

Headline : The Star ESG Positive Impact Award- SME and Mid Tier Companies Winners
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SOCIAL

Relations with Local Communities



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What initiatives or projects did you undertake to achieve the ESG PIA 2022 win for which you were recognised with this award?

Salcon Smart Water Programme (SSWP), is Salcon's flagship Corporate Responsibility Programme organised in collaboration with a non-governmental organisation, Water Watch Penang (WWP). SSWP aims to produce long-term outcomes in best water conservation practices by increasing awareness and inculcating a sense of responsibility amongst schoolchildren in the Klang Valley. Through SSWP, we provide river water conservation education to the younger generation, to ensure water conservation and sustainability. The programme is conducted through practical hands-on activities and is designed to train observation and interactive skills among children, through physical, chemical and biological water testing.

How did you measure the success and effectiveness of your ESG initiatives in creating a positive impact?

As at December for the fiscal year 2022, more than 3,000 students from 61 schools and four orphanage homes benefited from the programme, with more than 98% of participants satisfied with the programme and would like to recommend it to their friends and families. We also conduct pre- and post-programme surveys for every session. The surveys conducted show a positive impact in terms of knowledge improvement among students, with an average improvement rate of 17.48%.

What challenges did you encounter while implementing your ESG initiatives and how did you overcome them?

During Covid-19, when physical sessions were not allowed, we launched the Water Genius Challenge (WGC) in July 2020 as an extension of the SSWP. The WGC aims to empower

school communities to take a proactive role to promote innovative and creative ways to reduce water consumption in their respective schools. Through this programme, participating schools are required to fulfil a 7-Step Process comprising water audit, establishing and executing action plan, integrating water topics into subjects, and progress and results carried out creatively in social media. More than 120 students and teachers from five schools participated.

Looking ahead, what are your future plans and goals in terms of furthering your ESG targets and goals?

Salcon extends the SSWP to school teachers through a "Train the Trainers" Programme. Teachers are trained to be facilitators so that they can organise their own programme based on their availability. Through this, the programme can be more sustainable, reach a bigger crowd of stakeholders and create a bigger impact.



Gold winner in the Relations with Local Communities category, Salcon Berhad corporate affairs general manager Chern Meng Gaik receiving the award in the "SME to mid-tier" segment from TM chief corporate and regulatory officer Tengku Muneer Tengku Muzani and SMG chief business officer Lydia Wang.