply Chain Risk Management







Our aim is to deliver an extraordinary environment for our people to work and develop in. People are at the heart of what we do, and our culture promotes respect, fairness and integrity in all we do.

We promote and encourage responsible leadership through initiatives such as the PwC Global Ulysses programme, where future leaders are given the opportunity to engage in overseas community development projects as part of an intensive self development programme. We also encourage and support our people to volunteer in the community, exposing them to a wide range of stakeholders and allowing them to better understand the communities in which we work.

The PwC China, Hong Kong and Singapore firms are represented on the Global Gender Advisory Council; a council convened by our global leadership to look at improving gender imbalances at PwC globally and help women realise their professional potential. At PwC China, Hong Kong and Singapore, women make up 26% of the partnership, which is above the global average of 13%. But we can do better.

We believe in a strong coaching culture that emphasises the development of our people. The PwC Performance Coaching & Development approach is about creating a work environment that enables our people to perform to the best of their abilities in a supportive culture of coaching and development that incorporates Quality Coaching and Timely Feedback.

In 2004 we set up the We Care programme in PwC China/Hong Kong, which is aimed at reinforcing and supporting PwC's caring culture. Through We Care we created the Ambassadors and Focus Groups (our communication channel with our people), the Staff Appreciation and Reward Programme (StAR) (a way to show appreciation for good behaviour), the PwC Cup annual sporting event (to promote team spirit) and annual family days (to harness the family and work connection). The We Care Committee is working hard to ensure that our firm continues to invest in its relationship with our people.

PwC Experience awards in Singapore fall under our instant, year-round reward and recognition programme which is aligned with our goal of creating distinctiveness through quality relationships with our clients and people and our values. It is structured to recognise and reward all staff who excel at demonstrating the four PwC Experience behaviours consistently (being invest in relationships, share and collaborate, put ourselves in each other's shoes and focus on enhancing value) and the skills and competencies necessary to bring those behaviours to life.

Through the PwC Scholarship for Excellence in Accounting Studies, we encourage the pursuit of accounting studies in China and Hong Kong and promote excellence in the accounting profession.

The programme provides 4 scholarships to the most outstanding students of accounting in universities in Shanghai, Beijing, Guangzhou and Hong Kong. All 4 awardees and 36 runners up receive an award and an internship opportunity at PwC. In addition, selected applicants will have the opportunity to participate in the PwC Premium Development Programme (now PwC LEAP Programme) to further develop their personal qualities and potential.

In the same vein, PwC Singapore awards two to three scholarships each year to outstanding second year Accountancy undergraduates from Singapore's top three universities. The award includes a scholarship and opportunities to intern with the Singapore office as well as with an overseas PwC firm during their vacation. Upon completion of their studies, the scholars will work for the firm for a minimum period of three years, where they will be given the opportunity to experience work in both Tax and Assurance. This will give them a better understanding of our business, exposure to various organisational functions and a more tailored career development programme.

“The PwC Experience places a keen emphasis on team building so that people share and collaborate to achieve success. We want to ensure we not only achieve real benefits in the workplace, but also in our society through corporate responsibility initiatives.”

Dave McCann  
Human Resources Partner



PwC China, Hong Kong and Singapore feels a strong responsibility to develop a clear and focused strategy to reduce our impact on the environment.

As a member of the PwC network's global climate change team, our Climate Change Committee is looking seriously into how to work with our teams across China, Hong Kong and Singapore to increase our energy efficiency, improve our recycling facilities and reduce our carbon footprint.

Pro-environment policies and practices such as automatic lighting timers, recycling programmes, double sided printing and the use of video conferencing as an alternative to air travel are helping bring us closer to our Green Offices goal. We are at the beginning of this journey, and we all have a part to play.

Perhaps the most significant step we have taken was the decision to accommodate our burgeoning staff numbers in environmentally-friendly office spaces. In January 2008, PwC Beijing expanded operations into the Beijing Prosper Centre, the first large commercial development in China to attain the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED – CS) certification.

# Communities

We are particularly committed to engaging and supporting the communities in which we work. The way in which we do that follows the four pillars of PwC's Global Communities programme:

- Giving
- Volunteering
- Community leadership
- Provision of professional services

Adapting these areas of focus to the local realities in the varied communities we work in is key to the success of our wide reaching community programme.

## Giving

### PwC Foundation

Set up in China/Hong Kong in 2006, the PwC Foundation is a system for channelling funds raised from our people to charities and organisations which we support. Over RMB21 million has been channelled through the Foundation to date, benefiting over 50 charitable organisations.

While our people donate to a large number of charities, our strategic donor partners in China/Hong Kong are:

- Community Chest of Hong Kong
- Lifeline Express
- Half the Sky
- China Literacy Foundation
- Red Cross Society of China
- Hongshan School, Fujian Province

Over the past years, PwC Singapore has given through outright cash donations to organisations such as the Community Chest of Singapore, MILK (Mainly I Love Kids) Fund and the Singapore Sports Council as well as fundraised for targeted projects. These projects range from distributing festive goodies to needy families, overseas community initiatives and supporting the education of underprivileged children, touching the lives of many in the process.



Through the PwC Foundation, we are supporting Hongshan School in rural Fujian province by providing funds for a new dormitory building for the school's students, currently living in substandard accommodation. We look forward to supporting the school in other ways too and are keen to involve our volunteers in the process.

### Power of 10

To mark the 10 year anniversary of the Price Waterhouse and Coopers & Lybrand merger, PwC globally decided to partner with the UNHCR to raise funds to provide facilities and education on a sustainable basis at camps in Chad for refugee children from Darfur. Over US\$4 million has been raised through our global network of firms, and US\$250,000 was donated through our PwC Foundation.

### Sichuan Earthquake Response

In response to the devastating Wenchuan earthquake there was an inspirational outpouring of generosity from our people not only in China, Hong Kong and Singapore but also around our global network of firms. We raised RMB11.5 million globally, with over RMB6 million coming from China, Hong Kong and Singapore. The majority of our donations were channelled through the Red Cross Society of China and of Singapore, who were able to mobilise relief teams and put the funds to use as quickly as we could raise them. The Red Cross Society of China later recognised our efforts with an award for "Outstanding contributions to the earthquake disaster area relief effort".



In addition to monetary contributions towards rebuilding efforts, over 30 volunteers from the Beijing office gave their time and energy to assist Lifeline Express in loading about 38 tonnes of PwC funded supplies onto trucks going to Jiangyou, one of the most devastated regions impacted by the earthquake.

Some funds were also set aside to support causes arising in the months following the earthquake, and in October we donated funds to the Earthquake Resource Centre in Sichuan to provide winter clothing and blankets for over 2,000 people in some of the most remote areas of Sichuan.

For our long term commitment to the recovery and reconstruction of the quake hit areas, PwC is joining forces with the Swiss Chamber of Commerce to build an earthquake proof, environmentally friendly and sustainable school in Mianzhu, Sichuan. Through our corporate volunteering programmes, we are committed to remaining involved with this school and its students long after the construction phase is finished.

## Volunteering

Giving our time and sharing our various skills as volunteers can bring huge benefits to our community partners, and allow our people to see for themselves the changes that they are helping to bring about. We support our people who would like to volunteer for worthy causes, and are looking for ways to enhance the level of this support.

Here are some snapshots of how our people have been involved in volunteering across China, Hong Kong and Singapore.



### Meng'En Orphanage, Beijing

PwC Beijing staff and partners visiting the Meng'en orphanage for children with disabilities. Our volunteers support the orphanage through donations and giving their time to interact with the children at Meng'En.



### AIESEC

In 2008, AIESEC and PwC China/Hong Kong together sent 18 PwC new recruits on volunteer placements in Kenya, Romania and Turkey where they gave their time and energy on community development projects, and also gained life experience and cross – cultural communication skills. PwC China/Hong Kong also supports AIESEC through in – kind support at career fairs and conferences and by providing advisory services to support its continued development.

“Thank you tremendously for your support. The first three communities have received their kits and the appreciation is sometimes overwhelming. This is really making a difference in reducing suffering and bringing comfort and relief to homes in the hardest hit areas.”

Frank Dunne  
Earthquake Resource Centre Executive Director



### **YMCA of Singapore (Cambodia)**

PwC Singapore volunteers Marcus Woon and Oh Kai Wen (foreground) during their overseas voluntary service trip to Cambodia, where they took part in English teaching and other educational activities, road construction and community improvement projects.

### **Yucai School, Shanghai**

PwC Shanghai's Sherry Liu and Jack Zhao pose with students from the Yucai School for migrant children in Shanghai. Following on from an initial volunteering trip organised with PwC Singapore and YMCA of Singapore, volunteers from the Shanghai office spend one afternoon a month at the school, engaging in English, IT, music, art and drama classes with the children.



We would also like to recognise the PwC volunteers who gave their time and energy during the Olympic and Paralympic Games, as well as those for the Special Olympics in Shanghai 2007, and the many PwC teams that have also committed their time with local schools, orphanages and charities across our offices.

## Community Leadership

Further to volunteering efforts by our individual local offices, we have established two major firm-wide partnerships in PwC China/Hong Kong to compliment PwC Singapore's existing partner, YMCA of Singapore. Our key partners focus on education, and are making a significant difference to the groups they target. Through volunteering and giving, we are proud to support our partners as they strengthen and grow, enhancing the impact they can create in the community.



### Half the Sky, Big Sisters Programme

The **Big Sisters programme** provides individualised learning opportunities for older children who remain in orphanages. Without some form of assistance with on – going learning, children selected for this programme would

face very limited opportunities beyond orphanage walls. The programme currently serves about 430 children across China, including some special support for children orphaned by AIDS to continue their schooling. Individual learning programmes include tutoring prior to exams, tuition for vocational school, funds for music, dance, computer or art classes, and tutors for languages. Under this programme a growing number of candidates attend universities throughout China. PwC China, Hong Kong and Singapore is a major sponsor of the Big Sisters Programme and will also be working closely with Half the Sky to explore developing volunteer programmes where our people might provide tutoring for children who live in orphanages near where we work.



### China Literacy Foundation

China Literacy Foundation is a charitable organisation which provides and supports the improvement of educational resources to children living in the very poor and remote rural regions of China. The foundation relies on volunteers to carry out their work – people who share the common belief that education can bring out the potential of the emerging generation. PwC China, Hong Kong and Singapore is proud to be a volunteering partner of China Literacy Foundation, with whom we are working on setting up volunteer projects in order to help CLF realise its goals and bring life changing experiences to our people at the same time.



### YMCA of Singapore

PwC Singapore has been partnering with YMCA of Singapore over the past few years on local and overseas volunteering opportunities. Through this partnership, teams of PwC volunteers have gone on service trips to Cambodia and China. Following the success of our inaugural collaborative volunteering between PwC Singapore and Shanghai in 2007 in aid of migrant children, we are exploring ways to enhance joint volunteering opportunities across China, Hong Kong and Singapore.

## Provision of Professional Services

The provision of professional services to community partners on a pro bono basis – or at reduced rates – is one way to use our key skills to benefit community organisations. In China and Hong Kong we continue to provide services to over 100 community organisations working in areas such as HIV/AIDS, healthcare, poverty alleviation, youth development and educational opportunities.

## Message from the CR committee

As you can see, we have been taking some steps to increase our efforts in the CR arena. We are keen to have support in implementing and engaging in our activities. Through our partnerships with Half the Sky, China Literacy Foundation and YMCA of Singapore, and through our relationship with Hongshan School in Fujian, we will have more opportunities to engage our people as volunteers, sharing their key skills for the benefit of our community partners. There are also many local initiatives in our offices across China, Hong Kong and Singapore that we would like to create, pursue and strengthen. We still have a long way to go in improving our environmental performance and will be relying on cooperation from our people to make this happen.

Through adhering to our Code of Conduct we will be going a long way to fulfilling what we believe to be our corporate responsibility obligations. There is also much more that we can do together across our focus areas of marketplace, people, environment and community. We hope you are as excited as we are about developing this over the years to come.

**Chairs:** Joanne Oswin and Nora Wu  
**Committee:** Anita Louis, Callum Douglas, Colin Farrell, Deborah Ong, Kexin Lim, Yan Ee Lai  
**Advisors:** Cameron Sloan, Dave McCann



Joanne Oswin  
Firmwide Operations  
Partner



Nora Wu  
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Anita Louis  
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