End Tobacco Industry Corporate Giving

A Review of CSR in Southeast Asia

SEATCA

DON'T BE FOOLED BY TOBACCO INDUSTRY

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Southeast Asia Tobacco Control Alliance

END TOBACCO INDUSTRY CORPORATE GIVING

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Introduction

- Tobacco companies are increasingly resorting to corporate social responsibility (CSR) activities to continue their promotion to buy goodwill and credibility to earn political mileage;
- CSR is a form of sponsorship, which amounts to promotions and hence should be prohibited;
- CSR must be addressed as part of de-normalising the tobacco industry

As South East Asia has become more aware of the deadly effects of tobacco and governments continue to restrict industry freedoms, tobacco companies are resorting to more below-the-line tactics to reach consumers and promote their products. Corporate Social Responsibility (CSR) has become one of the key strategies employed by the industry to enhance its image and maintain legitimacy in both public and corporate spheres. CSR activities are not banned in the ASEAN region, which leaves a loop hole for the industry to exploit when all other forms of tobacco advertising, promotions and sponsorship are prohibited. According to the World Health Organisation (WHO) CSR activities by the tobacco industry are "an inherent contradiction", as the industry's core functions are in conflict with the goals of public health policies to reduce the burden of tobacco.[1]

WHO FCTC recommendations on CSR activities by tobacco industry

The WHO Framework Convention on Tobacco Control (FCTC) Guidelines call for a prohibition on CSR activities by the tobacco industry. Obligations under the FCTC require all Parties to take action in implementation.

Article 5.3 Guidelines: Recommendation 6 calls Parties to **De-normalize** and, **regulate** activities described as "socially responsible" by the tobacco industry, including but not limited to activities described as "corporate social responsibility".

Article 13 Guidelines on banning tobacco advertising, sponsorship and promotions recommend:

- The Parties should **ban** contributions from tobacco companies to any other entity for "socially responsible causes", as this is a form of sponsorship.
- Publicity given to "socially responsible" business practices of the tobacco industry constitutes advertising and promotion, hence should be **banned**.

Why the tobacco industry conducts CSR activities

The top three transnational tobacco companies (TTCs) Philip Morris International (PMI), British American Tobacco (BAT) and Japan Tobacco (JT) conduct CSR activities in the ASEAN region. Despite what these TTCs say in public, their internal documents provide the real reasons why they conduct CSR activities. The tobacco industry's CSR activity on sponsoring youth smoking prevention programmes for example were designed to offset the government's tobacco control legislation, which they saw as threats to their business:

> "*To develop strategies with obvious political and community benefit to back up the industry third party Lobbying effort*."[2]

Since youth smoking is of public concern, the TTCs buying into this issue with CSR activities is designed to move the industry higher on the moral playing field.[3]

A 1996 BAT document on its contribution to the Malaysian Government is revealing of its real intention behind their CSR activity:

> *"The significant financial contribution of the cigarette industry to the 1998 Games is an attempt on our part to bring the government in "our favour" for us to ensure that the government sympathises with us and the industry when issues relating to tobacco arise."*[4]

A PMI executive has stated clearly that their corporate giving is not charitable:

> *"I never use the word corporate philanthropy. That implies that you do something without any regard to yourself... I don't see any corporation giving money without a reason."*[5]

Tobacco industry corporate giving in ASEAN region

PMI is spending more money on CSR activities in Indonesia and the Philippines compared to other countries in the region (Table 1). Both countries are important markets for PMI and poised to be vital profit base for its future. Predictably, Indonesia is lagging far behind in tobacco control compared to other countries in the region, while the Philippines still has room for improvement.

Table 1: Philip Morris International CSR: 2009-2013[6]

	2009	Total $	2010	Total $	2011	Total $	2012	Total $	2013	Total $
Indonesia	**20**	**6,764,673**	**13**	**6,272,864**	**8**	**6,252,917**	**9**	**6,424,999**	**9**	**6,500,000**
Malaysia	4	130,250	3	140,000	4	252,200	7	759,000	3	600,000
Philippines	**4**	**1,199,740**	**6**	**1,014,996**	**7**	**2,252,938**	**5**	**2,457,126**	**4**	**4,792,016**
Singapore	2	47,389	3	73,429	2	57,693	2	50,000	2	60,000
Thailand	7	183,919	5	205,818	9	312,023	5	420,000	6	460,000
Vietnam	3	98,275	1	82,000	2	92,150	3	89,160	2	120,000
TOTAL	40	8,424,246	31	7,789,107	32	9,219,921	31	10,200,285	26	12,532,016

PMI's revenue in Indonesia increased from $4.8 billion in 2011 to $5.6 billion in the first quarter of 2012.[7] Tobacco companies in Indonesia are among the top 10 conglomerate earners (Table 2). Tobacco companies continue to grow richer earning from smokers, the bulk of who are poor. Tobacco farmers too remain poor and vulnerable. Corporate giving is negligible, 0.1% in Indonesia, compared to the revenue tobacco companies make. In any event it is smokers who actually pay for the so called "corporate giving" which can even be tax deductable.

Table 2: Tobacco companies are big earners[7]

Top Tobacco Companies in Indonesia	2011	2012
Djarum Group	$5.8 billion	$6.7 billion
Philip Morris International / PT HM Sampoerna	$4.8 billion	$5.6 billion
Gudang Garam	$4.4 billion	$4.7 billion

While countries have taken steps to protect children from tobacco use such as banning smoking among minors and banning sales to minors, the tobacco industry'shand-outs to the education sector is its most popular form of CSR occupying a third of its grants (Table 3). It gains 'acceptability' in the education sector by giving grants to building of schools, education programmes and offering scholarships to students as a means of maintaining contact with minors. Although tobacco advertising, sponsorship and promotions are banned in most countries, this is circumvented when corporate giving provides the tobacco companies photo opportunitywith high level officials in the media.

Table 3: Philip Morris International CSR activities in ASEAN region 2009-2013[6]

Country	Education, School Bldg, Scholarships	Poor People, Community Development	Disaster Relief	Environmental Protection	Total
Indonesia	14	23	8	10	55
Malaysia	9	7	--	5	21
Philippines	10	7	7	2	26
Thailand	10	9	10	4	33
Vietnam	5	5	1	--	11
Total	**48**	**51**	**26**	**21**	**146**

Associating cigarettes with health

Indonesia: Health centre sponsored by LA Lights Menthol - Indonesian cigarette brand. [SEATCA/SIS resource centre]

Poor people are most vulnerable to tobacco use in Indonesia where six out of 10 poorest households spend their hard earned income on cigarettes. In 2005, Indonesian households with smokers spent 11.5% of their household income on tobacco products compared to 11% spent on fish, meat, eggs and milk combined, 3.2% on education and 2.3% on health.[8]Tobacco was second only to rice.

Thailand has among the most stringent tobacco control measures in Asia including a ban on pack display. Since CSR activities are not yet banned, in 2011 PMI increased its CSR activities in Thailand compared to previous years, focusing on the education sector and organisations working with the poor and in community development.

Buying goodwill and publicity through projects for the poor

Thailand: Philip Morris Thailand associates itself with Population and Community Development Association, PDA, by building rainwater storage tanks for local community in Roi Et, 2011. [www.ryt9.com/esi/prg/118779]

Vietnam: Phillip Morris Vietnam donates VND 650 million to support poor households in Can Tho, 2007 [www.saigon-gpdaily.com.vn/National/Society/2007/12/60318/]

In the Philippines, PMI had projects on education such as cable TV channel for distance learning and support for schools in rural areas. PMI also launched environmental projects focused on projects supporting tobacco growers. Through these projects tobacco growers have stronger relationship with the tobacco industry. PMI also expanded its network of customers by donating computers to youth in rural areas.

Partnership with government: Article 5.3 violation

Cambodia: BAT Cambodia has planted and distributed over 10 million trees nationwide along 2,000 kilometres of roadsides to assist the Government's Reforestation Programme [www.investincambodia.com/batcambodia.htm]

BAT reports its total global contributions to charitable activities in 2011 amounted to $22.2 million (2010: $25.1 million), an amount similar to PMI.[9] According to BAT, its CSR activities were centred on empowerment, civic life and sustainable agriculture and environment. BAT' sells 188 billion sticks in Asia Pacific region (27% of total volume) and its main markets in Southeast Asia are Indonesia, Malaysia and Vietnam.[10] A closer examination of the CSR activities in these countries show that the

main beneficiaries of the grants and assistance are workers related to its own industry such as tobacco growers or tobacco factory workers.

Reaching youth directly through scholarships

Indonesia: Beswan Djarum - Granting scholarships to students [SEATCA/SIS resource centre]

Malaysia: Students receive scholarships from BAT Malaysia Foundation in 2011. [BAT Malaysia annual report 2011]

Poverty eradication, basic education and environmental protection are the responsibility of governments. The private sector and civil society organisations step in when there is a gap or insufficient investment and attention by the government. In most countries the bulk of smokers are from the lower income category. In many ASEAN countries nearly half the male population are smokers: Indonesia (66%), Malaysia (46%), Philippines (48%) and Vietnam (47%). This means money that should be spent on basic expenses for the family such as food, health, children's education, and transport are instead diverted to tobacco use. Money for CSR activities by tobacco companies is money that the industry earned from poor smokers. This is a 1-way "win-win" for the industry and "lose-lose" for the poor and government when families remain impoverished and smokers fall ill.

Legislation on Tobacco Advertising, Promotion & Sponsorship (TAPS) in the ASEAN region

As required by FCTC Articles 5.3 and 13, legislation in the region needs to be made more stringent to include a ban on CSR activities by the tobacco industry. Table 4 provides the status of legislation on TAPS in the region.

Table 4: Current status of TAPS in ASEAN[11]

	Direct Advertising	Ad at POS	Ad via Social Media	Promotion	Sponsorship	CSR	Cross Border
Cambodia		Allow brand logo on A4 size				Ban publicity	
Indonesia	Only on electronic media						
Lao PDR		Allow parasol					
Malaysia							
Philippines				Allow at POS			
Thailand						Ban publicity	Allow live telecast
Vietnam						Ban publicity	

Ban Partial No Ban

Progress in curbing tobacco industry CSR activities

1) **CSR Bans**: The Vietnamese government has passed legislation on tobacco control which limits CSR to programs of hunger eradication and poverty reduction; control of natural disasters, and combating cigarette smuggling, and bans the publicity on the sponsorship in the mass media.
2) **Ban on donations to schools**: Philippines Department of Education has issued a circular, Order No.6/2012, restricting interaction of officials with the tobacco industry and includes a prohibition of the tobacco industry contributing funds.
3) **International Declaration**: The 1st International Conference on CSR Business & Human Rights, ICCSRBHR May 2012, has adopted a Declaration: "*CSR activities by the tobacco industry should be prohibited because tobacco is a hazardous product that kills half its regular uses prematurely*."
4) **Large institutions** no longer accept grants from tobacco companies: for example the Red Cross International refuses funding from the tobacco industry
5) **International meetings on CSR**: *Ethical Corporation* removed BAT and PMI as speakers and Gold sponsor of an international conference after protests from the public health community.[12]

RECOMMENDATIONS

1) CSR activities by the tobacco industry should be prohibited;
2) Countries that are unable to prohibit CSR activities by the tobacco industry should ban its publicity;
3) The tobacco industry should be strictly prohibited from conducting any CSR activities that concern children or the education system;
4) The tobacco industry should be made to declare its profits from cigarette sales to minors. A mechanism, such as a bond from the company, should be in place to reduce sales to minors;
5) Government officials and departments should not be beneficiaries of tobacco industry grants.

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Charitable Contribution of PMI in Indonesia (2009 – 2013)

2009

Environment/ Living condition			Education			Disaster Relief			Hunger & Extreme Poverty		
Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)
Bina Swadaya Foundation	Empowerment of Micro Business Women	153,758	Indonesia Development Library Foundation	Sampoerna Library Program	90,229	Health Services Agencies in East and West Java	In-kind Contribution of Tamiflu Medicine	106,969	Medical Emergency Rescue Foundation	Disaster Management Training for Community	121,065
Indonesian Community of Entrepreneur	Micro Small Medium Business Services	63,183	Indonesia Development Library Foundation	Sampoerna Library Corner Program	101,124				Medical Emergency Rescue Foundation	School Building Renovation in West Sumatera	144,470
Kaliandra Sejati Foundation	Conservation of Arjuna-Welirang Forest in Pasuruan	49,905	Putera Sampoerna Foundation	Computer Donation Project	23,276				Quick Emergency Action Foundation	Integrated Community Shelter for Padang Evacuees	173,728
Merdeka Foundation	Rice Intensification Program	89,518	Putera Sampoerna Foundation	Sampoerna School of Business	4,998,500						
Merdeka Foundation	Micro and Small Entrepreneur Development Program	73,922	Santi Rama Foundation	Educational Facilities Renovation	5,257						
PT Prima Kelola Agrobisnis Agroindustri	Sampoerna Entrepreneurs hip Training Center	141,829	Social Transformation and Public Awareness Center	Building and Renovation of School Infrastructure	41,036						
The Indonesia Conservation learning Institute Foundation	Surabaya Mangrove Conservation Project	106,665	Social Transformation and Public Awareness Center	Youth Self-study Group	45,175						
Training & Facilitation for Natural Resources Mgmt	Community Empowerment in Managing Natural Resource	116,203									
University of Surabaya Foundation	Community Life Improvement Program (CLIP)	118,861									
	TOTAL	**913,844**		**TOTAL**	**5,304,597**		**TOTAL**	**106,969**		**TOTAL**	**439,263**
										TOTAL PMI-CSR IN INDONESIA IN 2009	**6,764,673**

2010												
Environment/ Living condition			**Education**			**Disaster Relief**			**Hunger & Extreme Poverty**			
Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	
Training & Facilitation for Natural Resources Mgmt	Clean water and training on reforestation and environmental conservation	97,933	Indonesia Development Library Foundation	Internet-equipped educational resource centers	56,680	Kappala Association	A community-based volcanic early warning system in E. Java	147,381	Prima Kelola Agribisnis Agroindustry (PKAA)	A program providing low-interest micro-loans and other financial services to underprivileged women	89,020	
Kaliandra Sejati Foundation	Forestation program and agricultural improvement program	61,814	Indonesia Development Library Foundation	Funding libraries in 13 community learning centers and 21 mobile libraries	77,320				Merdeka Foundation	An initiative to train 50 farmers in the area of Sampoerna factory	182,481	
The Indonesia Conservation learning Institute Foundation	A program to conserve 871 hectares of mangrove forest in Surabaya's East Coast	147,000	Putera Sampoerna Foundation	curriculum development, capital improvements and scholarships	4,999,872				Merdeka Foundation	Micro and small businesses empowerment program	100,000	
University of Surabaya Foundation	A program for local communities to develop their productivity in the area of agriculture	175,464							Bina Swadaya Foundation	An entrepreneurial program in the vicinity of Sampoerna's factory	80,557	
									Bina Swadaya Foundation	Funding small business training center in East Java	57,342	
TOTAL		**482,211**	**TOTAL**		**5,133,872**	**TOTAL**		**147,381**	**TOTAL**		**509,400**	
TOTAL PMI-CSR IN INDONESIA IN 2010											**6,272,864**	

2011												
Environment/ Living condition			**Education**			**Disaster Relief**			**Hunger & Extreme Poverty**			
Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	
Training & Facilitation for Natural Resources Mgmt	Rural Sustainability Program	147,361	Putera Sampoerna Foundation	Education Development	5,000,000	Kappala Association	Build Community Capability to Mitigate Disaster	133,333	Bina Swadaya Foundation	Supporting Small and Medium Enterprise (SME) Development	216,667	
									University of Surabaya Foundation	Community Life Improvement Program (CLIP)	166,667	
									Prima Kelola Agribisnis Agroindustry (PKAA)	Entrepreneurs hip Training Center	233,333	
									Social Transformation and Public Awareness Center [STAPA Center]	Community Learning Center	166,667	
									Nagrak Organic SRI Center Foundation (NOSC)	Farmers' income improvement and Food Sustainability	188,889	
	TOTAL	**147,361**		**TOTAL**	**5,000,000**		**TOTAL**	**133,333**		**TOTAL**	**972,223**	
										TOTAL PMI-CSR IN INDONESIA IN 2011		**6,252,917**

2012									
Environment/ Living condition			**Education**			**Disaster Relief**			**Hunger & Extreme Poverty**		
Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)	Organization	Project Description	Amount (USD)
IDEP Foundation	Environment restoration	170,588	Putera Sampoerna Foundation	Education Improvement and Student's Aid Program	5,000,000	Quick Emergency Action Foundation (ACT)	Disaster Preparedness	152,941	Lembaga Manajemen Quantum Bogor Foundation	Entrepreneur Development	177,647
						IDEP Foundation	Disaster Resistant House	200,000	Bina Swadaya Foundation	Small and Medium Enterprise (SME) Development	188,235
									Nagrak Organic SRI Center Foundation (NOSC)	Farmers' income improvement and Food Sustainability	206,176
									Social Transformation and Public Awareness Center [STAPA Center]	Community Learning Group (CLG)	200,000
									Training & Facilitation for Natural Resources Mgmt	Livelihood improvement	129,412
	TOTAL	**170,588**		**TOTAL**	**5,000,000**		**TOTAL**	**352,941**		**TOTAL**	**901,470**
										TOTAL PMI-CSR IN INDONESIA IN 2012	**6,424,999**

2013															
Empowering Women			**Education**			**Disaster Relief**			**Economic Opportunity**			**Community Grant**			
Org.	Project Description	Amount (USD)	Org.	Project Description	Amount (USD)	Org.	Project Description	Amount (USD)	Org.	Project Description	Amount (USD)	Org.	Project Description	Amount (USD)	
Social Transformation and Public Awareness Center (STAPA Center)	Support for community learning groups	223,000	Putera Sampoerna Foundation (PSF)	Education Improvement and Student Aid	5,000,000	Quick Emergency Action Foundation (ACT)	Disaster-resistant housing and disaster-preparedness training	247,000	Bina Swadaya Foundation	Small & medium enterprise development	210,000	IDEP Foundation Selaras Alam	Conservation of a mangrove forest	240,000	
			Modernisator	Education Improvement Program	180,000				Bina Swadaya Foundation	Community empowerment program	100,000	Kaliandra Sejati Foundation	Environmental restoration of mountain springs	100,000	
									Somya Pertiwi Foundation	Farmers' income improvement and sustainability program	200,000				
		223,000			**5,180,000**			**247,000**			**510,000**			**340,000**	
														6,500,000	

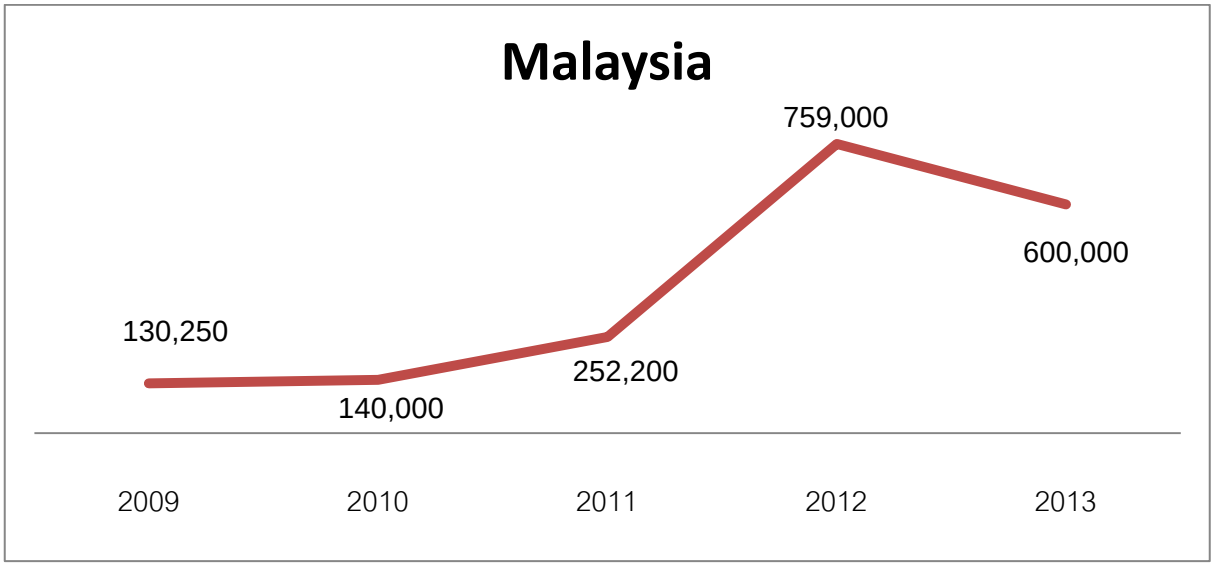
Charitable Contribution of PMI in Malaysia (2009 – 2013)

	Giving Areas	Name of Organization	Project Description	Amount in USD
2009	Environmental sustainability/living conditions in rural communities	Malaysian Salam Foundation	Back-to-School Program for Farmer's Children	50,000.00
	Environmental sustainability/living conditions in rural communities	Malaysian Salam Foundation	Supply of Water & Electricity to Orang Asli	35,000.00
	Education	Malaysian Salam Foundation	Bridging the Digital Divide via ICT Centres	45,000.00
	Education	Malaysian Salam Foundation	Donation of 44 Units of Refurbished Computers	250.00
			Total	**130,250.00**
2010	Education	Malaysian Salam Foundation	Funding the establishment of four Information and Computer Technology Centers for disadvantaged indigenous minority groups in rural communities	50,000.00
	Education	Malaysian Salam Foundation	Funding a Back-to-School program to benefit children from 800 of the poorest families in the rural areas of Kelantan and Johor. Students receive school uniforms, shoes, bags, and textbook vouchers.	40,000.00
	Environmental sustainability/living conditions in rural communities	Malaysian Salam Foundation	Providing 100 disadvantaged indigenous families in rural areas with access to potable water and electricity.	50,000.00
			Total	**140,000.00**
2011	Education	Malaysian Salam Foundation	Funding the establishment of two ICT Centers for disadvantaged and indigenous rural communities.	96,900.00
	Education	Penyuluh Bakti Foundation	Funding a Back-to-School program to benefit children from 500 of the poorest families in the rural area of Negeri Sembilan State where PMI's factory is located.	49,200.00
	Environmental	Malaysian Salam Foundation	Providing 100 disadvantaged	50,700.00

	Giving Areas	Name of Organization	Project Description	Amount in USD
	sustainability/living conditions in rural communities		indigenous families in rural areas with access to electricity and clean water.	
	Environmental sustainability/living conditions in rural communities	Malaysian Salam Foundation	Repairing 100 homes in poor rural communities benefiting 500 people.	55,400.00
			Total	**252,200.00**
2012	Education	Malaysian Salam Foundation	Set up of Smart E-Classrooms in ten schools in the rural district of Pontian, to benefit 400 students, including as well the provision of computer netbooks for 55 teachers and their students.	80,000.00
	Rural living conditions	Malaysian Salam Foundation	Providing 100 disadvantaged indigenous families in rural areas with access to electricity and clean water.	60,000.00
	Rural living conditions	Malaysian Salam Foundation	Repairing homes in poor rural communities benefiting 35 families.	65,000.00
	Education	Malaysian Salam Foundation	A Back-to-School program to benefit children from 500 of the poorest families in the rural northern area. Students receive school uniforms, shoes, bags and textbook vouchers.	50,000.00
	Hunger and extreme poverty	Malaysian Salam Foundation	Set up of three entrepreneurial centers that will train a total of 150 unemployed youths and single mothers in entrepreneurial and vocational IT skills.	200,000.00
	Hunger and extreme poverty	MyKasih Foundation	Providing financial assistance to more than 800 low-income families in small towns and rural districts of Negeri Sembilan, Kelatan and Perak	275,000.00
	Hunger and extreme poverty	Malaysian Salam Foundation	Supporting an entrepreneurial and agricultural skills enhancement program to be held at the Sampoerna Entrepreneurship Training Center (SETC) in Surabaya, Indonesia, to	29,000.00

	Giving Areas	Name of Organization	Project Description	Amount in USD
			benefit 30 poor people from the Penampang district and five accompanying volunteers from the NGO partner.	
			Total	**759,000.00**
2013	Education	Malaysian Salam Foundation	Distribution of school kits	160,000.00
	Community grant	Malaysian Salam Foundation	Home repairs for poor people.	230,000.00
	Empowering women	Malaysian Salam Foundation	Entrepreneurship program for unemployed youth.	210,000.00
			Total	**600,000.00**

Trend of PMI-CSR in Malaysia (2009 – 2013)



460% increase (from 2009)

Charitable Contribution of PMI in the Philippines (2009 – 2013)

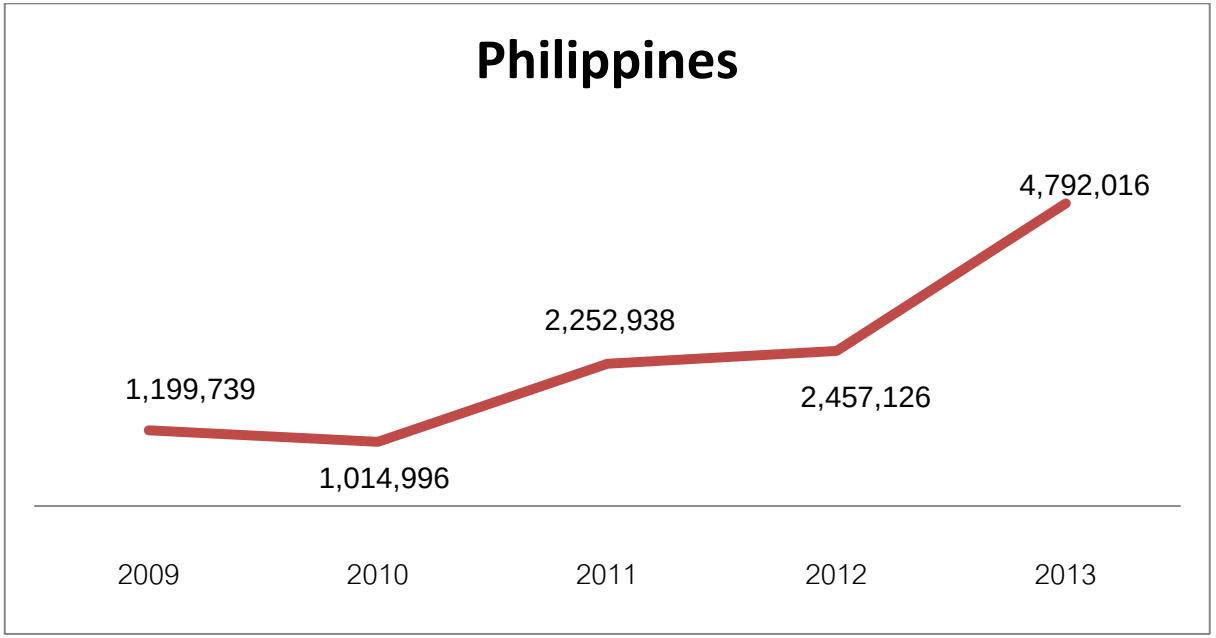
	Giving Areas	Name of Organization	Project Description	Amount in USD
2009	Hunger and extreme poverty	Jaime V. Ongpin Foundation, Inc	Fuel wood & Bamboo Plantation for Tobacco Farmers	71,853.64
	Education	Knowledge Channel Foundation Inc. [KCFI]	Proficient Measures for Quality Education 2009	423,816.01
	Hunger and extreme poverty	Philippine Band of Mercy	Program for the Poor (Programa Para sa Mahihirap)	384,070.00
	Disaster Relief	Philippine National Red Cross (PNRC)	Emergency Relief Assistance - Typhoon Ondoy Victims	320,000.00
			Total	**1,199,739.64**
2010	Education	Knowledge Channel Foundation Inc. [KCFI]	Funding a curriculum based cable TV channel to provide selected public elementary schools in impoverished districts across the Philippines with access to educational programming.	426,529.00
	Education	Philippine Band of Mercy	Funding a multi-faceted program aimed at improving educational and living conditions of 33,000 people living in rural areas.	149,558.00
	Education	Synergeia Foundation , Inc.	Funding an English language learning program for more than 15,000 first-graders from six local communities.	100,000.00
	Environmental sustainability/living conditions in rural communities	Jaime V. Ongpin Foundation, Inc	Funding eight tobacco-farmer cooperatives in their efforts to manage forests and maintain bamboo plantations to benefit nearly 400 people in the Ilocos Region.	71,853.00
	Environmental sustainability/living conditions in rural communities	Philippine Band of Mercy	Funding a program that is helping 200 poor farmers increase their rice and vegetable yields by 20-30% through an improved system of rice intensification planting and the use of tobacco-waste compost in organic farming.	24,071.00
	Hunger and extreme poverty	Philippine Band of Mercy	Funding job training and micro-finance programs benefiting 2,600 indigent	242,985.00

	Giving Areas	Name of Organization	Project Description	Amount in USD
			farmers and residents in the Batangas province in the vicinity of PMI factory.	
			Total	**1,014,996.00**
2011	Disaster Relief	American Chamber Foundation Philippines Inc. [ACFPI]	Providing 180 families with relief bags that can meet their basic needs for three days for a family of six affected by the Typhoon Juaning and Typhoon Kabayan.	4,000.00
	Disaster Relief	Local government Units of Sta. Cruz, Ilocos Sur and Vigan City	Supporting and anti-dengue program in Sta. Cruz and Vigan City.	3,000.00
	Disaster Relief	American Chamber Foundation Philippines Inc. [ACFPI]	Providing relief goods packages and other items necessary for the victims of Typhoon Pedring, Typhoon Quiel and Typhoon Ramon.	75,000.00
	Disaster Relief	American Chamber Foundation Philippines Inc. [ACFPI]	Providing disaster relief packages to people living in areas affected by Typhoon Sendong in Mindanao and Visayas.	200,000.00
	Education	Knowledge Channel Foundation Inc. [KCFI]	Funding a curriculum based cable TV channel to provide 50 selected public elementary schools in impoverished districts across the Philippines.	200,967.00
	Hunger and extreme poverty	American Chamber Foundation Philippines Inc. [ACFPI]	Funding a multi-faceted program to improve the educational and living conditions of more than 40,000 people living in rural areas.	769,971.00
	Education	Tan Yan Kee Foundation Inc. [TYKFI]	Funding a multi-faceted program run by TYKFI that provides scholarships, teacher training and school facilities, irrigation water program for tobacco farmers, as well as a disaster relief program.	1,000,000.00
			Total	**2,252,938.00**
2012	Education	Knowledge Channel Foundation Inc. [KCFI]	Supporting a curriculum based cable TV channel to provide 35 selected public elementary schools in impoverished districts across the	150,000.00

	Giving Areas	Name of Organization	Project Description	Amount in USD
			Philippines with access to educational programming, benefiting up to 21,000 students.	
	Hunger and extreme poverty	American Chamber Foundation Philippines Inc. [ACFPI]	A multi-faceted program to improve the educational and living conditions of more than 150,000 people living in rural areas.	800,000.00
	Rural living conditions	Jaime V. Ongpin Foundation, Inc	Support child labor prevention and living conditions improvement in tobacco growing areas, through the repairs of six schools, the provision of school supplies, and the development of backyard food and supplemental feeding programs, to benefit more than 4,500 people.	275,000.00
	Disaster relief	American Chamber Foundation Philippines Inc. [ACFPI]	Providing immediate assistance to more than 9,900 families and more than 16,500 children affected by the heavy monsoon rains that flooded most of Manila in the Philippines.	232,126.00
	Education/ Rural living conditions	Tan Yan Kee Foundation Inc. [TYKFI]	A multi-faceted program run by TYKFI that provides scholarships, teacher training and school facilities, irrigation water program for tobacco farmers, as well as a disaster relief program.	1,000,000.00
			Total	**2,457,126.00**
2013	Education/ Economic opportunity	Tan Yan Kee Foundation Inc. [TYKFI]	A multi-faceted program that provides teacher training; school facilities and resources; skills training for unemployed; fresh water conservation, as well as disaster relief program.	1,000,000.00
	Education	Jaime V. Ongpin Foundation, Inc	Child labor prevention through public awareness campaign, provision of school supplies and living conditions improvement in tobacco growing areas.	275,000.00

	Giving Areas	Name of Organization	Project Description	Amount in USD
	Community grant	Jaime V. Ongpin Foundation, Inc	Poverty eradication via skills training and food distribution, school repairs and supplies and environmental program	1,077,992.00
	Disaster Relief	American Chamber Foundation Philippines Inc. [ACFPI]	Relief and rehabilitation for survivors in the areas affected by Haiyan/Yolanda typhoon	2,439,024.00
			Total	**4,792,016.00**

Trend of PMI-CSR in the Philippines (2009 – 2013)



399% increase (from 2009)

Charitable Contribution of PMI in Thailand (2009 – 2012)

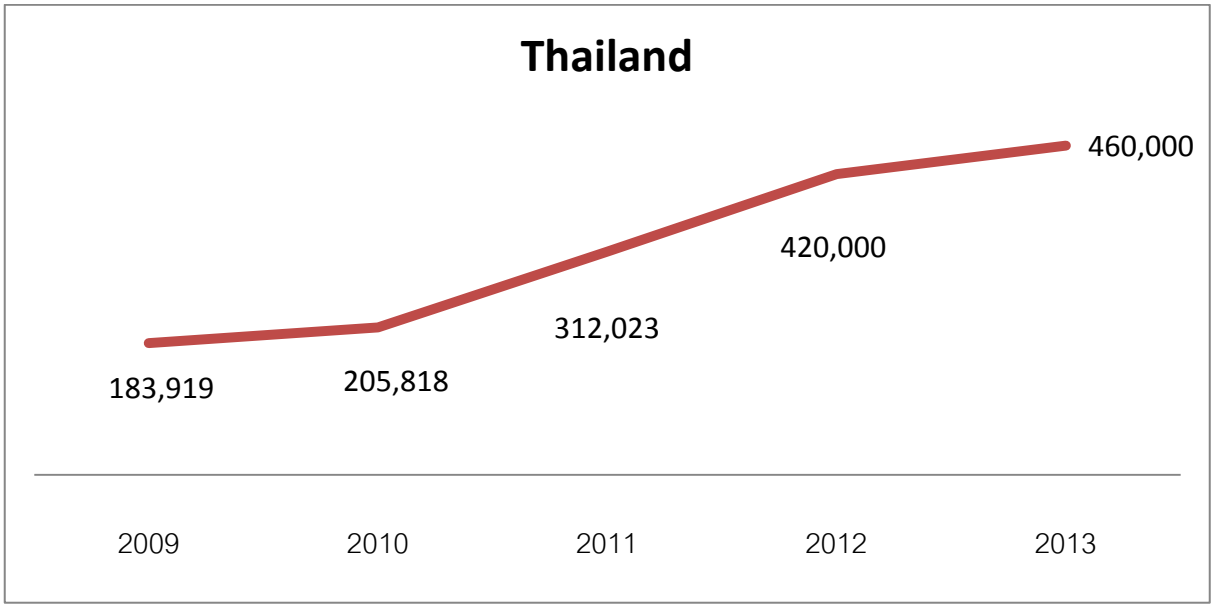
	Giving Areas	Name of Organization	Project Description	Amount in USD
2009	Education	Dr. Kovit Vorapipat Foundation	I See U School Project (Doi Tao)	6,059.00
	Disaster Relief	Friends in Need (of "Pa") Volunteers Foundation	The Disaster Relief for Friends in Need (of "Pa")	30,303.00
	Environmental sustainability/living conditions in rural communities	Population and Community Development Association [PDA]	Water tank/ Phrase IV	29,411.00
	Environmental sustainability/living conditions in rural communities	Population and Community Development Association [PDA]	The Village Development Bank (VDB)	40,900.00
	Hunger and extreme poverty	Thai Red Cross Society	Returning Life to Parents for AIDSFree Children	30,303.00
	Hunger and extreme poverty	Human Development Foundation [HDF]	Educational Material	2,826.36
	Disaster Relief	Rajaprajanugroh Foundation under the Royal Patronage	Disaster Relief Project	44,117.00
			Total	**183,919.26**
2010	Education	AMCHAM Thailand Charitable Foundation [ATCF]	Providing partial funding for two educational programs in cooperation with AMCHAM and the Thai Office of Education Assistance.	26,440.00
	Education	The Bangkok Post Foundation	Supporting a scholarship program to benefit disadvantaged rural students in high schools, vocational schools, and universities.	5,879.00
	Environmental sustainability/living conditions in rural communities	Phrae Provincial Administration Organization [PPAO]	Funding construction of 400 small "check" dams in the Phrae province, where tobacco is grown, which will provide a crucial source of water for agricultural production and fire prevention.	88,235.00
	Environmental sustainability/living conditions in rural communities	Population and Community Development Association [PDA]	Financing the establishment of micro-finance banks in 8 villages in tobacco growing area, benefiting 1,788 households of which 178 are tobacco growing families.	55,882.00
	Hunger and extreme poverty	Human Development Foundation	Funding a program that provides	29,382.00

	Giving Areas	Name of Organization	Project Description	Amount in USD
		[HDF]	healthy meals to 660 HIV-infected people, including 60 children, and which conducts annually educational seminars on HIV prevention to 840 students, ages 10-16, from the greater Bangkok Area.	
			Total	**205,818.00**
2011	Disaster Relief	Tubpeung Sub-district Administration Organization	Providing rice to flood victims in Sukhothai to help about 2,004 families, including the Burley growers with about 6,000 people as primary beneficiaries.	16,700.00
	Disaster Relief	Rajaprajanugroh Foundation under the Royal Patronage	Helping flood victims evacuation to temporary shelters and providing relief bags to 1,500 families.	41,667.00
	Disaster Relief	Ministry of Finance	Helping flood victims evacuation to temporary shelters and providing relief bags to 1,000 families.	33,334.00
	Education	AMCHAM Thailand Charitable Foundation [ATCF]	Funding Teacher Fellowship and adopt-A-School educational programs to guarantee the job placement of 12 teachers, and to ensure that 2,510 students from nine schools receive education throughout the academic calendar.	39,406.00
	Education	The Bangkok Post Foundation	Supporting a scholarship program for approx. 230 students in need countrywide from all levels.	10,000.00
	Environmental sustainability/living conditions in rural communities	Population and Community Development Association [PDA]	Financing the establishment of micro-finance banks in 6 villages in tobacco growing areas.	43,333.00
	Environmental sustainability/living conditions in rural communities	Phrae Provincial Administration Organization [PPAO]	Funding the construction of 400 small check dams in the Phrae Province, where tobacco is grown.	60,000
	Environmental sustainability/living conditions in rural communities	Population and Community Development Association [PDA]	Funding the construction of 30 rainfall collection water tanks to provide clean water for 1,500 families.	33,583.00
	Hunger and extreme poverty	Human Development Foundation [HDF]	Funding a program that provides nutritional meals to 60 HIV infected children and reaching out through an education program to another 200	34,000.00

	Giving Areas	Name of Organization	Project Description	Amount in USD
			HIV/AIDS children living in the slum communities served by Mercy Centre in BKK.	
			Total	**312,023.00**
2012	Education	AMCHAM Thailand Charitable Foundation [ATCF]	Funding Teacher Fellowship and Adopt-A-School educational programs to secure the job placement of 11 teachers in nine schools located in Narathiwat province.	35,000.00
	Rural living conditions	Population and Community Development Association [PDA]	Construction of 30 rainfall collection water tanks to provide clean water to the 15 villages in Khon Kaen province.	35,000.00
	Disaster relief	Population and Community Development Association [PDA]	Provision of necessary equipment and trainings for disaster preparation (that directly involve up to 30,000 people) to benefit communities in six districts in Nan province, which have about 150,000 people.	50,000.00
	Education	Population and Community Development Association [PDA]	A scholarship program for students from low-income family in tobacco farming communities in 11 provinces, to benefit more than 180 university students and 1,000 secondary school students, and 2,600 primary school students.	250,000.00
	Disaster Relief	Population and Community Development Association [PDA]	Provision of necessary equipment and trainings for disaster preparation (that directly involves up to 5,000 people) to benefit communities in six districts in Nan province, which have about 1.3 million people.	50,000.00
			Total	**420,000.00**
2013	Disaster Relief	Population and Community Development Association [PDA]	Equipment and trainings for disaster preparation	50,000.00
	Disaster Relief	Population and Community Development Association [PDA]	Disaster relief for Hali storm in Northern Thailand	40,000.00
	Disaster Relief	Population and Community Development Association [PDA]	Disaster relief in response to floods in the Northeast Thailand	50,000.00

	Giving Areas	Name of Organization	Project Description	Amount in USD
	Education	Population and Community Development Association [PDA]	Scholarship program for tobacco growers' children	250,000.00
	Education	AMCHAM Thailand Charitable Foundation (ATCF)	Teacher fellowship program to secure jobs	35,000.00
	Community grant	Population and Community Development Association [PDA]	Construction of rainfall collection water tanks	35,000.00
			Total	**460,000.00**

Trend of PMI-CSR in Thailand (2009 – 2013)



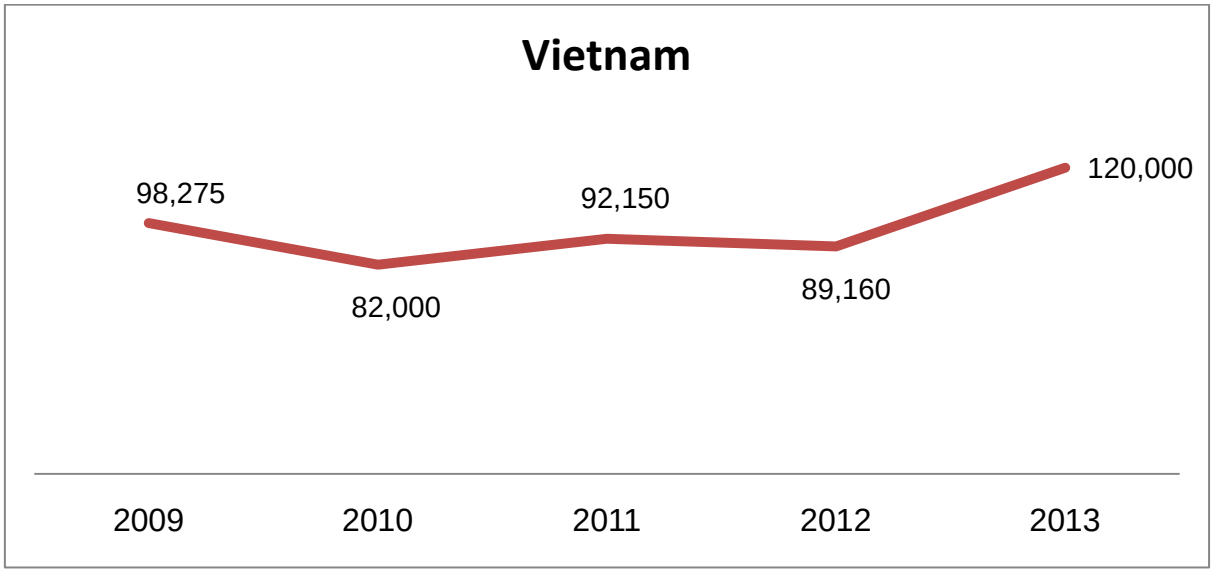
250% increase (from 2009)

Charitable Contribution of PMI to Vietnam (2009 – 2013)

Year	Giving Area	Name of Organization	Project Description	Amount in USD
2009	Hunger & Extreme Poverty	Can Tho City Red Cross Society	Red Cross Compassion Houses for Poor Households	47,775.00
	Education	Can Tho City Red Cross Society	Donation of Used Office PCs for IT Education	500.00
	Disaster Relief	Vietnam National Red Cross Society (VNRC)	Typhoon Ketsana Emergency Relief	50,000.00
			Total	**98,275.00**
2010	Education	East Meets West Foundation (EMW)	In partnership with the East Meets West Foundation, funding the construction of a seven-classroom primary school to benefit 261 primary school students and 13 teachers in an agricultural community in Can Tho Province.	82,000.00
			Total	**82,000.00**
2011	Environmental sustainability/ living conditions in rural communities	Can Tho City Red Cross Society	Red Cross Compassion Houses: Funding the construction of individual homes for 50 families living in destitute conditions in Can Tho city, where poverty rates are extremely high.	60,358.00
	Environmental sustainability/ living conditions in rural communities	Can Tho City Red Cross Society	Clean Water Supply System: Helping to fund the installation of a clean water supply system for 400 poor households in the five riverhead districts of Can Tho City.	31,792.00
			Total	**92,150.00**
2012	Rural living condition	Can Tho City Red Cross Society	Home Building: Construction of houses for 50 families living in destitute conditions in Can Tho City, where poverty rates are extremely high.	57,160.00
	Education	Can Tho City Red Cross Society	School Stationeries: Supporting 260 students of Trung Hung three primary schools to have the appropriate school stationeries for their daily studying.	2,900.00
	Rural living condition	Can Tho City Red Cross Society	Building Bridges at Rural Areas: Construction of two bridges in the districts of Phong Dien,	29,100.00

Year	Giving Area	Name of Organization	Project Description	Amount in USD
			Thoi Lai, to increase transportation and logistics for Can Tho citizens, especially for children who have to go to school every day.	
			Total	**89,160.00**
2013	Community grant	Can Tho City Red Cross Society: Ninh Thuan provincial Red Cross chapter	Construction of houses for disadvantaged communities.	96,000.00
	Community grant	Can Tho City Red Cross Society	Water supply system in rural areas	24,000.00
			Total	**120,000.00**

Trend of PMI-CSR in Vietnam (2009 - 2013)



82% increase (from 2009)

Ref:

http://www.pmi.com/eng/documents/2009_charitable_contributions_total.pdf;
http://www.pmi.com/eng/about_us/corporate_contributions/documents/2010_charitable_contributions_total.pdf
http://www.pmi.com/eng/about_us/corporate_contributions/documents/Charitable%20Contributions%20in%202011%20PN%20(2)%20final.pdf
http://www.pmi.com/eng/about_us/corporate_contributions/documents/contributions_in_2012.pdf
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Southeast Asia Tobacco Control Alliance