



# CSR EXCELLENCE AWARDS COMPANY PROJECTS

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**2023**





# WELCOME MESSAGE

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Dear Members, Partners, and Friends,

I'm excited to welcome you to our 5th annual CSR Excellence Awards—a celebration of our Members' dedication to creating a positive impact on their communities.

As the Executive Director, I'm deeply proud of our role as Cambodia's premier foreign business chamber in promoting corporate social responsibility. Through the CSR Excellence Awards, we highlight the leadership of our Members, showcasing their commitment to embedding CSR in their core strategies and making a meaningful impact on Cambodia's social fabric.

In 2023, we're thrilled to present awards in five categories, a testament to the substantial growth of CSR in Cambodia. We received 47 applications—an almost 40% increase from last year and by far the largest interest we've ever had in these awards! The judges remarked that this batch of applicants was truly outstanding, and that choosing winners was an almost impossible task. Our Members found so many creative ways to help those around them.

As you explore the impactful CSR stories in this booklet, I encourage you to find inspiration and collaboration opportunities. Together, as Members of AmCham Cambodia, let's harness our collective resources, expertise, and influence to contribute profoundly to Cambodia's well-being.

Thank you for joining us on this personal and impactful journey.

Warm regards,

Travis Mitchell  
Executive Director, AmCham Cambodia

[www.amchamcambodia.net](http://www.amchamcambodia.net)





# ABA BANK



Transforming school's future: ABA Bank empowers education in the Kingdom" is a CSR project that aims to provide schools in five different provinces with better educational facilities for students. In August 2023, ABA started its first mission at Hun Sen Kampong Ro High School in Svay Rieng province. It is the sole high school in the area and faced numerous challenges that hindered its students' pursuit of knowledge and dreams. ABA stepped in to address these challenges and enhance the learning environment for the students. Through \$20,000 contribution, the bank initiated a multifaceted project to improve the school's infrastructure, interactive classrooms, and a modern computer lab, the first-ever lab in the district of Kampong Ro. The project's next mission, at Sok An Thnol Bombek High School in Koh Andeth district of Takeo province, is set to be completed in two weeks (mid-November 2023), addressing the school's challenges of inconvenient classrooms, broken windows and doors, and a shortage of student desks.



# AIA (CAMBODIA) LIFE INSURANCE PLC



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កាន់តែប្រសើរ

## PROJECT: 1

In December 2022, AIA Cambodia and the Ministry of Women’s Affairs (MoWA) signed the partnership on the five-year ‘Promote Health and Financial Wellbeing for Cambodian Women’ community education project. Themed “Healthier Women, Stronger Kingdom”, it boosts women’s rights and gender equality in the health sector via information on cervical and breast cancers, a healthy diet and financial literacy. More than 5,000 women and their families have benefitted by being aware of issues that affect their daily lives and increasing their knowledge of reproductive health, breast cancer, basic nutrition and financial literacy.



# AIA (CAMBODIA) LIFE INSURANCE PLC



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## PROJECT: 2

Breast cancer has become the second most common and critical cancer in Cambodia, but there's a lack of major initiatives from the government and corporations. AIA Fit for Hope, which aligns with our HLBL Purpose, is our annual breast cancer awareness campaign and the defining, largest one of its kind in Cambodia. Since 2017, the campaign has aimed to raise awareness of breast cancer, including on- ground and online activities, it provides free cancer screenings, health education sessions, and information. After 6 years the campaign, we believed it was time to bring the campaign to a bigger and greater scale so that more lives could be saved. Meanwhile, from 6 years of experiences, we know that women need more than just breast cancer awareness breast screening. It should be on-going support especially after detecting the breast mass including the information and cost related to breast cancer treatments.



# AIA (CAMBODIA) LIFE INSURANCE PLC



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កាន់តែប្រសើរ

## PROJECT: 3

We have partnered with the Indochina Starfish Foundation (ISF) since 2017 to help instil positive changes to the lives of disadvantaged children and communities. AIA Cambodia launched campaigns and activations with ISF by utilising the Spurs partnership; 2023 proved to be one of the most active years for both parties. The partnership increases awareness of our global ties with Spurs and how it creates a healthy, long-lasting impact on underprivileged children nationwide by providing them access to education and sports. We also use Spurs and the power of football to instil positive values of social inclusiveness, teamwork and sportsmanship to break social barriers for underprivileged kids. From a business objective, the partnership raises brand awareness and creates PR coverage for AIA Cambodia and ISF. While we have generated publicity on our partnership with Spurs, their Global Development coaches and their programs here, we wanted to elevate these by giving them a whole new twist.



# AII LANGUAGE CENTER



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Aii Language Center

A Mengly J. Quach Education School

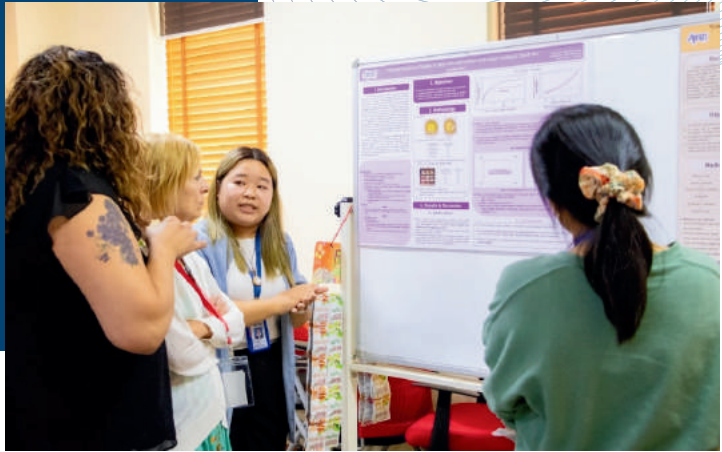
Aii Language Center (Aii) has launched a fundraising initiative called "Share A Dollar Save Lives" to help underprivileged people and promote education in Cambodia. Aii students from six campuses in Phnom Penh have participated in this project, which reflects the vision of Aii and Mengly J. Quach Foundation, the philanthropic arm of Mengly J. Quach Education, the mother company. These institutions aim to provide quality education to Cambodians and prepare them for the 21st century. As part of this initiative, Aii donated 100 sacks of rice (2,500 kilograms), food banking, and literacy programs with the underprivileged children to Indochina Starfish Foundation (ISF) Chbar Ampov Campus, which supports about 360 students from elementary to university levels. ISF is a Cambodian charity that uses education and sports to change lives for the better. It helps children who live in poverty to access education and develop life skills through peer interaction and play. Through this experience, our students, staff, and school committee were humbled and inspired to continue on more consistent support with ISF Cambodia through food banking, literacy training, volunteer work and immersion to the community.



## AMRU RICE (CAMBODIA) CO., LTD

Since 2014, Amru paid farmers 29% more than the prevailing trader's price per kilo of paddy, hence enabling higher income among 5,800 supplier farmers. A price variance of average 24% higher than prevailing price per kilogram of paddy carried over until 2020. For example, in 2018 Amru paid out USD7.11 million for 18,000 MT of paddy that would have cost a lower USD 5.62 million if sold to local traders, that is a difference of USD 1.48 million more. The use of the higher income from trade with Amru was documented to have been used by farmers to improve food security, for their children's health and education, improving their housing and to purchase farm machinery. Amru also paid out a premium to the ACs of USD 30 per one metric ton as incentive for organic-certified production practices. Amru's partnership with service providers (with NGO IVY, then Oxfam-Cambodia GRASEA project and SNV-Innovations Against Poverty) trained a total 5,800 farmers on innovative and resilient farming practices. Amru's partnership with Oxfam-Novib BlocRice project trained 200 smallholder farmers in BlocChain technology using Android phone for cashless financial transactions in 2019.





## **APRATI FOODS (CAMBODIA) LTD**



Since 2017, Aprati Foods has been providing university students in the field of 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 focus research priority areas. Their chosen topic forms the backbone of their final year thesis to fulfill their academic requirements at the university. Up to five successful candidates are selected every year.



## **BOK SENG PPSEZ DRY PORT CO.,LTD.**



Drivers are not well expose on safety even though they do have license. This training helps them to become more alert on safety of the user. We conduct classroom training to drivers. We also provide safety information Pamphlet in the truck. We use international safety KPI to measure the result. We spend time on program the training purchase of safety list. Example safety shoes, safety helmet and safety vest, fire extinguisher, first aid box and light. We continue to do the training. This is not short term again. It is long term benefit for the logistics communities.



## **CAMBODIAN CHILDREN'S FUND**



**CAMBODIAN  
CHILDREN'S FUND**

Neeson Cripps Academy (NCA) – opened in 2017, to provide the most underprivileged Cambodian children with the highest quality of secondary and high school education opportunities. The key objective of the NCA is to provide an international standard of learning to our students. We have world-class science labs, support e-learning throughout the facility, and are a teacher training hub for both CCF and public school teachers. We received the license to implement the Khmer General Education curriculum from the Ministry of Education, Youth, and Sport in November 2017. This means students at the NCA study full-time at the facility, following both the pathway to graduate with nationally recognized qualifications and CCF's specialized classes in STEM (Science, Technology, Engineering, Math) activities, sports, and the arts.



# CAMBODIAN TEXTILES WORLDWIDE PHNOM PENH WORKS CO., LTD



CAMBODIAN TEXTILES  
WORLDWIDE.

One of the projects that CTW's done this year for Social Excellence and Empowerment of the Well Being is Charity Works. Charity works encompass a broad range of activities undertaken by CTW factory to support and assist those in need. These activities are driven by a spirit of generosity and compassion and are aimed at making a positive impact on society. Some of the common types of charity works we did are the following: 1. Donations 2. Advocacy and Awareness 3. Disaster Relief. This is not only the first year we did this activity; our factory already made this many times in a year. Factory always consider the perspectives, needs, and interests of each worker. Employee engagement is very important in planning and execution of every activity. Seek their input, ideas and feedback through surveys and suggestion boxes inside the factory. We also encourage active participation and create a safe space for employees to share their perspectives. From that, management also do consultation, surveys and do a mapping. Through collaboration of the ideas, we execute this project with a great impact to the community.



# CAMBREW LTD



Inspired and driven by our purpose of 'Brewing for a Better Today and Tomorrow', we don't settle for immediate gain, growing our company sales is not the only thing we care about, we also care about people, society, and the environment i.e contributing to a better society which is one of our stated aims. In the belief that CSR with a sustainability mindset makes our business performance consistent and sustainable growth, Cambrew Ltd, part of the Carlsberg Group, is moving with a holistic ESG program (Environmental, Social, and Governance) which emerged as a concept and more context-specific framework as well as in line with UN, for integrating sustainability topics into investment and corporate governance decisions. Hence, our ESG program called Together Towards ZERO and Beyond is concentrating on the goals of ZERO Carbon Footprint, ZERO Farming Footprint, ZERO Packaging Waste, ZERO Water Waste, ZERO Irresponsible Drinking, and ZERO Accidents Culture. For this assessment, we would like to introduce the Together Towards ZERO Water Waste ambition. Water is essential to life and business, and it's becoming more precious. Notwithstanding, water is becoming scarce in many parts of the world. As a matter of fact, many parts of the world encounter increasing droughts and altered rainfall patterns.





# COURTYARD BY MARRIOTT PHNOM PENH

COURTYARD®  
BY MARRIOTT

Phnom Penh

Courtyard by Marriott Phnom Penh led the organization of Road to Give 2023 on October 8, 2023. This was a fun marathon meant to create awareness for the works of the Cambodian Children's Fund (<https://www.cambodianchildrensfund.org/>) as well as to raise funds to support their outreach programs geared towards education, health and material support among the marginalized community in the Phnom Penh dumpsite area (Khan Meanchey.) The hotel was able to pool 650 runners from locals and expats living in Phnom Penh and to contribute US\$5000 from the marathon passes sold. Courtyard by Marriott was also able to encourage companies such as Eva Air, Cambodia Angkor Air among many others to support and speak about this event. It started a stronger partnership between Courtyard by Marriott Phnom Penh and Cambodian Children's Fund (CCFs) which has also paved way for ties between them and Fairfield by Marriott Phnom Penh. The partnership has now grown into the hotel supporting their Leadership program and educational programs. It created awareness about CCFs work and about the existence of marginalized communities in Phnom Penh.



# ETIQA GENERAL INSURANCE (CAMBODIA) PLC.

In 2023, Etiqa undertook a CSR initiative centered around the social impact of promoting safety for motorcycle riders. Collaborating with Fine Flooring (Cambodia) Co., Ltd., the project aimed to distribute safety motorcycle helmets to more than 700 motorbike riders. Additionally, the project emphasized safety training and raising awareness about the correct utilization of helmets and compliance with driving regulations outlined in the Khmer law, including adhering to speed limits and refraining from drink driving. The helmets prominently displayed logos from both Etiqa and Fine Flooring, symbolizing their shared commitment to fostering social impact through this collective effort. Etiqa, as the subject of the statement, actively responded to our community's needs by addressing a pressing issue that was affecting our community members. Thorough research was conducted, and open dialogues were initiated with community leaders and residents to understand the specific needs and concerns. Once identified, Etiqa, as the subject, developed and implemented a project or initiative that directly addressed those needs. This involved funding community development programs, providing resources and support to local organizations, or implementing sustainable initiatives to improve the quality of life for community members. Overall, Etiqa, as the subject, actively listened to the concerns and needs of our community and took proactive steps to address them.





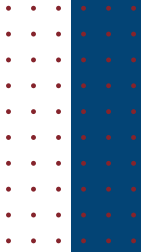
# HABITAT FOR HUMANITY CAMBODIA



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**Habitat**  
for Humanity®  
Cambodia

The Urban Resiliency Project (URP) is a 3-year project (implementing year 2021– 2024) with the following components (1). Enhancing urban poor communities' resiliency through strengthening disaster risk reduction capacity building, (2). The provision of grants for community project implementation, and (3). Increasing knowledge of land and housing policy among community members and local authorities. The project is also working towards (4). Improving hygiene, sanitation, and waste management through sanitation facilities support and awareness-raising activities. This project is being implemented in 4 districts in Phnom Penh - Prek Phnov, Sen Sok, Po SenChey, and Kamboul.

The logo for Heimberg Barr LLP, featuring the company name in a grey, sans-serif font. A green swoosh underline is positioned beneath the text, extending from the right side of the page towards the center.

HEIMBERG  
BARR<sup>LLP</sup>

## **HEIMBERG BARR LLP; ELITE ADVISORS, INC.**

Since 2006, Dr. Steven Heimberg (a physician as well as an attorney and businessman) has been deeply involved in providing free education to underprivileged Cambodian youth. He founded and helped fund numerous free schools in slum communities throughout Phnom Penh (as well as one in Kandal province). By the time of the covid pandemic, his first school (in the slum surrounding the “White Building”) had grown into two separate recognized NGO’s—Empowering Youth in Cambodia (EYC) and the Advanced Center for Empowerment (ACE)—comprising 10 schools and servicing 2,000 students per year. In addition to teaching English, computer studies and critical thinking, among other subjects, the schools furnished sports and community activities for children, and adult education and health and hygiene training for the communities. Steve also helped establish a leadership and scholarship program for underprivileged university hopefuls throughout Cambodia. In addition, he served for years on the board of Cambodia Children’s Fund, that funded a large school and dormitory servicing what was then the community living in and around the garbage dump of Steung Mean Chey.



# HERBALIFE (CAMBODIA) CO., LTD



Casa Herbalife Program. It's a program through which we provide food and nutrition support to children in need through providing financial support to local charitable NGOs since 2014. In 2023, we donated USD \$249,661. We've been supporting more than 1,000 children in need in Cambodia every year since 2019. 100% of funds collected to support our CASA program are donated by Herbalife members, staff and their family and friends. We encourage our employees and members to participate in volunteer work at the Casa Herbalife program. Our Casa Herbalife Program is renewed on an annual basis - thus we can review Casa partners proposals on an annual basis to ensure the program serves our purpose.



# HYATT REGENCY PHNOM PENH



1- Sings Movies Love, Charity Concert: All proceeds of this Charity Concert will go in support of the children's NGO, Sok Sabay Association, and Unity for Children's Education Organization which works to provide children with access to education. 2- Let's Give Back is Charity Night Event: Donated to Teuk Saat 1001 NGO, all proceeds will go towards to help provide safe drinking water to children across Cambodia. 3- Drop & Donate: We take pride in caring for the communities we live & work in every day. Hyatt colleagues are giving back in ways both big & small and we are excited to support our local community. All proceeds go towards Cyclo Association Cambodia work purpose to support poor family. To support by offer a Cyclo to the poor family. 4- Wall painting for neighbor: Our colleagues volunteered their time to give back to our local community. Beneficiary Neighbors (Back Entrance of the hotel) 5- Blood Donation: To support Kantha Bopha Hospital 6- Earth Day: As part of our World of Care, Hyatt is committed to caring for the Planet which the activities such as Earth Day Dining, Cleaning Campaigns, Switching Off light 50% in common areas, Enjoying Vegetarian Food, Towel and Linen Reuse and Dimming the Lights to reducing energy usage. 7- Food Bank: Donations to Mith Samlanh NGO and towards helping children.



# LUXELITE GROUP



Luxelite Group

Located in a remote village, sanitation is a vital part of the education that empowers the students of Kbal Chhroy. These children often face socio-economic challenges, and access to quality education is crucial in breaking the cycle of poverty and providing them with opportunities for a brighter future. By addressing the sanitation and educational needs of the school, we aimed to create an environment conducive to learning, fostering personal growth and development. How this Project positively Impact students' lives. Through our partnership with Smile Society Foundation, we initiated a comprehensive project to transform the lives of the students at Kbal Chhroy Primary School. We sponsored the construction of modern and hygienic toilets and sinks, big enough for 200 students, ensuring that they now have access to proper sanitation facilities. This improvement not only promotes their health and well-being but also instills in them the importance of hygiene practices. Furthermore, we supplied the school with essential educational equipment, including books, stationery, and learning materials. This provision has revolutionized the learning experience for the students, enhancing their engagement, knowledge retention, and overall academic performance. The project's impact extends beyond the classroom, empowering the students to pursue their dreams and aspirations with renewed confidence and determination.



**MAERSK**

# **MAERSK LOGISTICS AND SERVICES (CAMBODIA) CO.,LTD**

## **PROJECT: 1**

Maersk Cambodia donate items such as food, stationary, books, cleaning materials, fan and floor for library, seating bench, water basin, water pumping motor, solar panel, water purifier, tree/vegetable planting, with equivalent to total USD 5000 to Damnak Kei Primary School. Our Maersk donation is to support the school to have clean water for drinking and usage at school, support the poor the students in that rural area have food, stationery and book to continue their study. Moreover, we also do the tree/vegetable planting inside the school and cleanup the school/classroom in order to have green environment. The school is quite isolated since it's deep inside a rural village, and it's also not populated with many students or classes. They are also lacking a lot of vital needs, mainly water supplies and other importing trainings on how to preserve the resources around the school. So our donation is very important and meaningful to the school and all students/teachers.



**MAERSK**

# **MAERSK LOGISTICS AND SERVICES (CAMBODIA) CO.,LTD**

## **PROJECT: 2**

Donate Maersk laptops and office supply and arrange workshop of Life and Work Experience Session for CCF High School Students. The donation of the laptops is to support the need of the high school students and teachers at CCF. For the workshop is to share life & work experiences from our senior leaders to the high school students at CCF to prepare them ready for the future career and life in the society. Impact on the student future life since education is the fundamental point for a young generation to success in their future career/life. When people have more education, they can continue to bring their knowledge to develop our country.



**MANULIFE  
CAMBODIA**



**Manulife**

## **PROJECT: 1**

Manulife Cambodia has contributed more than US\$5 million in corporate social and responsibility programs in Cambodia since our inception in 2012. However, one of the initiatives that has been impacting the entire ecosystem of social development and sustainability of the country and also the people of Cambodia is the Angkor Wat International Half marathon. Since 2014, Manulife Cambodia partners with the National Olympic Committee of Cambodia (NOCC) to organize "Angkor Wat International Half marathon (AWHM)" with the aim to promote health and wellness, and to raise fund to support the victims of anti-personnel land mine and the underprivileged communities in Cambodia. This year in particular marks the 10th year anniversary of Manulife support and partnership to this Cambodia's largest and longest-running sports charity event, mirrors our commitment to do better for the people of Cambodia through the slogan "Run for the Better". Through this, we seek to help people run for better health, run for a better experience at one of the world heritage sites - Angkor Wat, run for a better local economy, and run for better lives of Cambodian children. In addition to being the exclusive sponsor, Manulife has gone above and beyond to initiate a fundraising campaign and raised nearly \$600,000 to support the hospital that has been providing quality treatment and saved the lives of more than 2 million Cambodian children in the last 20 years.

[www.amchamcambodia.net](http://www.amchamcambodia.net)







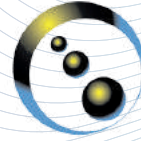
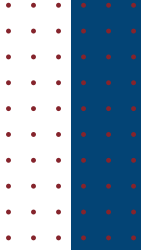
**MANULIFE  
CAMBODIA**



**Manulife**

## **PROJECT: 2**

Manulife Cambodia, the first international life insurance company in the kingdom who is currently providing financial protection for over 110,000 Cambodian families, partner with The APSARA National Authority, an authority for the Protection and Management of Angkor and the Region of Siem Reap, and the governmental body who is in charge of the conservation of cultural heritage and sustainable development in Angkor World Heritage Site of the Kingdom of Cambodia, to implement “Angkor Manulife Community Park” project. Angkor Manulife Community Park is a 10,000 Tree-planting project on 5.5 hectares of land in Angkor Archeological Park, with objectives: 1. To increase the green space and improve the environment in Angkor World Heritage Site, located in Siem Reap Province; 2. To preserve the heritage monument and provide natural habitat for flora and fauna; 3. To improve the well-being of the people and the communities that are indigenous to and live and work in the Angkor World Heritage Site; 4. To reduce air pollution and effect of the greenhouse gas; and 5. To attract more tourists to visit the biggest UNESCO’s world cultural heritage site. 6. To preserve the physical structures of the heritage site as well as ensure that future generations have access to and benefit from the preservation of Angkor Wat.



**MJQ**

MENGLY J. QUACH EDUCATION

# MENGLY J. QUACH EDUCATION

Our esteemed Philanthropic Responsibility programs have had the privilege of positively impacting over 10,000 cases, both within and beyond our borders. Through our unwavering commitment, we have been able to extend our support to individuals and communities facing various challenges, ensuring that they receive the assistance they require. We have had the privilege of providing support to a wide range of noble causes, including but not limited to education, healthcare, disaster relief, and poverty alleviation. With our noble endeavors, we ardently endeavor to bring about a transformative influence on the lives of the underprivileged, fostering a brighter and more promising tomorrow for every individual.



# MVU INVESTMENT PLC

Financial Management for Micro SME - MVUI advise and consults our partners and potential partners the importance and benefits of financial management. The project is targeting micro-SME, especially those family business who intends to convert themselves to formal and professional business. The financial management is very important to business owners, as reviewing their bank balance alone is not enough. They need to know where the money is from (income or liability) and whether or not they business has the ability to absorb the fund. This area is very much overlooked by most business owners, and as result, they are mostly surprised and not prepared to deal with the situation. More than CSR, this project is part of our business as usual. As an investor (a fund manager), we need business for investment opportunities while business owners themselves need additional funding to expand their business to the next level.



## **OBOR MANAGEMENT CO LTD**



In order to increase the ability of Cambodian SMEs and their owners to grow their companies, OBOR implemented the Investment Readiness Program. This program aims to improve access to financing, legal compliance, entrepreneurship, market and growth opportunities, accounting and financial report accountability, and transparency. Over ninety Cambodian startups and SMEs applied for the program in 2023. We are confident that this initiative will have an impact on business as well as employment opportunities, knowledge, and, of course, what all parties involved can contribute back to society by doing things like offering one-on-one coaching, knowledge sharing, and professional training that satisfies the needs of Cambodian SMEs and owners.



# PERNOD RICARD CAMBODGE



Pernod Ricard Cambodge, in its capacity as a subsidiary of the leading global wine and spirits company Pernod Ricard, has made it the company's mission to revive and promote one of Cambodia's most culturally significant domestically produced products – the traditional rice spirit 'Sraa Sor'. By supporting the production of Sraa Sor, Pernod Ricard Cambodge is restoring local pride in a culturally significant product as well as supporting the rural women, who constitute most small-scale producers today. In addition, by partnering with local farmers and local producers, Pernod Ricard Cambodge is helping to improve the safety – and reputation - of rice spirit by passing on rigorous safety standards to help stamp out hazardous and unrecorded consumption. In doing so, Pernod Ricard Cambodge is helping to restore Sraa Sor as a safe, viable, nationally and internationally recognized product. To achieve this Pernod Ricard Cambodge has launched Sensota - the first rice spirit produced by the company in Cambodia. Sensota has become the 'vehicle' for providing upskilling and training in hygiene and alcohol production methods, as well as setting safety standards for high-quality Sraa Sor. The product has also become a way to support local distillers in Takeo province by re-distilling their product to produce a premium quality rice spirit. Additionally, the project supports farmers in improved agricultural training to diversify their income sources.



# RMA CAMBODIA



In 2023, RMA Cambodia launched the "Building Foundations for Future Generation" program in collaboration with Ford. This first phase focuses on constructing and renovating educational facilities for pre-school and primary school students in remote Cambodian areas. The initiative has provided essential educational materials, transport solutions, and necessary amenities to create a conducive learning environment. Significant strides have been made in Takeo, Siem Reap, Koh Kong, and Pursat provinces. RMA Cambodia is dedicated to continuing its efforts to reach underprivileged students across all Cambodian provinces in future phases of the program.



# ROSEWOOD PHNOM PENH

# R O S E W O O D P H N O M P E N H

## PROJECT: 1

This year, we welcomed 15 students from École d'Hôtellerie et de Tourisme Paul Dubrule to join our Open Door internship program. This initiative aims to provide opportunities for motivated young Cambodians from socially disadvantaged backgrounds in remote areas with limited professional prospects. Many of them have grown up in rural Cambodia and are pursuing an education to create new opportunities in life. Some have sick relatives or parents in debt, who are relying on their financial assistance. We aim to equip these underprivileged Cambodians with valuable skills, experience and a long-term career in an ultra-luxury hotel. We are committed to welcoming these students into the Rosewood Phnom Penh family, giving them the same opportunities as others, while expanding their career horizons to other Rosewood properties worldwide. Throughout the year, they had the chance to learn and gain hands-on experience in Rosewood Phnom Penh's dining outlets, Front Office and Back Office. By the end of the program, each Open Door trainee was well-versed in luxury hospitality. They also received benefits such as complimentary accommodation, meals, a monthly allowance of USD160, service charge payments and medical insurance. Around USD40,000 has been spent to cover their benefits.



# ROSEWOOD PHNOM PENH

# R O S E W O O D P H N O M P E N H

## PROJECT: 2

Our mission is to facilitate access to innovative education and support Cambodian individuals, especially vulnerable youth, in acquiring the knowledge, skills and attitudes necessary for a successful career in the hospitality and tourism industry. We aim to create a solid foundation for future managerial positions or entrepreneurial endeavors, partnering with EHT Paul Dubrulle. Together, we aspire to transform the training of over 4,000 Cambodian students from rural areas, propelling them towards a brighter future. We have established a committee focused on various projects aimed at supporting the community, local people, wildlife and forestry. Each committee member conducts research and provides ideas on how to enhance lives, promote Cambodian arts and culture, ensure sustainability and protect wildlife. For this project, senior staff members trained and assisted students in organizing the event. They worked together as a team, handling tasks such as event curation, food preparation and operations. Rosewood Phnom Penh serves as a home for these individuals who face poverty, social exclusion, discrimination and even violence. To better understand their needs and support the community, we included them in our committees, allowing them to share their perspectives.



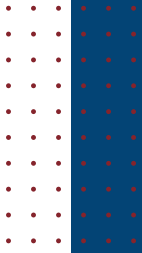


## ROSEWOOD PHNOM PENH

### PROJECT: 3

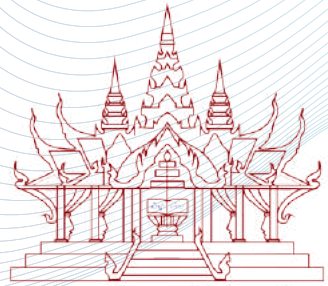
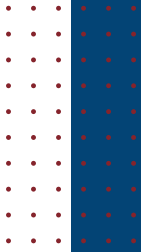
## R O S E W O O D P H N O M P E N H

The donation of glass bottles to the Coconut School Project, which launched in August 2023, serves as a remarkable demonstration of the efficacy of community cooperation and an environmentally conscious approach. As part of eight publicly committed ESG goals, Rosewood Phnom Penh is aiming to achieve a 70% waste diversion rate by 2025. Glass bottles are a material that not only represents a high percentage of waste in every hotel but also has a high environmental impact when not recycled. Currently, there is no dedicated facility for glass recycling in the country, making the repurposing of glass bottles even more critical to reducing environmental impact. By repurposing these glass bottles as building materials for the Coconut School, the project not only addresses the lack of glass recycling infrastructure but also effectively diverts glass bottles from ending up in landfills. The Coconut School Project is a learning center dedicated to children residing in underprivileged areas of Cambodia. The Coconut School Foundation is to help people in remote communities that lack access to public schools, healthcare, and technology fight poverty through free education programs, access to basic healthcare, and free meals while attending classes.



# S&O INTELLECTUAL PROPERTY COMPANY LIMITED

For our CSR initiatives, S&O IP specializes in advising clients on all aspects of intellectual property law including trademark prosecution, contentious matters, and enforcement, as well as commercialization of intellectual property rights. We work closely with our clients to create successful intellectual property strategies. S&O IP has a deep local understanding and international standards to meet our clients' specific needs. We ensure our clients comply with all Cambodian laws and regulations. As the legal representatives for many significant brand owners, we work closely with the Cambodian authorities regarding the issues our clients encounter to ensure the intellectual property of our clients is well protected and enforced. In particular, we do many trainings of the Cambodian authorities on the brands of our clients resulting in successful reductions of counterfeits and infringements.



ការិយាល័យមេធាវី សិទ្ធាល័យ  
SETHALAY LAW OFFICE

# SETHALAY LAW OFFICE

Consumer dispute is small dispute and for enforcement of such consumer protection legal framework, the competent authority needs to have effective and efficient mechanism including online dispute resolution mechanism to help facilitate consumers' complaint. We determine the successfulness of each project via 1) the adoption and enforcement of our legal drafting; 2) the enforcement of such adopted documents via data and reports; and 3) the dissemination, promulgation and enforcement of such documents from public sources. We believe that the impacts of our CSR project are to 1) assist consumers in filing complaints efficiently and effectively; 2) help enforcing the consumers' rights under the consumer protection law; and 3) help enhancing faithful commercial practices in Cambodia as the business operators would be afraid of carrying out commercial activities in breach of law on consumer protection due to efficient and effective complaint handling.



# SMART AXIATA



According to the Cambodia Digital Economy and Society Policy Framework 2021-2035, only approximately 30 percent of the population in Cambodia possesses foundational digital skills. Meanwhile, the Telecommunication Regulator of Cambodia reported that there were 17.87 million internet subscribers in 2021. Cambodia is currently striving to become a digital society and economy, which has created a growing need for its citizens to be digitally literate and capable of navigating the fast-paced digital landscape while maintaining their safety. As a leading telecommunications company in Cambodia, we view this as an urgent issue that needs to be addressed in the digital era. In response to these needs, Smart Axiata partnered with the Ministry of Education, Youth and Sport to launch the Digital Literacy Program in 2019, which has continued into 2023 under the partial sponsorship of the Capacity Building Research and Development Fund and the Ministry of Post and Telecommunications. The program aims to: provide high school students with digital tools for productivity, communication, and research purposes; promote information literacy; raise awareness about digital footprints, online safety; and safeguarding personal information, and educate individuals on the basic principles of responsible digital citizenship.



# SOFITEL PHNOM PENH PHOKEETHRA

S O F I T E L  
PHNOM PENH PHOKEETHRA

## PROJECT: 1

We organize two charity concerts every year to raise funds for local charities that strive to make a positive impact on the community. These concerts take place in the spring and autumn seasons, in our grand ballroom, and are attended by around 800 to 1,000 guests. This year, we have raised a total of \$15,863 through the two concerts for the following charities: 1. Kampuchea Sela Handicaps 2. Empowering Youth in Cambodia 3. Sunrise Cambodia 4. Deaf Development Program. We have carefully chosen charities that make a significant impact on the most underprivileged and forgotten members of our local community. The aim of each of the four selected charities is to provide equal access and opportunities to education, medical care, housing, and, most importantly, confidence, understanding, and self-sufficiency to live independently and with respect in society.



# SOFITEL PHNOM PENH PHOKEETHRA

S O F I T E L  
PHNOM PENH PHOKEETHRA

## PROJECT: 2

The Cambodian Youth Development Program started with the opening of the hotel and has continued to the present day. At Sofitel Phnom Penh Phokeethra we have always believed in the important of celebrating the history, culture and heritage of our local community, particularly nurturing young talent to develop into inspiring leaders of tomorrow. From opening the hotel, we have strived to partner with Schools in order to build hospitality skills for young Cambodians through internship programs, hosting workshops and collaborating with NGOs with donation of resources, money and time. To date, with this project we have hosted 176 Young Cambodians in internship programs ranging from 1-6 months, across each and every department of our hotel, with 28 interns staying on with full time employment contracts.

# SOK SIPHANA & ASSOCIATES

## PROJECT: 1

We contributed to the Cambodian section of the “Protecting Children Against Sexual Offences in ASEAN (Association of Southeast Asian Nations)”, report published by the International Centre for Missing & Exploited Children (ICMEC) in February 2023. The report presents an overview of the legislative strides made by ASEAN members on children rights. Our firm directly contributed to provide a legal insight into the current legislative framework for the protection of children against sexual exploitation and abuse in Cambodia. At SOK SIPHANA & ASSOCIATES, we firmly believe that safeguarding children from sexual offenses is a crucial priority, and so, felt that we had the obligation of allocating our time and resources to providing any help we could in this field. Our work, and the work of everyone involved in this project, will prove to be a useful resource for governments, policymakers, law enforcement, prosecutors, industries, civil society, and others around the world to build a safer world for children.

# SOK SIPHANA & ASSOCIATES

## PROJECT: 2

Our firm has focused on furthering progress for women empowerment within Cambodia, especially our Senior Partner, Khieu Mealy, who has received multiple community awards for her work in this regard. Beyond that, our Intellectual Property practice group has been focusing on encouraging and empowering housewives to understand more about gender equality and the legal rights they have under Cambodian law, thus challenging dominant stereotypes. In a legal world that is still heavily male-dominated, our firm strives to give opportunities to women leaders to rise to positions of responsibilities within our firm. As of October 2023, 54% of our staff and 50% of our senior lawyers identified as female, which is miles above the global average where only 38.3% of lawyers are female while 61.5% are male. The main objective behind our initiatives towards women empowerment in Cambodia is to raise awareness about their legal rights, about what surrounds them on a daily basis that could be considered abnormal or violent, and what could be done about those actions.



# SOK SIPHANA & ASSOCIATES

## PROJECT: 3

This year, our Managing Partner, Matthew Rendall, was appointed to teach 'Cambodia's Legal Theory and Practice' at RULE (Royal University of Law and Economics) Phnom Penh as a component of the ELBML (English Language Based Master of Law) program. He has a long history of contributing to the legal education sector of Cambodia. He taught various courses for the ELBBL (English Language Based Bachelor of Law) Program at RULE when it was first introduced in the mid 90's. Furthermore, our Founding Partner, Dr. Sok Siphana was granted professorship status after a Royal Decree was issued by King Norodom Sihamoni. Our Partners are prominent personalities in the legal sector of Cambodia, and their legal insights are highly valued by people across different groups in the country. Their commitment towards educating and training the new generation over the past 3 decades speaks for the sustainability of their initiatives. Additionally, advisors at our firm are always encouraged to contribute towards initiatives that seek to lead to developments in the legal sector of Cambodia. To measure this, our firm keeps a time-record of the hours that our advisors devote towards CSR activities.

The logo for Thalias Hospitality is positioned in the upper right quadrant. It features the word "THALIAS" in a large, bold, dark blue sans-serif font. Below it, the word "HOSPITALITY" is written in a smaller, all-caps, dark blue sans-serif font. To the right of the text is a small, stylized orange and yellow icon. The background of the top right section consists of light blue, wavy, concentric lines that create a sense of motion and depth. On the left side of the top section, there is a dark blue vertical bar with a grid of small red dots to its left.

**THALIAS**  
HOSPITALITY

## **THALIAS CO., LTD.**

In 2023, Thalias has nearly 1,000 employees across 16 restaurants of 10 brands: Topaz, Malis, Khema, GO, Siena, Nham Eylow, Yi Sang, Sevensea, Uy Kuyteav, World Dining, and three hotels of two brands: Arunreas and Almond. In an effort to build a conducive multicultural workplace, Thalias promotes diversity, equity, and inclusion which enables the employees and stakeholders to have equal opportunity and access. As part of the company's business strategy, Thalias embraces technology progress by fostering digital literacy in the workplace through business operations, employees' work collaboration, learning, health, payment, etc.



# VATTANAC PROPERTIES



Vattanac Properties Ltd is part of the Vattanac Group of companies and has been leading the CSR effort. The owners of Vattanac Group are passionate advocates of giving back to the society. We pride ourselves as putting CSR and community care as the top priority of our businesses since the conception of the company. In 2023, Vattanac Properties embarked on a slew of CSR activities since the beginning of this year with 2 more events in the pipeline within next two months. One of our main CSR focuses is on community support. As one of our key community support initiatives, we have been advocating the importance of blood donation. In February and August 2023, we organized two blood donation drive at Rosewood Phnom Penh, with the aim of saving lives and making a positive impact on society. With our continuous effort to create a positive impact across different spectrums of the society from education, environment, hospitality to health care, we engaged both our internal and external stakeholders to participate actively in our Blood Donation initiative.



# WING BANK (CAMBODIA) PLC



## PROJECT: 1

In 2023, Wing Bank initiated a significant Corporate Social Responsibility project that highlights the profound impact of our efforts on society. A story about a former Cambodian veteran, Mr. Men Yuth, who is currently 54 years old and resides in Kandal province. At the age of 22, he lost the joy of his youth when he accidentally stepped on a landmine in Pailin Province during the spillover effect of the war that had persisted since the late 1970s while serving in the military. This tragic incident led to the amputation of his left leg, plunging him into a life of unimaginable hardship and despair, to the point where he contemplated ending his own life. Regrettably, Mr. Men Yuth's ordeal is just one of the many stories of individuals who have either been disabled or lost their lives due to the scourge of landmines. Cambodia is one of the country's worst-affected by landmines, Explosive Remnant of War (ERW), and cluster munitions. An estimated 4 million to 6 million landmines and other munitions had been left over from three decades of war and internal conflicts. According to the Cambodia Mine Assistance Authority's (CMAA) report, between January 1979 and August 2023, there have been 65,031 casualties, including 19,822 fatalities, 36,123 injuries, and 9,086 cases of paralysis caused by explosives.



# WING BANK (CAMBODIA) PLC



## PROJECT: 2

Aligned with the Financial Sector Development Strategy 2016-2025 and the Royal Government's Rectangular Strategy-Phase IV, we believe that the National Financial Inclusion Strategy will continue to contribute to reducing poverty and inequality in Cambodia, with a particular focus on benefiting women and SMEs. It will actively support the development of a sustainable and inclusive economic and financial sector. Similarly, Wing was founded with the vision to provide every Cambodian with convenient access to financial services relevant to and for the improvement of their daily lives. Wing has transformed how Cambodians access financial services by introducing instant, secure, and convenient Mobile Financial Services since August 18, 2008. At that time, many people sought safe options to send hard-earned money to support their families, often resorting to risky taxis or relatives. Thanks to the support of our Wing agents in narrowing the financial inclusion gap in the country, we have expanded from a mere 600 Wing Agents in 2008 to an impressive network of over 11,000, solidifying our position as one of Cambodia's largest financial ecosystems. Currently, more than 14 million people, representing over 80% of Cambodia's population, use our financial services to address various challenges, including bill payments, fund transfers, loan repayments, digital loans, and various other financial transactions.



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**THE AMERICAN CHAMBER OF  
COMMERCE IN CAMBODIA**