

Stakeholder Engagement



Transparency, Integrity and Timeliness

At Samsung Electronics, the basic principles of communication call for paying attention to the opinions and suggestions of stakeholders and conveying information on our activities in a swift and transparent manner.

Samsung Electronics communicates with the eight major stakeholder groups using diverse channels. In 2010, we saw an increase in requests for third party inspection of business sites in addition to requests for surveys and interviews. The requests were handled jointly by the CSR Liaison Office and related departments at the pertinent business sites. We continue to make improvements to resolve overtime work and other problems indicated through onsite inspections.



- Verification of Gumi (Korea) and Haizhou (China) plants of the Mobile Communications Business: three telecom clients from France, Italy and Germany; International Consumer Research and Testing (ICRT)
- Verification of Onyang plant of the Semiconductor Business: IBM

Stakeholder Communication and Major Issues

Stakeholder	Communication activities	Major issues in 2010
Customers	<ul style="list-style-type: none"> • Customer satisfaction surveys by outside agencies, prosumer initiatives, response to CSR inquiries 	<ul style="list-style-type: none"> • Timely launch of new products, enhanced product safety • Increased CSR support for partner companies, ban on conflict minerals from Africa
Business partners	<ul style="list-style-type: none"> • Family Satisfaction Index, onsite interview, collaboration meetings, exchange meetings, best practice workshops 	<ul style="list-style-type: none"> • Ensuring stable supply, rational pricing decisions • Mutual growth programs
Shareholders/ investors	<ul style="list-style-type: none"> • One on One Meeting 	<ul style="list-style-type: none"> • Pursuit of new growth businesses • Risk management
NGOs	<ul style="list-style-type: none"> • Press conferences, response to CSR related inquiries 	<ul style="list-style-type: none"> • Ban on conflict minerals from Africa • Employee health and safety
Employees	<ul style="list-style-type: none"> • Employee satisfaction surveys, Labor Council, grievance procedure system 	<ul style="list-style-type: none"> • Work-life balance, creative organizational culture • Worker diversity
Local communities	<ul style="list-style-type: none"> • Local community conferences, volunteer service centers 	<ul style="list-style-type: none"> • Social contribution activities • Partnership with local communities
Government	<ul style="list-style-type: none"> • Conferences, councils, workshops 	<ul style="list-style-type: none"> • Addressing climate change • Mutual growth programs
Press	<ul style="list-style-type: none"> • Forums, news coverage support, press conferences 	<ul style="list-style-type: none"> • Employee health and safety, new growth businesses • Integrity management

Social Network Services (SNS)

We expanded social network services to strengthen internal and external communication. More than a means of delivering simple facts, SNS is being used to convey information on business conditions and products. At present, interested persons can keep up to date through our blog (www.samsungtomorrow.com), Twitter (@samsungtomorrow) and Facebook (/samsungtomorrow). In December 2010, cumulative visitors to our blog surpassed 800,000 while Twitter followers reached 40,000.

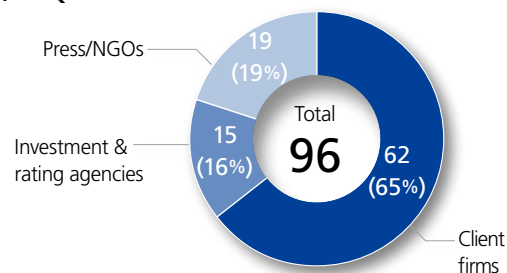
To identify contents in which consumers have a keen interest, we selected 34 university students and 72 employees to serve as bloggers. With the help of their activities, Samsung Electronics received the grand prize in the blog and community category at Web Award Korea sponsored by the Korea Internet Professional Association. We also received the grand prize in communication management at the 3rd Korea Communication Awards organized by the Korea Internet Communication Association.

Questions from External Stakeholders

We saw an increase in the number of CSR inquiries submitted by stakeholders in 2010. In particular, there was an increase in questions from the press and NGOs (2009: 13% → 2010: 19%).

Details on CSR requests from stakeholders are disclosed through the Sustainability Report. We also plan to provide information disclosures through our corporate Website (www.samsung.com) in 2011.

No. of Questions Submitted in 2010



Major Question Categories in 2010

	Major questions submitted	Page No.
1	Samsung Electronics' CSR policy, organization, action plans	18
2	Samsung Electronics' labor union policy	28
3	Ban on minerals from conflict-ridden regions in Africa	69
4	Policy and action plans on CSR support for partner companies	68
5	Environmental management system and response to climate change	40~55
6	Anticorruption policy and ethics training	36~39
7	Human rights, child labor and non-discrimination policy	26 ~29
8	Social contribution activities and support programs	56~63
9	Position on health issues of semiconductor workers	35
10	Implementation of Samsung Electronics' Code of Conduct	36~39