Corporate Social Responsibility

‘Doing well by doing good’ - this is fundamentally what corporate social responsibility (CSR) is about. We are committed to being a responsible corporate citizen by operating in an economically, socially and ecologically sustainable way whilst balancing stakeholders’ interests.

As CSR encompasses the triple bottom line ‘people, planet and profit,’ many of its facets are covered throughout this annual report. In this section, the Manager’s efforts in philanthropy and volunteerism, as well as environment, health and safety, are described.

PHILANTHROPY AND VOLUNTEERISM

In Malaysia, shopping malls are not simply places to shop; with their air-conditioned comfort and food and beverage and entertainment/lifestyle options, they often serve as de facto community centres or town squares - destinations for families and friends to spend significant amounts of their leisure time. In any business, it is important to engage and give back to the community; given the central role of malls in Malaysians’ lives, this is even more important in the context of CMMT’s business. As such, the Manager partners with various organisations to hold civic and community events within CMMT’s malls. The Manager also promotes volunteerism by organising humanitarian events that staff can volunteer in and provides three days of volunteer leave per year to each employee.

The key of focus of philanthropic efforts is the ‘next generation’. In December 2012, CMMT, in conjunction with CMA and CapitaLand Hope Foundation, the philanthropic arm of CapitaLand, launched “My Schoolbag”. My Schoolbag is CMA’s signature CSR programme whereby schoolbags containing school and daily necessities are given to underprivileged children. Approximately RM120,000 was donated by CapitaLand Hope Foundation to 600 underprivileged children from many shelter homes in Kuala Lumpur, Selangor, Penang and Kuantan, Pahang. My Schoolbag took place at the malls and over 120 staff members from the Manager and CMA volunteered for the event.

In addition to this, various mall-specific humanitarian initiatives were also organised. They included a charity run and character shows for underprivileged children at The Mines. To commemorate Sungei Wang Plaza’s 35th anniversary the team from the Sungei Wang Plaza Management Corporation held several activities to raise funds for the needy, including roping in 35 hairstylists from among the mall’s tenants to give free haircuts in return for donations, and visiting 35 homes over three months to offer assistance such as complimentary haircuts and interior design makeovers.

ENVIRONMENT, HEALTH AND SAFETY

The Manager recognises that the environment and the economy are interdependent and is committed to adopting environmentally sustainable practices and policies. Emphasis is placed on reducing the consumption of electricity and water through utilities conservation, equipment and system efficiencies, pollution minimisation and green technology initiatives, as well as promoting environmental consciousness among shoppers, tenants and staff. The health and safety of shoppers, tenants, staff and vendors are also a priority, and safety is continually assessed using a hazard identification risk assessment approach.

On 31 March 2012, CMMT’s malls participated in the global “Earth Hour” campaign organised by World Wildlife Fund (WWF) to combat global warming. Each mall’s façade, signage and other non essential lights were switched off for up to 10 hours to promote awareness on energy conservation among shoppers, tenants and staff. In conjunction with this, a “Wear Less Day” was declared and shoppers, tenants and staff were encouraged to dress in light clothing while the temperatures in CMMT’s malls were increased to reduce the energy consumption of the air handling units.

In 2012, ISO14001 and OHSAS18001 certifications were successfully renewed at Gurney Plaza, The Mines and East Coast Mall. Continuing from 2011, T8-tube fluorescent lights were upgraded to T5-tube lights at The Mines and Gurney Plaza. This initiative resulted in energy consumption savings at the affected malls and similar works are progressively planned for all other malls.

At The Mines, the capacity of the underground water and rainwater harvesting system, which provides the cooling towers and the toilets/urinals with an alternative water source, was expanded. Water efficient fittings (Water Efficiency Labeling and Standards rated) continued to be installed in the toilets as they were upgraded. These initiatives resulted in a reduction in potable water consumption and more efficient use of water.
Continuing from 2010 and 2011, activated carbon filters, ultra violet bacteria eradication light and silencers were progressively installed in exhaust systems across the malls as and when new tenants renovated their shops in order to minimise air and noise pollution.

Following Gurney Plaza’s lead, in 2012, a refuse recycling programme was rolled out at The Mines. Refuse such as paper, plastic, glass and metal was collected, sorted and weighed, in order to monitor the amount of refuse being recycled, and then sent to recycling centres. Tenants were encouraged to participate and were educated through series of briefing and circulars. This programme will be rolled out progressively to all other malls.

In a related vein, "Eco Lantern Making Contests" were held at The Mines, East Coast Mall and Gurney Plaza during the Mid-Autumn Festival. To promote recycling, members of the community were encouraged to unleash their creativity and turn discarded items into eco-friendly lanterns. A “3Rs” (recycle, reduce and reuse) campaign took place at East Coast Mall, and, in collaboration with the local authorities, a collection drive for recyclable material took place.

On 28 December 2012, East Coast Mall was awarded Green Mark Gold certification for energy and water efficiency by the Building and Construction Authority (BCA) under the Ministry of National Development of Singapore. BCA Green Mark is a green building rating system to evaluate a building for its environmental impact and performance. Endorsed by the National Environment Agency of Singapore, it provides a comprehensive framework for assessing the overall environmental performance of new and existing buildings to promote sustainable design, construction and operations practices in buildings. Gurney Plaza, which received this certification on 23 December 2011, was the first shopping mall in Malaysia to receive this award.