

Tuesday April 1, 2008

Exemplary move by Petra Perdana

KUALA LUMPUR: Petra Perdana Bhd has been cited as an example of best practice in corporate social responsibility (CSR) in the United Nations Development Programme's (UNDP) latest advocacy report.

The report, entitled *Malaysia – Mangrove Regeneration: CSR in Action*, is the eighth in a series of periodic publications reporting on UNDP Malaysia's work in its energy, environment and human development practice areas.

The report highlights the UNDP-Petra Mangrove Regeneration project based in Pengkalan Gelap, Setiu, which is the first community-led environment project of its type in the country.

In addition to rehabilitating the degraded mangrove forests in the state and gazettement the site as a protected area, the project aims to improve the livelihood of the rural poor in Terengganu by establishing pro-business activities for the communities in eco-tourism, fishing and handicraft.

UNDP resident representative for Malaysia, Singapore and Brunei Dr Richard Leete said the Mangrove Regeneration project was an outstanding example of CSR in action, where a company's corporate vision, values and commitment to ethical and responsible behaviour, had translated into improved investor relations, enhanced business opportunities and, most importantly, real and meaningful change in the communities involved in the project.



From left: Dr Richard Leete, Datin Nariza Hajjar Hashim and Tengku Datuk Ibrahim Petra with the UNDP's report

"We would like to partner more Malaysian companies to initiate CSR projects with the aim of advancing sustainable development," he told a press briefing on *CSR In Action: A Best Practice in Community-based Initiatives* yesterday.

The Mangrove Regeneration project was initiated in late-2005, with over RM200,000 in funding from Petra Perdana as part of its CSR efforts, and is poised to be wholly managed by the local communities in the area with the support of the state government by mid-year.

Petra Perdana executive chairman and chief executive officer Tengku Datuk Ibrahim Petra said the group's intention to participate in CSR schemes was premised on sustainability and delivering value to the communities involved.

"This is how the Mangrove Regeneration project came about. Our rationale for participation in the project is based on the principles of health, safety and environment," he said.

Tengku Ibrahim said the group had set up a CSR team headed by executive director Datin Nariza Hajjar Hashim to look for other projects to champion.

Available online:

<http://biz.thestar.com.my/news/story.asp?file=/2008/4/1/business/20804952&sec=business>

Accessed on: April 2, 2008.