

PLANET

AND SOCIETY

Sustainable Development Goals



PLANET AND SOCIETY

FOCUS AREAS

Climate Change



We are committed to reducing our carbon emissions and continue to employ technologies to reduce our carbon footprint.

We are always contributing to the planet and society in all that we do. We focus on managing and reducing our carbon footprint, minimizing negative environmental impacts in our operations. As we strive to contribute to a sustainable future for all, we do our best to empower Cambodians in all aspects – education, tech innovation, community sports and the environment – through various enriching community programs that ensure that no one is left behind.

Contribution to Society



We give back to society and support various education and sports programs to empower young Cambodians.

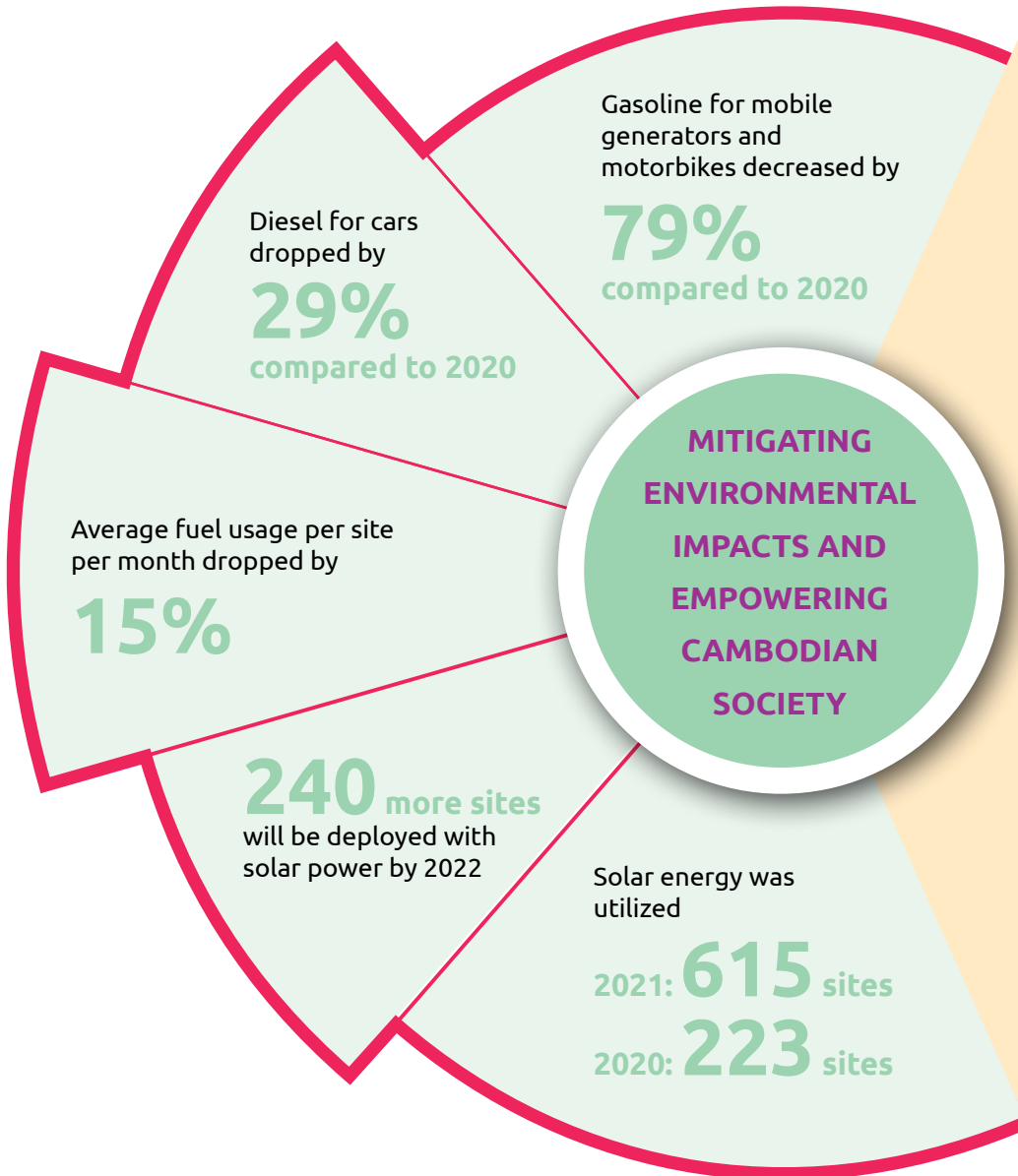
Tech Innovation



We organize and support numerous programs that encourage technological development and innovation.



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CLIMATE CHANGE

Environmental Management and Environmental Advocacy

As part of our internal program to reduce our reliance on single-use plastics, we adopted the Green Guiding Principle and Commitments and Most Impact, Least Expenditure (MILE) Action Plan.

Participated in the **Cambodia Energy Efficiency Competition:**

- ▶ **Formed internal Green Team to drive energy-saving initiatives and raise awareness** among employees.

Held **internal workshops** on **Exploring Cambodia's Energy's Future.**

Reduced energy consumption through impactful initiatives.

- ▶ **Utilized solar systems** to power base stations
- ▶ Introduced AI to identify **energy savings**
- ▶ Modernized equipment
- ▶ Reduced energy loss

In 2022, **40%** of our base stations were **utilizing solar systems** that generate an average of **320 Mwh** per month. Our use of solar power is expected to increase by **9%** in 2023.

SMART'S ENERGY HERO
Who is Smart's Energy Hero and how to become one?

PLANET AND SOCIETY



CONTRIBUTION TO SOCIETY

Bridging the Digital Skills Gap



Digital literacy program

- Organized a series of **talk shows** on **'Online Safety and Protection for Adolescents in the Digital Age'** with the Ministry of Post and Telecommunications, Ministry of Education, Youth and Sports, UNICEF, Action Pour Le Enfants (APLE) and Improving Cambodia's Society through Skillful Parenting (ICS-SP).
 - To **increase awareness on online safety**, as well as the opportunities and risks of using digital tools, among parents and children.
 - Talk-show videos** were shared online to further **promote the cause**.



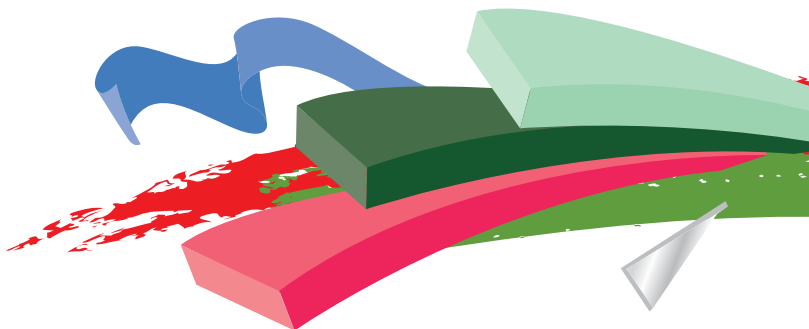
Guidebook on digital literacy

- A **comic-style guidebook** was illustrated and developed by local artists to **raise online safety awareness** among high school students.



90 Second Social Facebook campaign

- Promoted internet safety through a partnership with **Facebook** and **Sabay Digital Plus**.



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CONTRIBUTION TO SOCIETY (CONT.)

Empowering Diverse Communities

Krousar Thmey

- ▶ Promoted Krousar Thmey's **'Words and Pictures'** mobile application that allows children, including those with a hearing or speech impairment, to **learn Khmer, Cambodian sign language and English**.
- ▶ Reached out to youths via **2,000 SMS** to promote the app.

Basic Education Equivalency Program

- ▶ **Provided flexible alternative education/blended classes** to Cambodians who did not finish school so that they could **continue their classes** and **graduate with a secondary school equivalent certification** within **5 months**.

Mobile library

- ▶ Provided **12,000 books** to children in **20 target locations**.
- ▶ Benefited **2,885 children** who borrowed books from the library.

Community development

- ▶ **Empowered community members** to make **positive social changes** through **17 projects**.
- ▶ **Supported basic needs** in different locations and **taught necessary life skills** to people to help them survive during the pandemic.
- ▶ Equipped rural schools with **solar panels** to enable learning to continue.
- ▶ Benefited **3,265 participants** through online and offline engagement.



PLANET AND SOCIETY



CONTRIBUTION TO SOCIETY (CONT.)

IMPACT+

IMPACT+ is a program that shapes adolescents and youths in the rural areas of Cambodia into active citizens empowered with competencies, values, confidence and social connectedness. Developed by World Vision International Cambodia's IMPACT+, the program is based on education, mentorship and sports and is supported by Smart Axiata.

As of 2021, the program had impacted the lives of **18,150 children, adolescents and youths**. Among the outcomes of the program:

- ▶ **Delivered dynamic life skills** through **experiential learning** to **3,300 of the most vulnerable adolescents and youths**.
- ▶ **165 community service projects** developed and implemented by young people to resolve community issues and contribute to community development.



Districts covered included:

1. Boribo District, Kampong Chhnang
2. Sa Ang District, Kandal
3. Samrong District, Takeo
4. Kirivong District, Takeo
5. Phnom Prek District, Battambang
6. Chikreng District, Siem Reap
7. Tbeng Meanchey District, Preah Vihear
8. Kulen District, Preah Vihear

Going forward, **120 new IMPACT+ clubs** will be formed and led by **360 youth leaders** who will be trained on **leadership and facilitation skills**. The implementation of the clubs will be supported by about **40 local community volunteers**, while **24 specially trained teachers** will help to **establish the IMPACT+ clubs** in **12 public schools** through a **partnership with the Ministry of Education, Youth and Sports**.

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TECH INNOVATION

Community Development and Empowerment

National Eco-School Award

- ▶ Partnered the Ministry of Education, Youth and Sports and the Ministry of Environment in the National Eco-School Award.
- ▶ Awarded **three primary schools** and **three secondary schools** for their effort in **promoting environmental sustainability**.

Smart Good Citizen Award

- ▶ Part of Smart Axiata's **Rise Together campaign** and aims to **recognize selfless individuals** who have contributed significantly to their nation, village or province. The winners are nominated by Cambodians and judged by a panel of three judges.

▶ Winner of Smart Good Citizen Award

Lonh Neang, retired school principal, 60

- Awarded for raising funds for his local community in Krang Yov commune, Sa Ang district, Kandal province, to make sure that underprivileged children and orphans can stay in school.

▶ Winner of Smart Good Citizen People's Choice Award

Soeung Sothary, founder of Eco-Bin

- Awarded for helping to organize rubbish collection and creating eco-friendly bins from old tires, as well as helping the elderly and resolving community issues.



Earth Hour

- ▶ Collaborated with WWF Cambodia to raise awareness about **responsible consumption, environmental protection and sustainability for the planet**.
- ▶ Reached out to **5 million people** via SMS:
 - > **3 million people** via social media.
 - > **1.6 million** impressions on social media.



Tree planting

- ▶ **80 Smart Axiata employees** planted **2,021 mangrove seedlings** in Kampot's Trapaeng Sangkae.



Smile Charity Concert

- ▶ Organized a concert with local celebrities to raise funds for **Kantha Bopha Hospital** and **Angkor Hospital for Children**.
- ▶ The video was streamed over **1 million times** and raised **100,000 USD**.

Disaster Response during the Pandemic



Food support program

- ▶ Launched a relief fund for Smart Axiata subscribers to donate cash, which was used to **buy food and essential emergency response kits** for Red Zone communities during lockdowns.
- ▶ The initiative benefited **300 vulnerable families** in Banteay Meanchey province.



Free data, calls and lifecycle extension

- ▶ In April and May 2021, we provided **free calls** of up to **60 minutes** per day for up to **25 days** to Smart Axiata subscribers to help them **stay connected with family and friends**. We also provided free data of **60MB** per day for up to **19 days** and **extended the lifecycle** of all prepaid numbers in Red Zones.
- ▶ Supported the government's COVID-19 awareness campaign by **playing automated messages during dialing** and sending SMS to our **8 million subscribers** across the nation to encourage people to **adhere to public health guidelines**.

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TECH INNOVATION (CONT.)

Community Development and Empowerment (Cont.)

SmartStart

Unipreneur Learning Platform

- ▶ **Cambodia's first local entrepreneurship program** to equip university students with an **entrepreneurial mindset** and **technical capabilities**. Consisting of online and in-person lessons, **ULP comprises global startup theories** that are suitable for the Cambodian market and local entrepreneurs. In 2021, Smart Axiata and Impact Hub Phnom Penh signed a **Memorandum of Understanding (MoU)** with **10 Cambodian universities** to provide the ULP. The program has benefitted about **750 students**.

SmartEdu

UNIVERSITY STUDENT DEVELOPMENT PROGRAM

- ▶ Shaped **48** young Cambodians into **future digital leaders**.
- ▶ A **13-day stay-in Bootcamp** that provided **theoretical, experiential, personal and relational development opportunities** through **learning-by-doing**.
- ▶ Awarded **8 students** with a **2-month internship** at Axiata Group in Malaysia in 2022.

SmartEdu

SCHOLARSHIP PROGRAM

- ▶ Encourages lower-income Cambodians to **pursue tertiary education**.
- ▶ **20 students** selected from various backgrounds to **pursue their studies** at five universities.

Vocational orientation with Sipar Cambodia

- ▶ Prepares high school students to enter the job market via **vocational training**.
- ▶ **Provides a mobile library with resources** to **support the creation of a computerized library** equipped with multimedia digital tools.

Cambodia Entrepreneurship Day (CED 21)

- ▶ Trained **240 participants** in every province, a total of **6,000 young people**.
- ▶ **1,000 groups** have developed their own business ideas and plans.
- ▶ **CED21** reached more than **27,000 people** in a day via Facebook live.

SmartStart

Young Innovator Program

- ▶ Enables young talents to **develop innovative tech and digital ideas** with Smart Axiata and Impact Hub Phnom Penh.
- ▶ **120 participants** were shortlisted to join the various stages of the program, including Hatch, Digithon, Bootcamp, Final Pitch and Incubation.
- ▶ The winning teams in the Grand Final Pitch **won cash prizes** and a **regional tech trip**.

SmartStart

High School Edition

- ▶ An initiative to equip high school students with **entrepreneurial skills**.
- ▶ **180 students** will be given an opportunity to **participate in a digital business and entrepreneurship bootcamp**.

SmartSpark

- ▶ An intensive **10-week program** to shape young Cambodians into entrepreneurs.
- ▶ Provided a cash prize of **3,000 USD** to the winning team to **aid the continued development** of their startup.

IMPACT STORY

Techno Innovation Centre

To promote students' innovation and make the best use of their skills, Smart Axiata developed the Techno Innovation Centre with the Institute of Technology of Cambodia (ITC) to provide facilities and pre-incubation activities to support the development of students' entrepreneurial skills. The centre also aims to develop an entrepreneurial culture and practices among students by commercializing innovative ideas and ensuring that they are marketable and profitable. In addition, the centre links universities with industries through products and services from the students.



Techno Incubation Centre

The programs offered by the Techno Innovation Centre were co-funded by Smart Axiata

Techno Innovation Challenge Cambodia



Benefitted **600 students/entrepreneurs** since its establishment in 2018, **promoting entrepreneurial skills** among university students and startups in STEM (science, technology, engineering and mathematics) fields and **supporting business ideas**.



A STEM competition by ITC to allow students to **develop innovative prototypes** through customer interviews and business research in areas such as agriculture and food transformation, mechatronics and robotics, energy management and information and communications technology.



3 winning teams and **3 runner-up teams** won cash prizes totaling **7,000 USD**.



Pre-incubation Program: A pre-incubation period of **six months** that aims to help the three winning teams from the Tech Innovation Challenge to **upgrade their business plan**, which they developed during a **10-week training stint**.



The three teams were given access to the **Techno Pre-Incubation Space** for free during the incubation period with further support from business and technical mentors. The mentors guided the winners and **provided technical support** to help them **prepare their prototypes**, as well as gave them **business plan training** that covered commercial, technical and financial aspects of a business plan.



The winning teams submitted their **Action Plan and Budget Plan** to ITC and **introduced their product/service** to the market.

IMPACT STORY

Cambodia ICT Awards

The Cambodian ICT Awards is the **largest national ICT award** and aims to **recognize digital innovation** in Cambodia. Since its inception in 2015, the competition, co-sponsored by Smart Axiata, has inspired many Cambodian entrepreneurs, including VIREAK BUNTHAM EXPRESS, QR CODE STOP COVID, MOEYS APP, DataU of Mekong Big Data and PillTech Solutions Co., Ltd.



The Cambodia ICT Awards provide the opportunity for tech companies to promote their brand, product and solution to customers and investors. In the category of Best Research and Development, our prototype is exposed to the public, funding partners and government to further support."

ARROWDOT

Winner of Cambodia ICT Award 2021, Best Research and Development



The Awards recognized **4 women** in 2020 for their **contributions to various areas of ICT**:



Cambodia Woman Entrepreneur Award:

Mrs. Koung Sorita, Founder of Ocean Technology Co., Ltd.



Cambodia Woman ICT Engineer Award:

Dr. Prum Sophea (A Phea Soso), Head of Products at Soramitsu Khmer



Cambodia Woman ICT For Community Award:

Ms. Voneat Pen, Co-Founder of 606 Digital



Creative Digital Contents Award:

Ms. Lomorpich Rithy, Founder of Plerng Kob and BonnPhum