

SEAMEO RECSAM

**CONVERSATION ON
COOPERATE SOCIAL
RESPONSIBILITY**

THE STAKE HOLDER ARE COMMUNITY AND DIRECT CLIENTS. THE CSR COVERS 3 KEY AREAS:



community




environmental



marketplace

WHY RECSAM INITIATE CSR?

- To fulfill the mission - to promote and enhance science and mathematics education among the SEAMEO region.
 - To fulfill the strategic goal - to ensure strong collaboration and active networking with experts, institutions and community.
 - To make a difference in the lives we touch in terms of health, education, livelihoods and environment with a positive impact
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OBJECTIVES

- **TO GIVE EQUAL ACCESS TO GOOD BASIC EDUCATION AS A PLATFORM TO A BRIGHTER FUTURE.**
- **TO CREATE AWARENESS AMONGST THE GENERAL PUBLIC**
- **TO CREATE A WIN-WIN SITUATION AMONG STAKEHOLDERS, IN ORDER TO GENERATE THE PROJECTED OUTCOMES OF BUSINESS**

ACTIVITIES

- ADOPTING AN INDEGENEOUS SCHOOL COMMUNITY KNOWN AS SEKOLAH KEBANGSAAN POST DIPANG. RECSAM ORGANIZED A SCIENCE AND MATHEMATICS CAMP FOR YEAR 5 AND 6 PUPILS INVOLVING 25 CHILDREN AND 2 TEACHERS AT RECSAM.
- PROJECT REDUCING ECOLOGICAL FOOTPRINT ON EARTH
IT IS IN THE PROGRAMMES PROMOTING SCIENCE AND TECHNOLOGY. PARTICIPATING STUDENTS WERE GIVEN THREE MONTHS TO CARRY OUT RESEARCH STUDIES IN INVESTIGATING ENVIRONMENTAL PROBLEMS IN THE SURROUNDINGS AND TO INSTILL AWARENESS OF THESE PROBLEMS AS WELL AS TO PROPOSE WAYS OF RESOLVING THEM IN AN ATTEMPT TO REDUCE ECOLOGICAL FOOTPRINTS ON EARTH.

ACTIVITIES

- **WORLD WATER DAY**

PARTICIPATE DIN THE WORLD WATER DAY AND THE STAFF WAS INVOLVED AS JUDGES FOR THE POSTER DRAWING COMPETITION

- **PENANG INTERNATIONAL SCIENCE FAIR**

CONDUCTED THE ORIGAMI & STRAM MODELS WORKSHOP AND SCIENCE EXPERIMENTS/ACTIVITIES FOR LOWER AND UPPER SECONDARY SCHOOL STUDENTS

- **WORLD WATER DAY**

THE STAFF WAS INVOLVED AS JUDGES FOR WATER POSTER DRAWING AND VARIOUS ACTIVITES



ACTIVITES

- **PARTICIPATE IN THE PENANG INTERNATIONAL SCIENCE FAIR - CONDUCTED THE ORIGAMI & STRAW MODELS WORKSHOP AND SCIENCE EXPERIMENTS/ACTIVITIES FOR LOWER AND UPPER SECONDARY SCHOOL STUDENTS**
- **CONDUCTED AN ACTIVITY FOR A SECONDARY SCHOOL STUDENTS FROM SMK DATUK HAJI MOHAMED NOR AHMAD . A TOTAL OF 40 STUDENTS AND 2 TEACHERS TOOK PART IN THIS ACTIVITY WHICH WAS HELD IN RECSAM . VARIOUS SCIENCE AND MATHEMATICS ACTIVITIES WERE ORGANIZED INCLUDING 3D STRAW MODELS, SCIENCE EXPERIMENT AND MATHEMATICS WITH GEOGEBRA.**

ACTIVITIES


- **CONDUCTED A TRAINING** WORKSHOP FOR SMK METHODIST ENTITLED 'KNOMING ME, KNOWING YOU "HARMONISNG SOCIAL AMONG MBS. A TOTAL OF 118 PARTICIPANTS INCLUDING SCHOOL PRINCIPAL, TEACHERS, ADMINISTRATORS AND SUPPORT STAFF [PARTICIPATED IN THIS WORKSHOP
- **CONDUCTED 3 SERIES OF QOLLOQUIUM** TO THE EDUCATORS. A TOTAL OF 814 EDUCATOR BENEFITED FROM THIS EVENT.
- **CONTRIBUTED** REFURBISHED COMPUTERS AND BOOKS TO AN INDIGENOUS SCHOOL.
- **PROVIDE FREE PLACES** FOR THE SELECTED TEACHERS TO ATTEND THE WORKSHOPS ORGANISED BY RECSAM.



CORE SUCCESS FACTOR

- **WHEN IMPLEMENTING CSR THE EMPLOYEES PLAY A VERY IMPORTANT ROLE IN WHETHER THE IMPLEMENTATION WILL BE A SUCCESS OR FAILURE.**
- **IF THE EMPLOYEE DOES NOT SUPPORT OR UNDERSTAND DECISIONS THEN IT WILL BE VERY DIFFICULT TO MAKE ANY CHANGES EVEN THOUGH IT IS ULTIMATELY THE TOP MANAGEMENT TEAM WHO MAKES THE FINAL DECISION**

CORE SUCCESS FACTOR

- **Values, Mission, Principles, and Policies:** making sure CSR is aligned with the centre's management structure.
 - **Community Support – Addressing Social Challenges:** take part in the community by helping out social issues and supporting them.
 - **Operations – Responsible Business Practices:** operate our activities responsibly. (Health and safety, sustainable environmental practices, human rights, employees, etc.)
 - **Products and Services – Marketing Strategy:** changing products/services and adapting to societal needs. (I.e. marketing the product to be socially beneficial or eco-efficient.)
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FUTURE DIRECTIONS

- **LOOK AT CSR WITH AN INVESTMENT MINDSET. IT CAN BE A SOURCE OF OPPORTUNITY, INNOVATION AND COMPETITIVE**
- **TO ENSURE THE IMPACT AND THE BENEFIT TO THE CAUSE IS FAR GREATER THAN THROUGH DIRECT CORPORATE INVESTMENT ALONE.**



THANK YOU

