



Lee Kong Chian  
School of  
**Business**

## UNGC COMMUNICATION ON ENGAGEMENT (COE) REPORT

January 27, 2018

## I. Renewal of Commitment to the Principles of UNGC

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The Lee Kong Chian School of Business (LKCSB), Singapore Management University (SMU) is committed to the Principles of United Nations Global Compact (UNGC). We believe that business schools today have an important role to play in molding students into socially responsible managers and in responding to the social and environmental challenges that the world is confronted with.

As business become more globalized, it is equally important to inculcate in our students a strong sense of fair play and non-discrimination in areas concerning age, gender, physical condition, race, as well as nationality. Competition for employment, positions, awards, and recognition should be based on merit measured according to set criteria.

Besides imparting these principles to our students, the University and the School also puts these principles to practice in our work environment.

This report offers examples of past initiatives as well as ongoing ones that have been undertaken in support of the aforementioned beliefs. We are proud to be a UNGC member and hereby express our continued commitment to UNGC principles.



*Professor Gerry George  
Dean and Professor of Innovation and Entrepreneurship  
Lee Kong Chian School of Business*

## 2. Examples of practices in relation to the implementation of one or more Principles

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**Principle 8: Undertake initiatives to promote greater environmental responsibility**

**Principle 9: Encourage the development and diffusion of environmentally friendly techniques**

### SMU Grow

SMU Grow is a university-wide initiative to (a) create global awareness on environmentalism, food production, consumption and security, (b) promote sustainable urban living, and (c) provide for underprivileged members in our community. Involving students, staff faculty, alumni and other members of our community, this initiative seeks to advance sustainability friendly global citizenship on campus, particularly through cultivating change through experimental and reflexive learning. Being the only university with its campus integrated in the heart of the city, SMU is aware of this unique opportunity to make a greater impact and influence of its sustainability friendly value to the community around the university.

SMU GROW initiative was inaugurated in January 2015 and sustainability have since become an integral process of the university. The university took its initial foot forward towards its sustainability responsibility value mainly through conducting workshops for staff and faculty that introduced sustainable living through growing foods in environmentally-friendly ways like having planter boxes up for adoption, serving healthy meals to staff, and running a logo design contest. Subsequently, SMU's sustainability initiative have moved on from talks to actions. Students' compulsory 80-hour community service now incorporated SMU Challenge – an annual community project that delivers food and households to residents around the university. Other actionable GROW initiatives also included individuals and groups growing food in the university's urban compound for distribution.

Most recently over the past year, SMU further innovated its GROW initiative. Acknowledging that food wastage is a growing problem in Singapore that is not sustainable, SMU spared no efforts to seek out world renowned zero waste advocate Bea Johnson to educate and inspire SMU community on how her family of four produces a mere pint of trash per year. Her blog and bestseller Zero Waste Home (translated in 17 languages, #1 on Amazon waste category), Bea launched a global movement and continues to inspire a growing community to live simply and take a stance against needless food waste. SMU's community aspires to learn and influence others from Bea's 5R's methodology: "Refuse, Reduce, Reuse, Recycle, Rot, and only in that order". She shatters misconceptions, proving that zero waste can not only be stylish, but also lead to significant health benefits, and time and money savings.

In another attempt to educate the community on food wastage, SMU GROW initiative partnered our alumni bistro (B3) to fight food wastage. Two food experts, B3's very own Chef Don and Food Engineer Bamm, with 30+ years of experience under their belt, came together to transform "ugly" ingredients that are perfectly fine but are rejected for their physical appearance into a beautiful dinner. They served 40 guests from the SMU community, specialists and advocates of sustainability and zero waste, as well as members of the public. Fruits and vegetables that were irregular in shapes and cannot be sold in local super markets were also brought to be sold to the SMU community as part of SMU's overall sustainability food wastage prevention initiative.

## Distinctive and Eco-Friendly in Architecture and Design

Designed by MKPL Architects Pte Ltd, the university's new School of Law (SOL) building is a symbol for inspirational learning. It is designed to facilitate innovation in learning with flexible teaching spaces to support collaborative learning, inter-disciplinary work, intellectual exchange and social interaction. The architecture of the new building is deliberately contemporary in expression, while integrating with the architecture in the historical district in which it stands. Beyond functional, ergonomically effective, aesthetically pleasing, the new building is one of the first few buildings in the country to put energy efficiency at the core of its planning requirements.

Designed to meet Singapore's Building and Construction Authority's Green Mark Platinum standards, the new building boasts many sustainable features that will bring about maximum energy savings. Through the implementation of passive design elements coupled with innovative green technologies, the building is designed to reduce energy consumption, whilst achieving the desired occupant comfort.

Some of the key 'green' features include a central atrium that promotes natural ventilation through the stack effect, a vertical green wall that will reduce the urban heat island effect, high-velocity low-speed fans that will bring about greater thermal comfort to non-air-conditioned space, usage of green concrete that consumes less natural resources through material replacement, as well as a well-shaded external façade and a high-efficient central air-conditioning system to reduce energy consumption. It is a building that uses physics laws to attain maximum energy efficiency through natural cooling.

## Using Biodegradable Materials in Procurement Tenders

Most recently, SMU has decided to proceed with an approach to appoint a pre-selected set of catering vendors to all the university's dining and refreshments supply. The aim is that with this group of vendors appointed after careful short-listing and prequalification, the university's requestor(s) need not seek fresh quotations from other vendors. They can directly work with the pre-selected vendors for delivery. This will provide more work efficiency and preferably better food quality and experience overall.

As part of our GROW initiative, the project team members have decided to put high emphasis on the use of biodegradable materials from vendors. Significant weightage will be placed on vendors who have adopted food sustainability practices and use of environmental friendly utensils and cutleries.

**Principle 10: Business should work against corruption in all its forms, including extortion and bribery.**

## Anti-Corruption

SMU operates its core business in Singapore, a country renowned for its strict law and enforcement on corruption. SMU is cognizant that the fight against corruption has to start from the apex of its management and this problem has to be tackled in a holistic manner and be built into all the processes of doing business. As such, SMU puts efforts to ensure transparency and non-corruptibility becomes a company culture and way of life. Mirroring the law of the land, there is no compromise in the event of transgression and this is evident from President's address to all staff annually. Prescribed penalties are severe to act as a deterrent and be a stern reminder that it is not worth the while to be corrupt.

Management members are reminded to be an example of non-corrupt practices and put in place check and balances to give everyone inside and outside of the university the confidence that corrupt practices have no place in the institutions at all. As such, department heads must develop processes and guidelines to guide practices and do strict enforcement if needed in their respective units. In response, across all departments, offices, ICLs and all units within the university has to adopt the following four initiatives to prevent corruption:

i. **Conflict of Interest**

All staff members who are in the position to make decisions for a particular outcome are required to declare their non-interest to that specific event. If they should have any interest, even remotely, they should make a declaration and recuse themselves from the duty.

ii. **No acceptance of gifts**

SMU staff members are not technically permitted to accept gifts especially gifts with value. This is to avoid the staff from being put in a vulnerable position. In the event that it is not polite to reject gifts, staff members can accept the gifts on behalf of the university and then make a declaration of the gifts subsequently.



iii. **Whistle Blowing**

SMU has also put in place a whistle blowing practice in the university. Any staff members or members of the public can whistle blow on any staff suspected of corrupt practices. It is anonymous, therefore there is no fear and repercussions for those who want to whistle blow. All whistle blow cases will be investigated thoroughly and the appropriate level depending on the seniority of the alleged staff members.

iv. **Segregation of duties**

SMU's general segregation of duties principle is that the proposer also cannot be the approver. The approver must always be a staff member of a higher authority or seniority than the proposer and they cannot be the same person. Besides this generic principle that is already well practiced in the university, deliberate short staff rotation of duty and forced leave are once in a while triggered to provide disruption to routine. It is hoped that irregularity (if any) can be picked up by a non-regular source.

Besides policies preventive practices and advice on corruption prevention, the university also have mechanisms to learn from past transgressions. In such situations, senior staff members are to explain to junior members on what are the lessons to be learnt, plug any weak processes and guide them on the right practice.

### 3. Assessment of outcomes

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#### SMU Grow

SMU GROW initiative has grown from strength to strength. It started from workshops, speeches, dialogues, seminars and sharing but quickly expanded into actionable projects like growing crops in urban landscape to concrete initiative to cut food wastages. SMU GROWN initiative has also grown beyond students' interest areas and well into faculty, alumni and people from the community at large. Many of our GROW initiatives were credible examples for other institutions of higher learning and other non-government organization to emulate. They have been often cited by our prominent speakers, visitors from overseas as well as ministers and senior public dignitaries.

At the same time, many of our GROWN initiative have inspired students to form social enterprise start-ups and the reverse is also true as start-up become more environmentally conscious. Individuals, groups and business practices in SMU and around our community are beginning to understand and accept sustainability and responsible social practices not as distractions but as core values. Social license is critical for long term business viability. Through more sustained and greater variety of GROW initiatives, SMU will continue to push the frontier of sustainability efforts.

## Distinctive and Eco-Friendly in Architecture and Design

The BCA Green Mark Scheme was launched in January 2005 as an initiative to drive Singapore's construction industry towards more environment-friendly buildings. It is intended to promote sustainability in the built environment and raise environmental awareness among developers, designers and builders when they start project conceptualization and design, as well as during construction.

BCA Green Mark provides a meaningful differentiation of buildings in the real estate market. It is a benchmarking scheme which incorporates internationally recognized best practices in environmental design and performance. This can have a positive effect on corporate image, leasing, and resale value of buildings. Benefits of BCA Green Mark include:

- Facilitate reduction in energy, water and material resource usage;
- Reduce potential environmental impact;
- Improve indoor environmental quality for better health and well-being; and
- Provide clearer direction for continual improvement

SMU School of Law building was awarded the highest Platinum award.

## Using Biodegradable Materials in Procurement Tenders

The use of biodegradable materials by potential vendors is an important criteria and weightage in the assessment for pre-selected catering vendors the university wants to appoint. Vendors who do not meet this requirement will be at a disadvantage.

## Anti-Corruption

While there are cases of whistle blowing, none were on corruption allegations. The measures put in place so far seem to be effective in deterring corruption. The strict anti-corruption law and enforcement of Singapore also add as an extra deterrence for corruption practices.