

# Touching the Heartstrings

Embracing the responsibility of an organisation to the communities and the environment in which it operates, PSA has sustained its support of charitable causes and green initiatives through the course of 2010.

Underscoring its commitment to the community and the less privileged, PSA Group HQ oversaw the second batch of bond-free scholarships awarded to 13 students in Singapore, under the *Howe Yoon Chong PSA Endowment Fund*. The Fund, which consists of contributions from PSA, Temasek Holdings and NSL, is endowed to perpetuity to provide deserving students from low income families the opportunity to pursue a formal education.

Our Group Chairman, Fock Siew Wah, also led the way towards PSA adopting NorthLight School as one of its social causes. A pioneering school which helps students who are unable to cope with mainstream education, NorthLight prepares them for lifelong learning and employability through a values-focused and career-oriented education. In addition to a cash donation, PSA Group in collaboration with Singapore Terminals led educational visits (Learning Journeys) for its teachers and affiliates to gain a better understanding of potential job opportunities in the port. We will also be providing places for selected NorthLight students for industrial attachment within the company.

PSA Group's charitable efforts continued with the sponsorship of various notable causes, including the Assisi Hospice, St Luke's Hospital and the Community Chest. On the cultural and education front, we also contributed to the National Heritage Board and Nanyang Technological University, among others.

In tandem with PSA's growing global footprint, we are taking active steps to reduce our carbon footprint on the planet. Spearheading these efforts in terms of corporate sponsorship, the PSA Group made a significant donation to Singapore's National Parks Board. PSA Singapore Terminals (ST) continued its Go Green campaign for the second year in 2010, during which its Operations Division organised an inaugural Go Green road show to highlight PSA ST's green initiatives and raise awareness among staff. Across PSA ST, eco-friendly practices were carried out. These included the planting of trees inside the terminals, testing of new equipment with lower carbon emissions, adapting existing engineering products and practices to reduce emissions, continued efforts to reduce fuel usage through more efficient deployment of equipment and achievement of Green Mark (a benchmark scheme administered by Singapore's Building and Construction Authority to recognise environmentally friendly buildings) for PSA ST's office buildings.

Reaffirming our support to the community, PSA terminals around the world were also actively engaged in a wide variety of charitable causes. The Beyond Social Services, Lions Home

for the Elders and Muscular Dystrophy Association Singapore benefited from corporate donation by PSA ST and funds collected by its management, staff and their family members. Our creative fund raising initiatives included the annual PSA Charity Cook-out which raised some \$24,000 for the Lions Home for the Elders. In all, PSA ST contributed close to \$500,000 to its adopted charities. In October, the Community Chest of Singapore conferred PSA ST the SHARE Platinum Award in recognition of its sustained high staff participation rate in the SHARE monthly donation program.

In other parts of the world, PSA Gwadar in Pakistan donated to a local charity organization 'Khidmat-e-Khalq' in Karachi, which freely distributes food and clothes to the local community during the month of Ramadan. In Thailand, Eastern Sea Laem Chabang (ESCO) aided in the renovation of the Bang Wang Ree School in Prachinburi Province as part of its community outreach efforts. ESCO was also involved in the collection of flood relief aid for the province of Ayutthaya, under the auspices of the Ruamkatanya Foundation. In Vietnam, SP-PSA contributed to the Gratitude Fund of Tan Thanh Commune, the Saigon Children's Charity, as well as the Consular Club Charity Bazaar which aids homeless children. The terminal also donated to flood victims in Central Vietnam. Over in Europe, 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. Turning to Turkey, employee volunteers from Mersin International Port were involved in a project organised by the Turkish Human Resources Association to raise the awareness in youths from rural villages on the importance of healthcare and first-aid.

PSA terminals also strongly backed causes for children beneficiaries in India and Argentina; for the former, organising sailing programs and a dinner for impoverished children in Chennai and Kandla, and for the latter, making provisions for school clothing, toys, education and first-aid campaigns, as well as food donations for over 2000 children.

In its continuing patronage of the arts and sports, the PSA Group supported the Singapore Symphony Orchestra, Arts Sentral Asia activities and PSA ST was the official Maritime & Shipping Sponsor for the inaugural Singapore Youth Olympic Games 2010 in August, while PSA Antwerp sustained its six-year partnership with the Belgian Paralympics Committee to prepare for the 2012 London Meet.

At PSA, we remain resolute in the belief that a company is measured not only by its bottom-line but by how it upholds the ethics of good corporate citizenship through philanthropy, and giving back to the communities from which it has prospered – actions which are integral to our mission of being "The World's Port of Call".