

AN ORGANISATION THAT CARES

Despite the gloomy global economic conditions and challenging business climate in 2009, PSA's corporate social responsibility efforts continued unabated.

At PSA Group HQ, the year's highlight came in April with the handing out of the first batch of bond-free scholarships to 29 students in Singapore under the *Howe Yoon Chong PSA Endowment Fund*. The Fund, which consists of contributions from PSA, Temasek Holdings and NSL Ltd, is endowed to perpetuity to provide deserving students from low income families the opportunity to pursue a formal education.

In support of research into maritime history, we pledged S\$100,000 towards the cost of sailing a reconstructed ninth-century Arabian dhow (sailing vessel) from Oman to Singapore via the Maritime Silk Route in 2010, to highlight historical links between Asia and the Middle East. PSA also continued to be a major contributor to the Centre for Maritime Studies at the National University of Singapore, and this commitment to education was mirrored by PSA HNN's support of University of Antwerp's industry-related programs. PSA HNN also contributed towards the construction of a new Maritime Museum in Antwerp. Elsewhere, Mersin International Port (MIP) in Turkey was a main sponsor of the *2nd Mersin Logistics and Transport Fair*.

As PSA's global footprint grows, we are also taking steps to reduce our carbon footprint on the planet. In March 2009, PSA Singapore Terminals (ST) launched the 'Go Green' initiative, a concerted effort to heighten awareness among employees on the importance of safeguarding the environment and to inculcate a mindset to conserve and recycle resources. Buildings and port infrastructure figure prominently in PSA's drive to be more energy efficient. ST's new terminal buildings have adopted green technologies and practices such as the use of natural day-lighting systems and rainwater

collection systems in the engineering workshops to recycle non-potable water for washing port vehicles and equipment. In addition, ST is converting some of its rubber-tyred gantry cranes to run on electricity rather than diesel. Trials to use prime movers with a hybrid hydraulic drive system are also ongoing.

PSA terminals around the world reaffirmed their commitment to charitable causes. During the year, ST raised some \$500,000 through donation, fundraising activities and staff volunteerism for its adopted charities *Beyond Social Services*, *Children's Cancer Foundation* and the *Lions Home for the Elders*, and other acts of corporate citizenry. At the 25th Community Chest Awards 2009 Presentation Ceremony held at the Istana, President SR Nathan conferred the highest honours, The Pinnacle Award, to PSA, in recognition of its significant contributions to charity for more than two decades. PSA also received the SHARE Platinum Award for a staff participation rate of more than 70 per cent. Strong management support and staff initiatives to help the disadvantaged have enabled the growth of corporate social responsibility at PSA.

In other parts of the world, PSA Gwadar in Pakistan donated an ambulance to the local hospital and pledged to donate a second ambulance in 2010. Supporting the poverty-alleviation program within their community, SP-PSA in Vietnam sponsored and supervised the construction of a house for the needy. Chennai International Terminals in India backed causes for underprivileged children, MIP donated food boxes to poor families while PSA HNN donated to the *Organisation for the Disabled*. Voltri Terminal Europa in Italy continues to champion the *SolidarBus* project – a mobile vehicle that collects relief items for Africa's refugees and educates the community on their plight.

The Group also continued its patronage in sports and the arts. PSA supported *Singapore Arts Festival* and *Arts Sentral* activities, while PSA HNN continued its five-year partnership with the *Belgian Paralympics Committee* to prepare for the 2012 London Meet. Over in Turkey, MIP sponsored the *Mersin Music Festival* in 2009.

The fundamentals of a great company are measured not only by its strong financials but by pillars of compassion, humanity and a communal spirit. Being a good corporate citizen and helping local communities is an important part of PSA's mission to be "The World's Port of Call".

