



## Press Releases

# Asia's Foremost CSR Awards Programme Awards Winners Announced

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Manila, Philippines (November 24, 2009) /ChinaNewswire.com/ — Five companies from India, Pakistan, Philippines and Singapore were recognized for their outstanding initiatives in corporate social responsibility during the Asian CSR Awards, which is a part of the 8th Asian Forum on Corporate Social Responsibility (AFCSR) in Manila. Mr. Manny V. Pangilinan, CEO and Managing Director of First Pacific Company Limited, Chairman of Metro Pacific Corporation, Philippine Long Distance Telephone Company and Smart Communications, Inc. handed over the awards during the ceremonies. A special posthumous achievement award was also given to former President Corazon C. Aquino. Other award recipients are the winners of the Intel – AIM Corporate Responsibility Award and the Banyan Tree Value Challenge.

The Asian CSR Awards, co-presented this year by Intel, is Asia's premier Awards program on corporate social responsibility. This year's awards attracted entries 211 entries representing 132 companies from 14 countries. It recognizes and honors companies in

Asia for their projects and programs in corporate social responsibility. The Awards are given in five categories: Best Workplace Practices, Concern for Health, Environmental Excellence, Poverty Alleviation and Support and Improvement of Education. Finalists and winners were determined through an exhaustive search and selection process that include the generation of entries, initial screening, short listing by a panel of experts, and final judging.

The 2009 Asian CSR Awards Winners and Excellence Awardees are as follows:

#### Best Workplace Practices

Winner: City Developments Ltd: Workplace Health Project, Singapore

Excellence Awardees:

Ayala Land Inc: ALI Green Training Series: "Fostering a Sustainability Mindset within Ayala Land", Philippines

Quezon Power: Employee Empowerment Program, Philippines

#### Concern for Health

Winner: Pulp and Fibre Business, Grasim Industries Limited: Public Private Partnership for Physical, Mental, and Social Well-Being, India

Excellence Awardee:

JAAG Broadcasting Systems-SAMAA TV: The Polio Control Cell (A united fight against polio in Pakistan), Pakistan

#### Environmental Excellence

Winner: Tetra Pak Pakistan: Building entrepreneurship and sustainability, Pakistan

Excellence Awardees:

Senoko Power Limited: Senoko Power Environmental Project, Singapore

Smart Communications Inc: Alternative Power for Cell Sites Program, Philippines

#### Poverty Alleviation

Winner: IBM Philippines: IBM World Community Grid, Philippines

Excellence Awardees:

Chevron Philippines Incorporated: Chevron-Marcellin Kapatid Program, Philippines

National College of Science and Technology: NCST DTS Program, Philippines

#### Support and Improvement of Education

Winner: Smart Communications Inc.: Your Partner in Education, Philippines

Excellence Awardees:

Citibank N.A. / Citi Philipipnes: Estudyantipid – TV/cable-based finance literacy program for public school children

De La Salle Lipa: Book mobile and Reading Program, Philippines

The excellence awardee of the INTEL-AIM Corporate Responsibility Award (IACRA) went to Manila Water. Smart Philippines was the runner-up. IACRA honors specific companies, NGOs, and organizations in Asia for excellent CSR projects in one or more of the following areas: Education, Community Involvement, Environmental Stewardship and Poverty Alleviation through providing innovative use of ICT.

The winner of the Banyan Tree Value Challenge is KAPAMAGOGOPA Inc. from the Philippines with their project title, Muslim Youth Volunteers for Peace & Development. This award is an opportunity for eligible NGOs to get additional funding by making a competitive presentation of a CSR project or program.

A Special Achievement Award was given to former President Corazon C. Aquino for her outstanding CSR contribution and service to the Filipinos. Balsy Aquino-Cruz, eldest daughter of the late President Aquino, received the award on her behalf.

Four hundred ninety four (494) delegates from 22 countries attended the AFCSR 2009 " recognized as the largest and most significant conference and awards program on CSR in Asia. The Asian CSR Awards program is presented by Ramon V. del Rosario, Sr. AIM Center for Corporate Social Responsibility, a research and program center within the Asian Institute of Management (AIM). Cognizant of its mission in developing professional, entrepreneurial and socially responsible leaders and managers, the AIM-RVR center is committed to social excellence. It abides by the principle that CSR can only be sustainable only when CSR can be structured as a business model and regarded as fundamental to strategy and general management.

#### CONTACT INFORMATION

- For further information on the Asian Forum on Corporate Social Responsibility and Asian CSR Awards, please visit [www.asianforumcsr.com](http://www.asianforumcsr.com).

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