



Our Corporate Social Responsibility

Our role in corporate responsibility is not only recognized but also plays a critical part in the culture of our organization. Through a dedicated Corporate Social Responsibility (CSR) effort, we remain committed to our community outreach programs and to continuously reducing our impact on the environment.



We care about our environment

We understand our business's impact on the environment. As transportation is a big part of our operations, we recognize the importance of reducing the fuel consumption and carbon emissions of our vehicles. We also understand the need for environmentally friendly packaging materials and the best way to dispose them after use. Our **Destination Green** program was established as a way to show our strong commitment to improving the environment.

Crown has established policies to secure the ISO 14001 or comparable environmental accreditations in three of our largest markets – Hong Kong, Australia and the UK, with other worldwide locations now following suit. Our target is for 100% of our operations to achieved accreditation, within the next two to five years, based on consistent company-wide policies. Within that time frame, we aim to achieve carbon neutral services in a way that is operationally and cost-effective.

In the meantime, we have developed global standards to ensure that all worldwide operations are working in unison to minimize impact. Our environmental process integration includes:

- Further developing Crown's fleet of fuel efficient operational vehicles and equipment
- Optimizing recycled packing materials and post-use recycling
- Environmentally conscious office and maintenance practices and incorporation of environmental features in office and warehouse facilities
- Maximizing greenery and indigenous planting on company premises and offsetting emissions by tree planting
- Enhanced assessment of suppliers' environmental practices in global supplier database

- Identifying government incentives to make environmental investments increasingly feasible

We have implemented steps to measure its consumption of natural resources. By doing this globally, we can and have set targets and have been working to continuously improve.

To engage our people in environmental actions, we have established **Green Liaisons** in every country. These employees are champions who educate and facilitate improved green practices at each location. Our liaisons also share best practices and have helped identify creative solutions and excellent models for our worldwide operations.



We care about the community in which we operate

We believe in being good corporate citizens and taking responsibility for the impact we make on the developing and mature societies where we operate. Helping local communities in need has been part of our culture for decades and is driven by our Chairman, Jim Thompson's, personal passion. Our company has provided services, funds and volunteers to a broad range of causes around the globe. Today, taking action to help local communities is one of our fundamental corporate commitments.

The Crown Worldwide Group has been serving the international business community for almost five decades. Having operations in many of the developing countries of the world has given us the opportunity to experience their social development first-hand. Many of our staff members live in the developing nations of the world and they are the same people who have built Crown to what it is today. Our management team, as well as our global staff, have a unique and personal understanding of how our business activities affect the societies in which we operate.

We encourage regional businesses to engage in local communities and choose which organizations and causes to support. This has resulted in a high level of personal engagement and pride in the positive impact they have in each location. Crown businesses have collaborated to build two schools and a library in remote areas of Cambodia, giving over 1,000 children their first opportunity to get a formal education and enhance their learning. We have built a school which integrates HIV-positive orphans and supported educational programs in underserved areas in many countries including South Africa. These are among many examples of Crown's focus on children's education and health initiatives.

We often partner with client corporations and local organizations in their efforts. For example our partnership with Standard Chartered Bank for its Living with HIV initiative, has allowed us to attend and host seminars to educate employees and other stakeholders about HIV and AIDS to help prevent its spread.

As our Chairman, Jim Thompson, said in regards to his belief in the principle of giving back, “There are many ways to measure a company’s success. In my view, however, a truly successful company is one that finds a way to return some of its rewards to the communities in which it operates. I feel a company cannot consider itself truly successful unless it makes an active effort to give back.

It’s for this reason that I feel so strongly about Corporate Social Responsibility. I see so much opportunity for Crown – and the corporate community at large – to use some of our monetary successes together with the energy of our spirited worldwide staff to benefit others.”