

# CORPORATE SOCIAL RESPONSIBILITY

In 2010, we reinforced our commitment to contribute back to society by expanding our corporate social responsibility (CSR) efforts.

## CARING FOR THE COMMUNITY

Following the success of our “Back to School” event in Singapore in June 2009, we rebranded the programme as “My Schoolbag” from 2010 and widened its reach significantly. From 200 children in Singapore in 2009, we expanded My Schoolbag to benefit more than 11,000 underprivileged children in both Singapore and China in 2010, with a total donation of S\$320,000 from CMA. This was made possible with funding of S\$300,000 from CapitaLand Hope Foundation, the philanthropic arm of CapitaLand.

We extended My Schoolbag to China for the first time in 2010. From 1 to 13 September, we gave out new schoolbags and stationery to more than 10,000 underprivileged children from 129 schools in 18 cities. This came as a timely gift for the first-year primary school pupils at the start of their school year. We partnered the China Children and Teenagers’ Fund for the event.

In Singapore, we held a four-day event from 22 to 25 November at four of our malls, namely Junction 8, Lot One Shoppers’ Mall, Plaza Singapura and Tampines Mall. The event benefitted some 1,000 underprivileged children aged 7 to 12 years old from three self-help groups,

Chinese Development Assistance Council (CDAC), MENDAKI and Singapore Indian Development Association (SINDA).

Together with staff volunteers, the children picked out new school shoes, stationery and daily necessities with their \$110 worth of CapitaVouchers each. To promote the value of recycling, the children received eco-friendly bags for their items. The half-day shopping treat ended with games, a magic show and lunch.

## CARING FOR THE ENVIRONMENT

We are also committed to protecting the environment. At our malls, we have pledged to reduce energy and water usage, and waste generation. Our efforts for our buildings to go green were recognised in Singapore with Raffles City picking up the Building and Construction Authority’s Green Mark Gold award. Over at ION Orchard and Clarke Quay, we have started recycling food waste into end-products such as compost, which can be used as fertiliser. We plan to extend this to other malls in our Singapore portfolio.

Over 50 malls across our five markets of Singapore, China, Malaysia, Japan and India took part in Earth Hour 2010. To promote energy conservation and environmental awareness, we turned off façade and non-essential lights for 10 hours from 8.30 pm on 27 March, in conjunction with CapitaLand’s 10th anniversary.