

Bird & Bird & Our Corporate Social Responsibility Journey

To be A Friend of the Community

18 November 2020

Contents

Sustainability	1
Giving time	2
Adopted Charities	3
Donations	4
Pro Bono legal counsel	5

Sustainability

Why should businesses care?

“It is not possible to have a strong, functioning business in a world of increasing inequality, poverty and climate change.” - Paul Polman, Chief Executive Officer of Unilever plc

Partnerships

We partner Global Compact Network Singapore (GCNS), our national lead agency promoting Corporate Sustainability. GCNS is the local chapter of the United Nations Global Compact (UNGC) network.

Goals

There are 17 United Nations Sustainable Development Goals (UNSDGs) to transform our world. To kick things off within our firm, we are working on ensuring that we are healthy, happy and hopeful in the fullest sense as set out in the aspirational goals below:

Goal 3: Ensure healthy lives and promote well-being for all at all ages, click [here](#) to read in full.

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all, click [here](#) to read in full.

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all, click [here](#) to read in full.



Giving time

Giving back to the less fortunate

Organisations

Our people give their time generously to various registered charities and third sector organisations, including:

Read for Books 2020: We took part in the National Library Board (NLB)'s charity book drive to help raise awareness of reading and to share the gift of reading with the less privileged. From 11 to 26 July 2020, for every 10 people who read for 15 minutes, one book will be donated to selected beneficiaries. Our staff sent in photos of themselves (even their families and pets!) in the act of reading to help raise awareness and to add to the tally of "people who read". We received a letter of appreciation from the Chief Executive of NLB on 31 October 2020 commending that our participation and contributions help to raise 1,000 books for this year's beneficiary, WondeRead. The books will be delivered in WondeRead@Home customized boxes to 838 children from 16 social service agencies.

[Letter here.](#)

Children's Wishing Well: Children's Wishing Well is a non-profit organisation and Singapore registered charity which was founded in 2002. CWW provides a broad range of services for children and youth from low-income families nationwide, supporting them in their current educational and daily living needs, and equipping them with skills for their future. Website here:

<https://www.wishingwell.org.sg/>

InKind Direct: Founded in 1997 by HRH The Prince of Wales, In Kind Direct distributes consumer goods donated by companies to UK charities working in the UK and overseas. It works with not-for-profit organisations and companies to help ensure that everyone has access to life's essentials and that no usable product goes to waste. InKind Direct formed a charity arm in Singapore in 2018 to continue its mission. Website here: <https://www.inkinddirect.org/>

World Wide Fund for Nature (WWF): World Wide Fund for Nature (WWF) is one of the world's largest and most experienced independent conservation organisations. Established on 29 April 1961, WWF has grown up to be one of the largest environmental organisations in the world and currently is present in more than 100 countries to conserve and protect our natural environment. We have been the corporate counsel to WWF Singapore since 2013, and have assisted on a myriad of environmental issues and conservation efforts.

Website here: <http://www.wwf.sg/>

Cycling Without Age: Cycling Without Age is a movement started in 2012 by Ole Kassow. Ole wanted to help the elderly get back on their bicycles, but he had to find a solution to their limited mobility. The answer was a trishaw and he started offering free bike rides to the local nursing home residents. In Singapore, CWA is registered as a CLG and run single-handedly by a Dutch lady and a handful of volunteers.

Website here: <http://cyclingwithoutage.sg/>

Adopted Charities

Every little bit helps

Adopting the simple adage that “Every little bit helps”, we strive to try to give help to reputable & established charities (both local and global), some of which include:

SOS Children's Village International: SOS Children's Villages International comprises 118 national SOS Children's Villages associations. As members of the federation, each SOS Children's Villages association is committed to applying the federation's statutes, standards for quality child care, and stringent financial and administrative practices.

We raised funds for SOS HCM & Phuket in 2016 and 2017 through various fun events and fund-raising initiatives. We also visited the SOS villages, bringing donated daily necessities and schoolroom essentials.

Our staff and families visited SOS Hanoi in 2018 bearing our own handmade gifts, sponsored items and donations. It was a beautifully meaningful way to interact with the SOS beneficiaries and an enriching experience for our people.

Website: <https://www.sos-childrensvillages.org/>

Club Rainbow: Club Rainbow established its first purpose-built facility – Rainbow Family Care Centre in January 2007. This serves as the focal point of our many services and activities. It has two other branches located in the KK Women’s and Children’s Hospital and in the National University Hospital. Today, Club Rainbow (Singapore) takes on a holistic approach to conduct numerous events and programmes for our beneficiaries; ensuring psychosocial, financial, educational, informational and social support.

In December 2017, we held a special charity bazaar hosted in the Singapore office, which lent a beautiful dimension to Christmas giving.

Website here: <https://www.clubrainbow.org/>



Donations

Firm and personal contributions have gone to worthy causes such as:

Clean & Green Singapore (CGS): Aims to inspire Singaporeans to care for and protect our common spaces and environment by adopting a clean, green and sustainable lifestyle. We too believe that each individual can shape our neighbourhoods and together we can build a more gracious society through green practices and championing a sustainable way of life in the following areas:

- **A Liveable and Endearing Home** - Safeguarding green and blue spaces; embracing smart technology and eco-friendly features in our towns and homes; and enjoying a seamless transportation network in Singapore, which reinforce green living.
- **A Vibrant and Sustainable City** – The Government, the community and businesses coming together to develop infrastructure, programmes and jobs that support the move towards a Zero Waste Nation and a leading green economy.

Website here: <https://www.cgs.sg/>

Singapore Academy of Law STAR Bursary: The **Singapore Academy of Law (SAL)** is a promotion and development agency for Singapore's legal industry.

- One of the key programmes that **SAL** has created is the setting up of a co-managed fund with YRF, the YRF-SAL Skills Training Assistance to Restart (STAR) Bursary, which supports financially needy ex-offenders seeking vocational and skills training. This helps ex-offenders by training them for jobs so that they have a purpose in life, earn a living for themselves and their families, and regain their self-respect. Every year, SAL's CSR Sub-Committee will decide on fundraising activities to support the bursary and YRF in general.

Website here: <https://www.sal.org.sg/About-Us/Corporate-Social-Responsibility/YRF-SAL-STAR-Bursary>



Pro Bono legal counsel

We are the long term legal counsel to a number of prominent industry associations in Singapore, whose work spans sustainable development, climate mitigation and other worthy causes.

Sustainable Energy Association of Singapore (SEAS): SEAS is a prominent non-government and non-profit business association that represents the interests and provides a common platform for companies in Sustainable Energy sector to collaborate and undertake viable projects together.

SEAS has grown steadily and runs a suite of excellent training programs for the clean energy and energy management sectors. It provides thought leadership via white papers and has a key role to play in Singapore's reputation as a global Clean Energy hub. Sandra Seah sits on the Board of SEAS and BB SG runs legal clinics and act as the pro bono legal advisor to SEAS. We also sit on the energy management and start up working committees.

Website here: <https://www.seas.org.sg/>

Global Compact Network Singapore (GCNS): We are a long time member of Global Compact Network Singapore (GCNS), Singapore's national lead agency promoting Corporate Sustainability. GCNS is the local chapter of the United Nations Global Compact (UNGC) network.

As part of the United Nations Global Compact (UNGC) network, GCNS encourages and facilitates the progress of companies that are committed to aligning their operations and strategies with UNGC's 10 universally accepted principles in the areas of human rights, labour, environment and anti-corruption at the country level. As the national society promoting CSR in Singapore, Global Compact aims to encourage collaboration between CSR stakeholders in businesses, government and civil society to create long-lasting value for the community. Through various platforms for multi-stakeholder engagement and collective action, the national society aims to advance responsible business practices and Corporate Social Responsibility (CSR), supporting Singapore's goal of becoming a sustainable nation. Sandra Seah BB SG is the pro bono legal advisor to GCNS, currently involved in projects on carbon mitigation and sustainability for SMEs.

Website here: <https://unglobalcompact.sg/>

Singapore Green Building Council (SGBC): The Singapore Green Building Council forges public-private partnerships to foster innovative industry solutions across the entire building and construction value chain. Through its green building product and green building services labelling programmes, SGBC sets high standards and benchmarks for green building solutions both locally and regionally to help build more sustainable cities for better living. As Singapore's representative on the World Green Building Council, SGBC actively contributes to the global green building movement by sharing expertise and knowledge during international conferences and events. BB SG is the pro bono legal advisor to SGBC, and have a sound reputation for our work for EE and ECM.

Website here: <https://www.sgbc.sg/>

Waste Management & Recycling Association of Singapore (WMRAS): WMRAS was set up in 2001 to represent and promote the interests of its 150-odd members who include mainly General Waste Collectors and recycling companies. It also seeks to upgrade and professionalise the industry as well as work with the government and community to promote recycling in order to create a more sustainable living environment. Sandra Seah sits on the EXCO of WMRAS and BB SG is the pro bono legal advisor to WMRAS.

Website here: <https://www.wmras.org.sg/>

Hydrogen & Fuel Cell Association of Singapore (HFCAS): The newly formed Association, the first hydrogen association in Singapore comprising government agencies, trade and industry players and hydrogen professionals, aims to promote the use of hydrogen and fuel cells in the Singapore context to help Singapore decarbonize and move towards a greener energy mix for power generation, mobility and industrial applications.

Website here: <https://hfcas.squarespace.com/>



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