

corporate social responsibility (CSR)

30



1. Riverview Kemensah landscape
2. Riverview Kemensah river rejuvenation
3. Laboratory Water Quality Monitoring & Control at Loji Rawatan Air Segaliud, Sandakan

CSR has become a way of life for the Group ever since we prioritized it as a corporate culture.

We are mindful of the impact that our operation has on society, the environment and the community. More than social obligation or business value, we are ever conscious that sustainable resources must be given priority especially in the environment and communities we operate in.

Wherever we could, our CSR initiatives are merged with business activities as a seamless endeavour. As the top management leads by example, they become the prime movers for encouraging and inspiring all the rest of our employees.

CSR initiatives by the Group are as follows:-



THE ENVIRONMENT

In October 2009, Loh & Loh Development delivered their maiden property project, Riverview Kemensah. Just next to our development is a 650m stretch of river which had been a sorry sight due to long neglect.

The Group decided to embark on a river rejuvenation programme. Today, the river has been coaxed back to run its natural course through proper landscaping, rubbish clearance and the banks reinforced with plantings.

Today the residents are taking delight in the paved and pebbled walkways, shelters and garden features.

A further RM2 million was invested to create a river park with a mix of recreation, exercise and relaxation facilities. We believe that by taking the first step, the community will in turn take ownership of the river and care of it as they start to enjoy all the offerings. Suffice to say, that a sparkling river running beside their property will undoubtedly increase the asset value.

Spurred by this success of adding value, we will continue with a similar concept in our next development project in Idaman Hills, Selayang.

It is a common practice among the Group subsidiaries to take utmost caution and care at every step of operations so as to mitigate and minimise potential adverse impact from our activities. We hold watching briefs to ensure that the highest environmental standards, rules and regulations set by the relevant authorities are adhered if not exceeded.

WET Air, is a subsidiary of the Group that specialises in air pollution prevention. Its mission is geared towards a cleaner, more sustainable future by the supplying of customized in-house control systems for various industries. Among their list of innovative products and services are ultra-efficient fuel burning systems that can effectively cut down CO₂ (green house) emissions.

THE WORKPLACE

Health and Safety

The Group continually ensures that all project sites and offices are safe and conducive for our employees and visitors. We keep uncompromising standards for health, safety and security and set a goal of zero fatality.

Trainings and briefings on safety matters are conducted regularly to instil safety consciousness in the staff and workers.

Safety Campaign in Gemas Electrified Double Track Project

During the year the Group held a safety campaign at the Gemas Project. Among the highlights of the campaign were:-

- A campaign to Mark the 1 Millionth hours of "No Loss of Man Hours"

Invited guests were:-

- Ketua Balai Polis Ayer Kuning (Police officer in charge of the station) – who delivered a talk on Safe Working Practices.
- Fire Chief of Tampin District, BOMBA (fire and natural disaster unit), who shared his experiences and sound advice on fire prevention (BOMBA service) and provided the statistics of construction related deaths in the past year.
- BOMBA officers demonstrated a Fire Fighting session using Fire extinguishers. The campaign was also attended by the workers of Sub-contractors involved in the Gemas project.



1

Staff Development and Welfare

Regular training programmes and refresher courses were conducted in-house and off-site. We continue to invest in courses to enhance our employees' performance, upgrade their knowledge, and impart better skills and understanding of the industry. We have lined up a series of training and development programmes in on-going efforts to improve skills and technology.

To foster team spirit among fellow workers are staff birthday celebrations, festive get-togethers, weekly sports, competitions, recreational activities and company annual dinner.

During the year the Group engaged consultants, trainers and facilitators for the following staff development programmes:-

- 3 Days Team Building Programme for over 70 staff members at a local resort in Port Dickson
- 2 Days Performance Management Programme / Effective Interviewing skills for management staff
- 3 intensive Workshops in Contract Administration for over 100 staff members.



2

1. Demonstration by Bomba
2. Blood Donation campaign at Pusat Darah Negara, Kuala Lumpur
3. Loh & Loh Group's staff gathering during Team Building, Port Dickson



3

THE COMMUNITY

The Group believes in and practices society and community participation such as charity drives and donations donor for worthy causes and victims of natural disasters. We frequently make cash donations to many underprivileged homes and charitable organisations.

The Group encourages staff volunteers in community work:

- A Blood Donation Campaign was organised in May 2009, where staff and family members, friends, clients, subcontractors, suppliers participated at Pusat Darah Negara, Kuala Lumpur.
- In July 2009, some staff members visited and made personal and company donations to Stepping Stone Home at Taman Seputeh, Kuala Lumpur

THE MARKETPLACE

The Group is proud of their quality products and services and strives to maintain the best. The main operating units of the Group are ISO certified. All our project processes and systems are continuously evaluated and monitored. We value and heed our customers' feedback. We set up special panels as a means to review and improve ourselves. In October 2009, LLCSB launched the ISO 9001-2008 Quality Management System.

The Group also works with our supply chain partners to ensure our products are competitively priced and that our quality meets, if not exceeds industry standards.

CSR INITIATIVES

Our mission is driven by the ideals of sustainable resources, the safety of the environment, a pleasant and conducive working community all for the good of a well-balanced, happy society. We, the Group, shall commit to promote the most suitable CSR initiatives and programmes to meet this end.