At Samsung Electronics, the aim of CSR management is to promote mutual growth with its stakeholders through Samsung’s corporate vision of “Leading Digital Convergence Innovation” and its CSR vision of “Global Harmony with People, Society and Environment,” ultimately become a widely respected corporate citizen. To that end, a CSR Liaison Office was set up under the CEO’s supervision in January 2009, to build a company-wide consensus and organize its corporate social responsibility practice. With the launch of the CSR Liaison Office, we devised a company-wide CSR mid-term strategy, centralized its CSR communication channels, and established CSR meeting programs as part of its internal CSR infrastructure.

Samsung Electronics’ CSR initiatives are classified into Integrity Management, Green Management, Social Contribution, Products & Services and Partner Collaboration with business partners. We ensure that business activities are closely connected with our CSR activities in response to stakeholder needs and major issues. Chaired by the CEO, Partner Collaboration Executive Meetings are held twice a year as official CSR meetings. In the meetings, the executive management in charge of the five CSR initiatives decide on CSR policies, check the performances of each division, and come up with follow up action items and measures reflective of the major CSR issues and trends. Partner Collaboration & Enhancement Office also holds quarterly working-level meetings. Samsung Electronics will continue to share and implement its CSR initiatives while maintaining communications with its stakeholders to collect and reflect their opinions in the company’s future CSR activities.

Under the CSR vision of “Global Harmony with People, Society and Environment,” Samsung Electronics strives to build a society where people, society and the environment coexist in harmony.