

# Giving Korea 2013

The 13th International Symposium on Giving Culture







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**The Beautiful Foundation** was founded in 2000 as a national community foundation. The purpose of the foundation is to create and promote philanthropy among the general Korean public as a way to establish a sustainable and systematic culture of giving at all levels of society.

**The Center on Philanthropy at the Beautiful Foundation**, by conducting research and study and by running educational programs, strives to boost the level of expertise and professionalism of non-profit practitioners, and hopes to become a cornerstone in the effort to raise the standard of the culture of giving.

## Giving Korea 2013

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# Giving Korea 2013

The 13<sup>th</sup> Symposium on Giving Culture



Researched, Written and Published at

**The Center on Philanthropy**  
at the Beautiful Foundation



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## Foreword

Greetings! I am Jong-suk Ye, the Chairman of the Beautiful Foundation.

I am very pleased to publish the 13th International Symposium on Giving Culture, Giving Korea 2013, and would like to extend my deepest gratitude to all participants.

The Beautiful Foundation, commemorating its 13th anniversary, has carried out various activities and researches to spread the culture of giving. Especially, Giving Korea, which is being held the 13th time this year, has reported the status and challenges of Korean giving culture, and presented constructive implications regarding Korean culture of giving.

This year's Giving Korea is being held under the theme of "Two Challenges for the Growth of Korean Corporate Social Contribution" and is divided into two parts, "SMEs Social Contribution" and "Arts and Culture Social Contribution." For the past 10 years, Korea's CSR developed around large companies, and was pointed out that SMEs participation is low. In the first part, the conference aims to present an appropriate strategy framework for SMEs social contribution and practical models, to support SMEs to establish social contribution strategies.

Donations in the arts and culture field have not developed as much as its importance. In the 2nd part, the current state of corporate arts and culture social contribution, jointly researched with the Arts Council Korea, will be discussed. Only 5% of the companies are participating in arts and culture CSR, and through this session, we hope to draw policy tasks to promote arts and culture donation by analyzing the characteristics, reasons for participation, and stumbling blocks to participation in depth.

It was a great opportunity for the Center on Philanthropy to investigate a new subject in earnest. I would like to thank the Arts Council Korea and Chairman Young-bin Kwon for the opportunity.

I would also like to extend my deepest gratitude to the renowned speakers who have come from home and abroad, and researchers for their hard works. My special thanks also goes to Hankook Research for performing the surveys, CSR officers and related personnel for taking part in the surveys, and many distinguished people who made this conference possible.

In the past, Giving Korea focused on inviting international speakers to introduce overseas trends, but starting from this year, we shall shift to looking into the real Korean issues in depth. I hope the constructive discussions on corporate social contribution and arts and culture donations will contribute to the growth and development of the overall culture of giving in Korea.

Thank you.

Jong-suk Ye  
Chairman of the Beautiful Foundation

A handwritten signature in black ink, reading "Jongsuk Ye". The signature is written in a cursive, flowing style.

## 발 간 사

안녕하십니까? 아름다운재단 이사장 예종석입니다.

오늘, 아름다운재단이 <제13회 기부문화심포지엄 기빙코리아 2013>을 발간하게 된 것을 대단히 기쁘게 생각하며 또한 심포지엄에 참석해 주신 모든 분들께 진심으로 감사드립니다.

올해로 창립 13주년을 맞은 아름다운재단은 우리 사회의 성숙한 기부문화 확산을 위해 다양한 시도와 지속적인 연구를 펼쳐 왔습니다. 특히 2001년에 처음 시작되어 올해 열세 번째를 맞는 <기부문화심포지엄 기빙코리아>는 매년 한국사회 기부문화의 현황과 과제를 발표해 왔고, 한국 사회의 기부문화와 관련한 유익한 시사점을 제시해 왔습니다.

이번 <기빙코리아 2013>은 “한국 기업사회공헌 성장을 위한 두 개의 도전”이라는 제목 아래 ‘중소기업의 사회공헌’ 과 ‘문화예술 분야 사회공헌’ 두 가지 주제를 다룹니다. 지난 십여년간 한국의 기업사회공헌은 대기업 중심으로 중소기업의 참여가 낮다는 평가가 지속되어 왔습니다.

기빙코리아 2013 심포지엄에서는 중소기업 사회공헌에 적합한 전략 프레임과 실제 도입가능한 모델을 제시하여 중소기업들의 이후 사회공헌 전략수립에 도움이 될 수 있는 계기를 마련하였습니다.

또한, 문화예술에 대한 기부는 그 중요성에 비해 아직 충분히 성장하지 못한 분야입니다. 한국문화예술위원회와 공동으로 “기업의 문화예술 사회공헌 실태”를 조사하였습니다. 전체 기업에서 문화예술 사회공헌에 참여하는 기업이 5%대에 머물고 있는 가운데, 참여기업의 특

정과 참여이유, 장애요인을 심층 분석함으로써 향후 문화예술기부 활성화를 위한 정책과제를 도출할 수 있을 것이라 기대됩니다. 아름다운재단 기부문화연구소로서도 처음으로 세부 영역에 대해 심도 깊은 조사를 할 수 있어서 좋은 기회가 되었습니다. 이러한 기회를 만들어 주신 한국문화예술위원회와 권영빈 위원장님께 깊은 감사의 뜻을 전합니다.

이번 연구를 위해 귀한 시간과 노력을 들여 의미 있는 연구를 해 주신 연구자님들께 진심으로 감사를 드립니다. 더불어 설문조사를 진행해주신(주)한국리서치와 설문응답에 협조해 주신 기업사회공헌 담당자 및 기업관계자 여러분, 그 밖에 다양한 방법으로 도움을 주신 많은 분들과 이 자리를 빌려 다시 한 번 감사의 말씀을 드립니다.

그간 해외연사를 초청하여 해외 트렌드 소개에 무게를 두었다면, 올해부터는 국내의 실질적 이슈를 심도 깊게 조망하는 방향으로 변화되었습니다. 심포지엄에서 다룬 연구와 토론이 기업사회공헌과 문화예술기부 현장의 발전적 논쟁을 통해 기부문화성장으로 이어질 수 있기를 바랍니다.

감사합니다.

아름다운재단 이사장

예종석





01

Korea's Corporate Giving Index 2012



01

## Korea's Corporate Giving Index 2012

Dong-woo Han

Professor, Graduate School of Social Welfare, Kangnam University

Researcher and Vice Director, the Center on Philanthropy at the Beautiful Foundation

# Chapter I. Overview

## 1. Content of Research

Content	
Research subject	Top 2000 companies in terms of revenue
Research sample	400 samples
Sampling method	Purposive quota sampling according to company type(listed/non-listed)
Sampling error	In case of random sampling, maximum sampling error of $\pm 4.9\%$ in 95% confidence level
Research method	Computer assisted web interview(CAWI)
Research period	July 1 ~ September 4, 2013

## 2. Research Design

Content		
Participation in social contribution activities and CSR organization	Experience in social contribution activities, reasons of non-participation Intention to participate in social contribution activities, methods of participation Organization and staffs for CSR activities	
Social contribution performance in 2012	Participation	Participation in social contribution activities in 2012 Reasons of non-participation in 2012 Future plans to expand social contribution activities
	Donation amount	Donation proportion according to donation amount Donation proportion according to donation type Donation target and area Donation proportion according to donation method and allowance of project management

<p>Social contribution performance in 2012</p>	<p>Volunteer activities</p>	<p>Participation in volunteer activities, company support, support methods for employees' volunteer activities  Volunteer participation rate and time of employees, volunteer areas of employees</p>
<p>Support factors and obstacles in social contribution</p>	<p>Reasons for participation in social contribution activities  Decisive factor in participation in social contribution activities  Internal and external obstacles in social contribution activities</p>	
<p>Social contribution results</p>	<p>Evaluation method of own social contribution activities  Evaluation of own social contribution results</p>	
<p>Perception on social contribution policies</p>	<p>Knowledge of tax benefits on social contribution activities  Intention to increase donation amount if tax benefits increase</p>	

### 3. Composition of Respondents

		Number of respondents	Percentage
Total		400	100
Company type	Listed	150	37.5
	Non-listed	250	62.5
Revenue ranking	1-100	31	7.8
	102-2000	268	92.3
Participation in social contribution activities last year	Yes	325	81.3
	No	75	18.8
Social contribution staff	Number of dedicated staff	293	73.3
	No dedicated staff	107	26.8
Related work	HR/ Administration	180	45.0
	Finance/ Accounting	22	5.5
	Marketing	8	2.0
	Planning	34	8.5
	PR	60	15.0
	CSR	82	20.5
	Others	14	3.5
Title	Staff	136	34.0
	Assistant Manager	130	32.5
	Manager	68	17.0
	Director	63	15.8
	Executive	3	0.8
Period of employment	Less than 1 year	23	5.8
	Less than 1-3 years	108	27.0
	Less than 3-5 years	89	22.3
	More than 5 years	180	45.0
Period of social contribution work	Less than 1 year	86	21.5
	Less than 1-3 years	167	41.8
	Less than 3-5 years	82	20.5
	More than 5 years	65	16.3

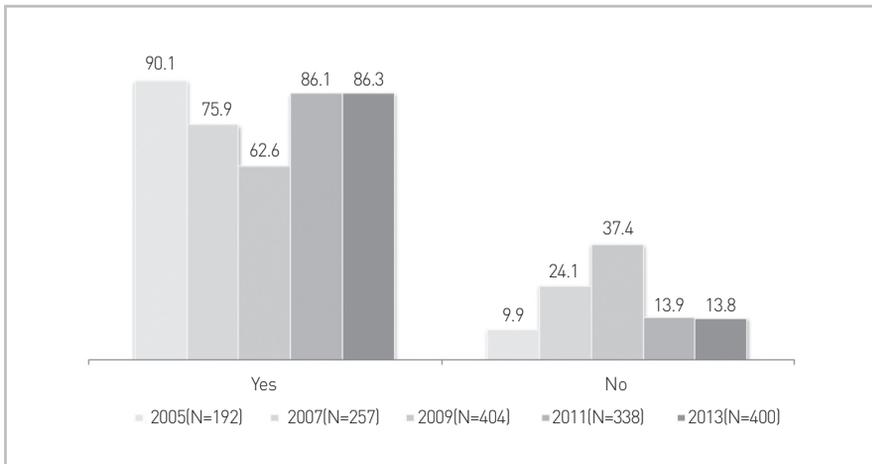
# Chapter II. Research Results

## 1) Participation in social contribution activities and CSR organization

### (1) Experience in social contribution activities

- Of the 400 companies ranking top 2000 in terms of revenue, 86.3%(86.25%) answered “Yes” in experience in CSR and 13.8%(13.75%) “No.”
- Due to difference in sample size, direct comparison with the results from 2005, 2007, 2009, 2011 may not be significantly meaningful, but the figures of 2013 are similar to that of 2011.

Unit: %

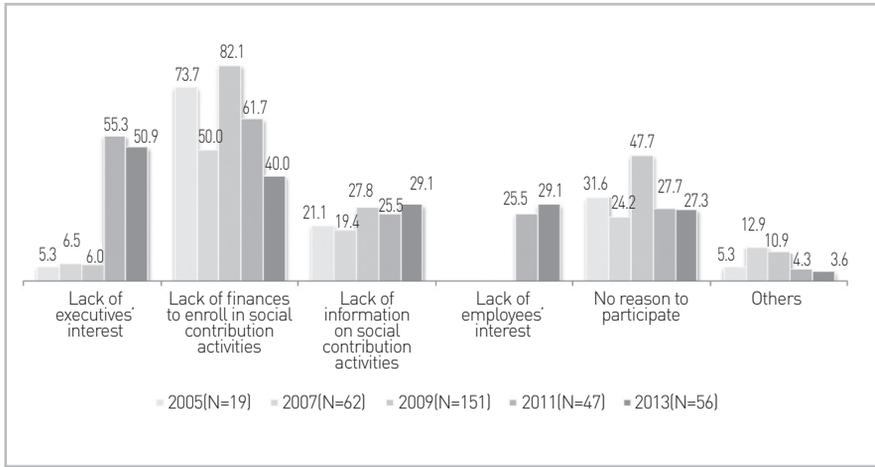


### (2) Reasons of non-participation

- Reasons of non-participation were “lack of executives’ interest”(50.9%), “lack of finances to enroll in social contribution activities”(40.0%), “lack of information on social contribution activities”(29.1%), “lack of employees’ interest”(29.1%), and “no reason to participate”(27.4%).

- Compared to 2011, percentage of companies who did not participate in social contribution activities due to “lack of finances” dropped dramatically. Other reasons for non-participation percentage were similar to that of 2011.

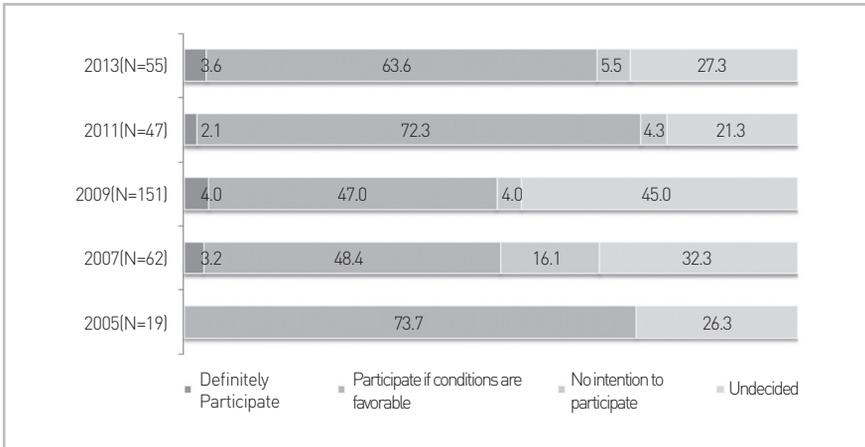
Unit: %



### [3] Intention to participate in social contribution activities

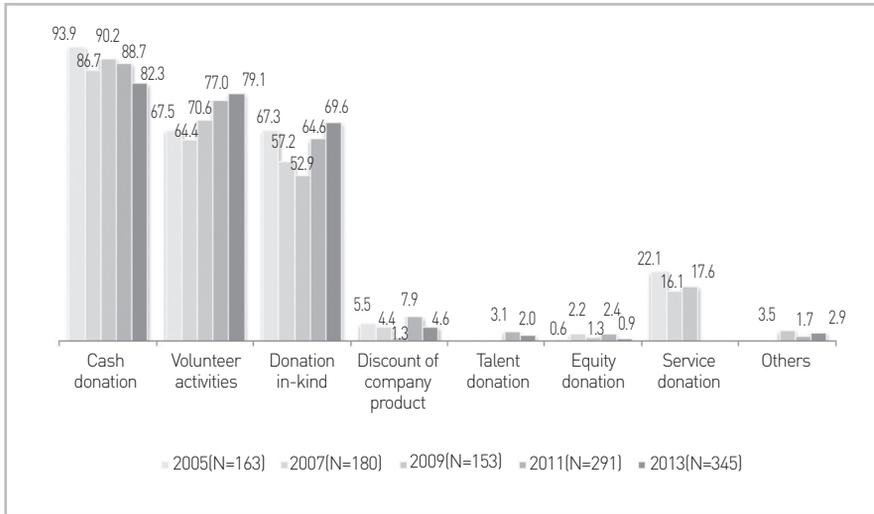
- Of the companies who have no experiences in social contribution activities, 3.6% responded that they will “definitely participate”, 63.6% answered they will “participate if conditions are favorable”, 5.5% answered that they had “no intention to participate”, and 27.3% answered “undecided.”
- 67.2% of the companies without previous experience in social contribution responded that they will participate in the future.
- Percentage of companies, which are positively contemplating on social contribution activities, reduced slightly compared to 2011

Unit: %



#### (4) Methods of participation

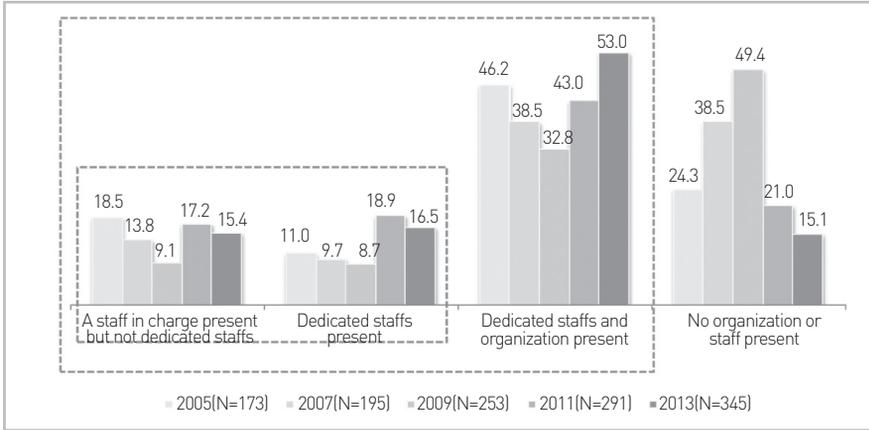
- Companies' method of participation in social contribution were "cash donation" (82.3%), "volunteer activities" (79.1%), "donation in-kind" (69.9%), "discount of company product" (4.6%), "talent donation" (2.0%), and "equity donation" (0.9%).
- Compared to previous studies, methods of participation were not greatly changed, but "volunteer activities" and "donation in-kind" are on a rising trend.



#### (5) Dedicated organization and staffs for social contribution activities

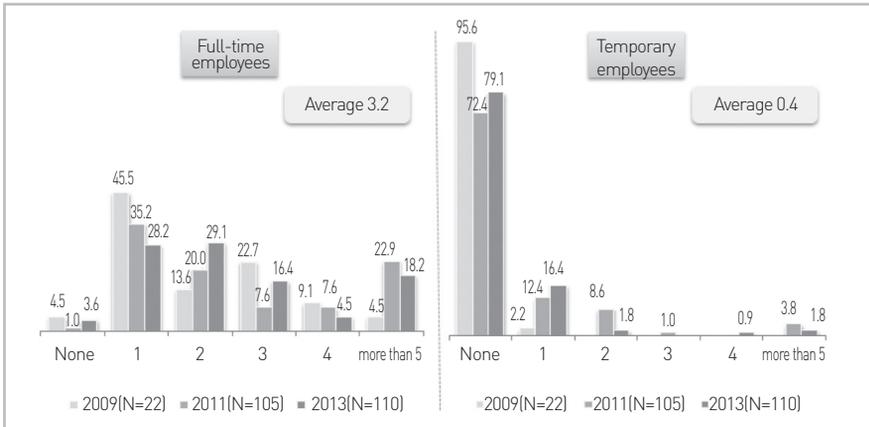
- On the question whether the company has dedicated organization or staffs for social contribution activities, 53% responded that they have “a staff in charge but not dedicated staffs”, 16.5% that they have “dedicated staffs”, 15.4% that they have “dedicated staffs and organization”, and 15.1% “no organization or staff.”
- Compared to 2011, the number of respondents who answered “no organization or staff” was reduced, and respondents who answered that they have “a staff in charge but not dedicated staffs” increased.

Unit: %



- Of the companies with dedicated CSR staffs, 29.1% answered they had “2 full-time employees in charge”, and 28.2% said they had “1 full-time employees in charge.”
- In the case of full-time employees, the mean number was 3.2, while temporary employees were 0.4, so full-time employees tend to become CSR officers.

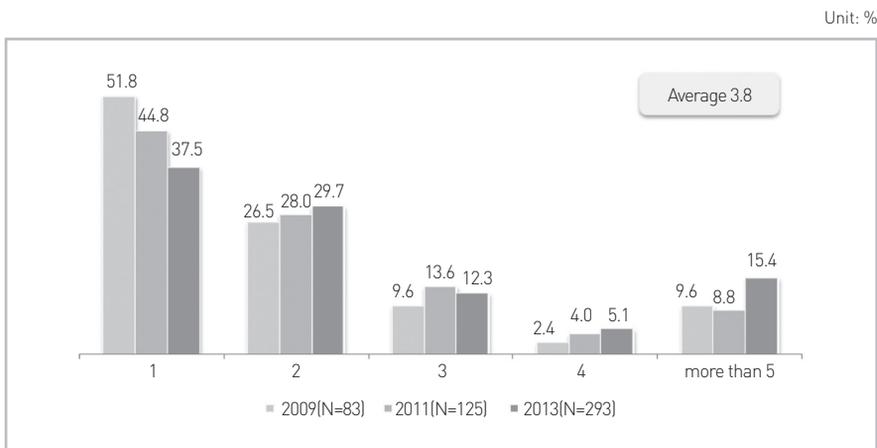
Unit: %



In 2009 study, full-time employees were 2.0, and temporary employees 0.02 on average.

In 2011 study, full-time employees were 4.8, and temporary employees 1.2 on average.

- Companies with dedicated CSR staffs, 37.5% responded that they have 1 dedicated employee, 29.7% answered that they had 2, 12.3% said 3, and 5.1% said 4, and 15.4% said more than 5.
- Dedicated full-time employees for social contribution activities was mostly 1 in 2009, but in 2011 and 2013, the number increased to 2 and 3, showing an increasing trend.



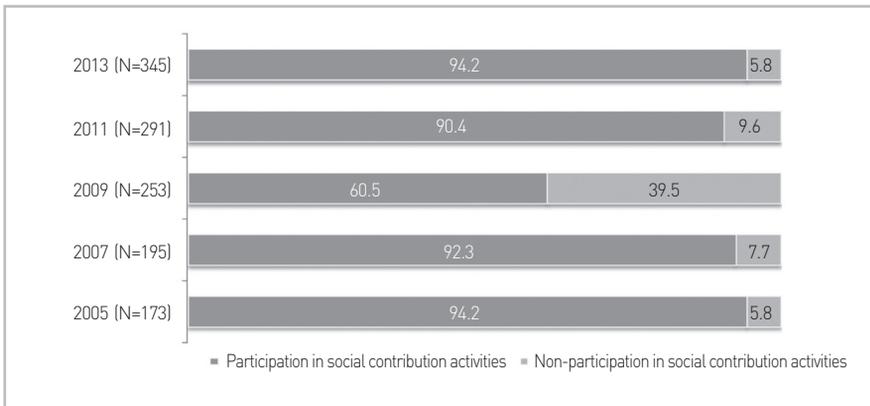
In 2009, the average was 2.4, and in 2011 2.3.

## 2) Social Contribution Performance 2012: Participation

### (1) Participation in social contribution activities

- Of the companies which participated in social contribution activities, 94.2% answered that they participated in 2012, and 5.8% said they didn't, showing 9 out of 10 companies with experience in social contribution activities enrolled in CSR activities in 2012.
- Except for 2009, when the answer “participated in social contribution activities last year” dropped dramatically, all studies showed similar trends.

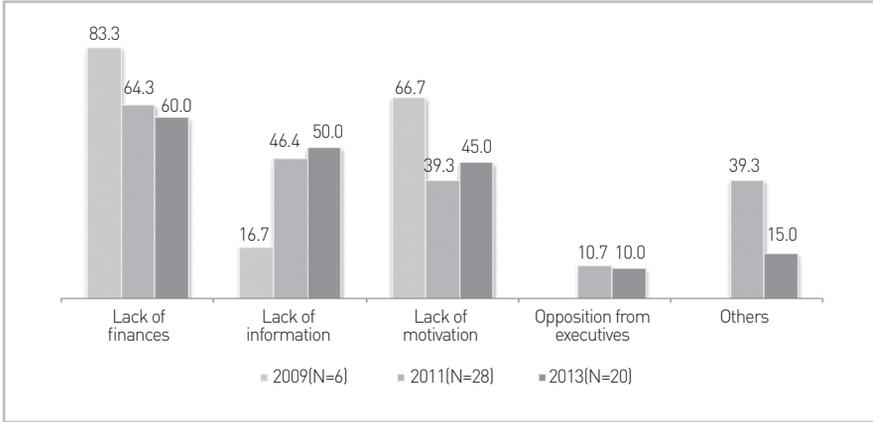
Unit: %



### (2) Reasons of non-participation in 2012

- Of the companies that did not participate in social contribution activities in 2012, 60.6% cited the reason as “lack of finances”, 50.0% “lack of information”, 45% “lack of motivation”, and 10.0% “opposition from executives.”

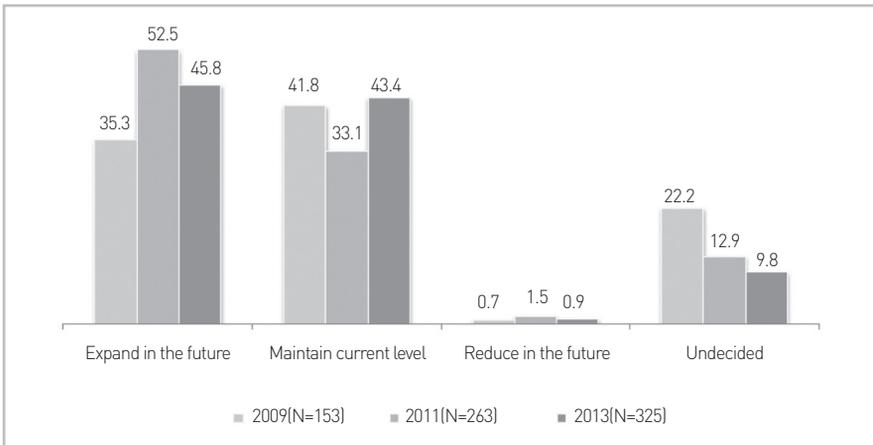
Unit: %



### (3) Future plans to expand social contribution activities

- On future plans to expand social contribution activities, 45.8% responded they will “expand in the future”, 43.4% “maintain current level”, and 0.9% “reduce in the future.”

Unit: %



### 3) Social Contribution Performance in 2012: Donation Amount

#### 1) Korean companies' donation status in 2012

##### (1) Average donation amount

- Average donation amount of Korean companies were 280,609,000KRW. Large companies donated on an average 6,791,076,000KRW, and SMEs 112,945,000KRW.
- Listed companies donated on an average 1,468,886KRW and non-listed companies 119,400,000KRW. Amongst listed companies, large companies donated on an average 8,377,808,000KRW and SMEs 397,125,000KRW, while from the non-listed companies, large companies donated 3,982,561,000KRW and SMEs 79,221,000KRW.

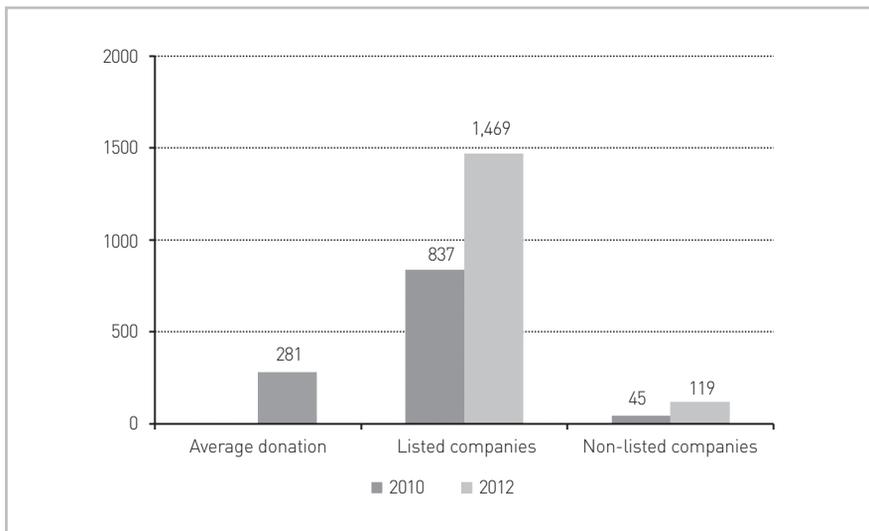
Unit: 1000KRW

		N	M	SD	
Total		11,033	280,609	3,770,113	
According to size	Large companies	277	6,791,076	20,626,713	
	SMEs	10,756	112,945	1,582,143	
According to type	Listed	Average	1,318	1,468,886	10,409,939
		Large companies	177	8,377,808	24,920,975
		SMEs	1,141	397,125	4,503,514
	Non-listed	Average	9,715	119,400	1,105,794
		Large companies	100	3,982,561	8,180,239
		SMEs	9,615	79,221	618,635

## (2) Average donation amount

- The donation amount of companies increased overall compared to 2010.

Unit: 1000KRW



## (3) Compared to business performance

- Donation amount compared to revenue was on an average 0.12%, large companies 0.10%, and SMEs 0.12%.
- Donation amount compared to operating profit was on an average 0.27%, large companies 2.18%, and SMEs 0.24%.

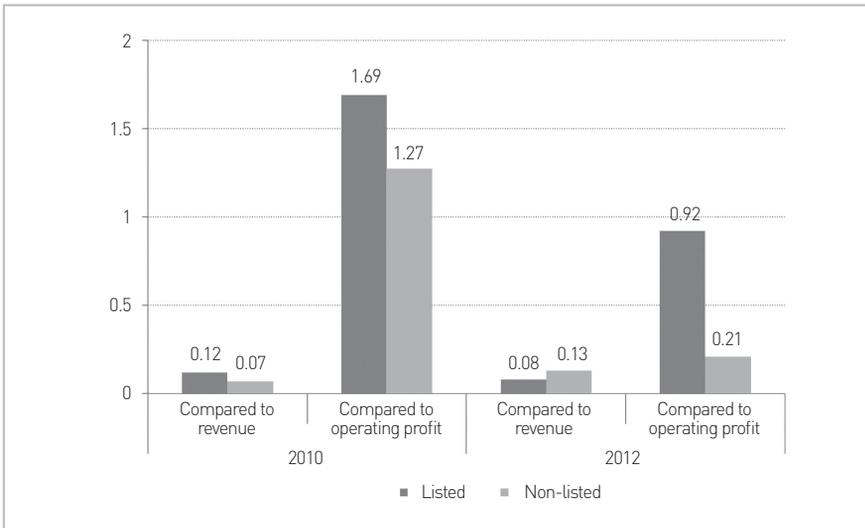
Unit: %

		N	M	SD
Compared to revenue	Average	20,200	0.12	1.306
	Large companies	318	0.10	0.227
	SMEs	19,882	0.12	1.316
Compared to operating profit	Average	20,983	0.27	42.896
	Large companies	318	2.18	8.198
	SMEs	20,665	0.24	43.212

#### (4) Compared to business performance

- Donation amount compared to business performance index fell compared to 2010. Donation amount compared to revenue increased compared to 2013, but donation compared to operating profit dropped dramatically.

Unit: %



### (5) Compared to revenue

- Listed companies donated on an average 0.08% of the total revenue and non-listed companies 0.13%.
- Of the listed companies, large companies donated on an average 0.12% of the total revenue and SMEs 0.07%, while large companies donated 0.07% and SMEs 0.13% from the non-listed category.

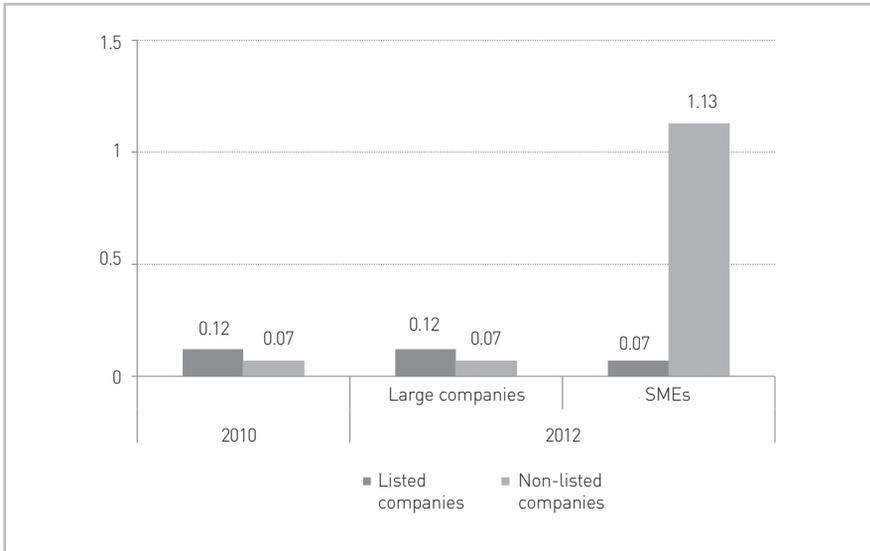
Unit: %

		N	M	SD
Compared to revenue	Total	20,200	0.12	1.306
	Average	1,708	0.08	0.238
Listed companies	Large companies	218	0.12	0.251
	SMEs	1,490	0.07	0.235
	Average	18,492	0.13	1.363
Non-listed companies	Large companies	100	0.07	0.158
	SMEs	18,392	0.13	1.367
	Average			

### (6) Compared to revenue

- In terms of donation amount compared to revenue in 2012, large companies recorded higher percentage than SMEs in the listed category, while SMEs were higher than large companies in the non-listed category.

Unit: %



### (7) Compared to operating profit

- In terms of donation amount compared to operating profit in 2012, listed companies were on an average 0.92% and non-listed companies 0.21%.
- Large companies recorded 0.38% and SMEs 0.71% in the listed category, while large companies were 1.75% and SMEs 0.20% in the non-listed category.

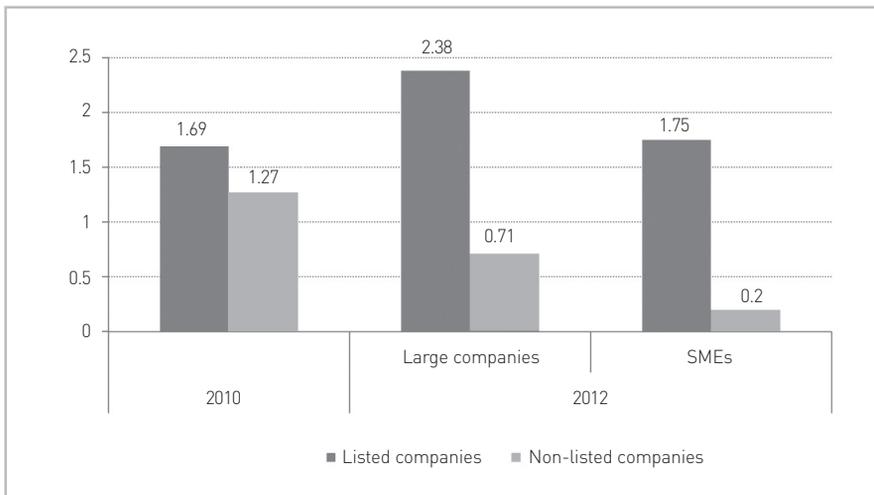
Unit: %

		N	M	SD
Compared to operating profit	Total	20,983	0.27	42.896
	Average	1,712	0.92	13.625
Listed companies	Large companies	218	2.38	9.315
	SMEs	1,494	0.71	14.132
	Average	19,271	0.21	44.575
Non-listed companies	Large companies	100	1.75	4.931
	SMEs	19,171	0.20	44.690
	Average			

### (8) Compared to operating profit

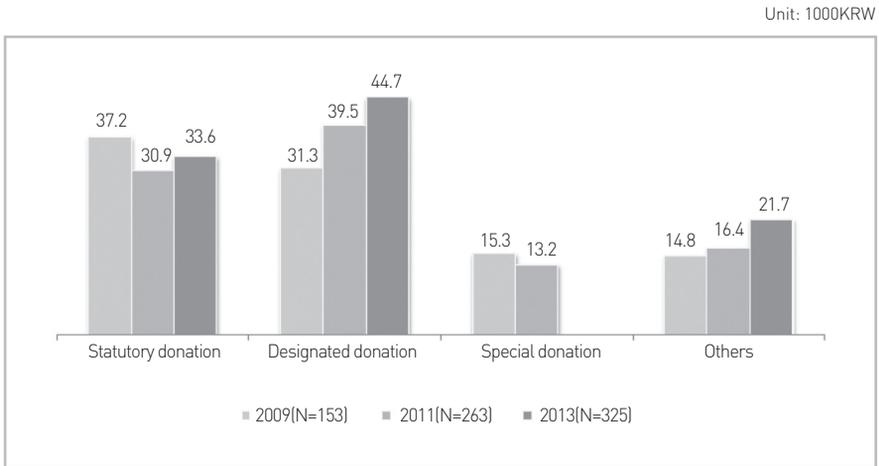
- In terms of donation amount compared to operating profit in 2012, in both listed and non-listed categories, large companies recorded higher percentage than SMEs. Non-listed companies had lower percentage compared to listed companies, and especially non-listed SMEs had very low percentages.

Unit: %



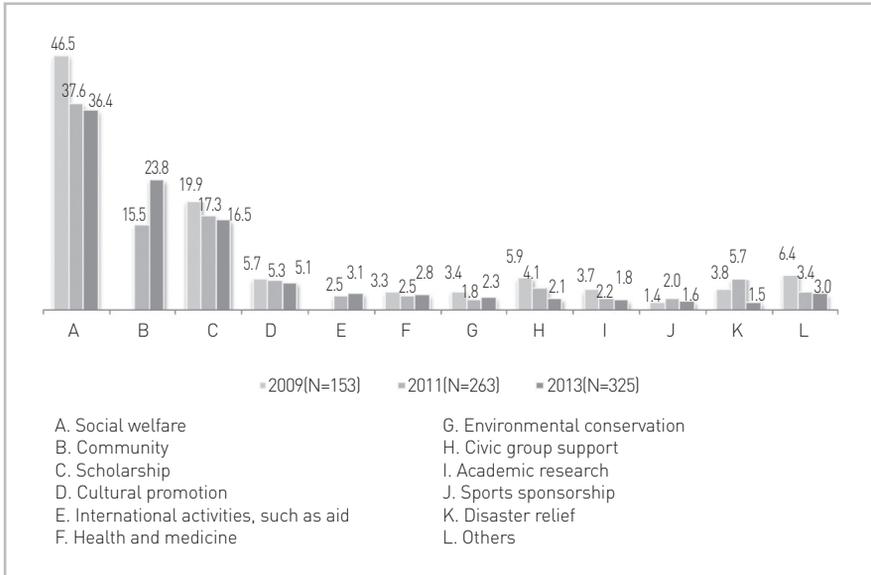
## 2) Donation proportion according to donation type and average amount

- Among donation types, “designated donation” (44.7%, 723,053,340KRW) had the highest percentage, followed by “statutory donation” (33.6%, 543,503,190KRW), and “others” (21.7%, 351,012,470KRW).



- Donation proportion according to areas

“Social welfare” was the highest at 36.4%, “community” 23.8%, “scholarship” 16.5%, “cultural promotion” 5.1%, “international activities, such as aid” 3.1%, “health and medicine” 2.8%, “environmental conservation” 2.3%, “civic group support” 2.1%, “academic research” 1.8%, “sports sponsorship” 1.6%, and “disaster relief” 1.5%.



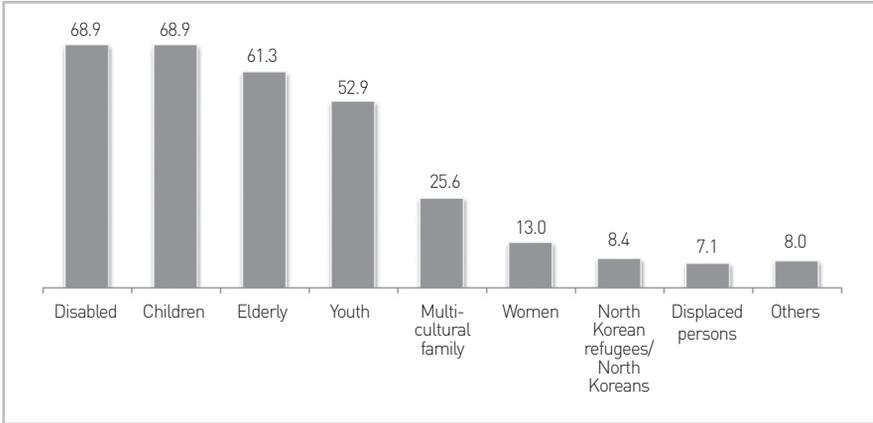
- Donation amount was the highest in “social welfare” at 588,795,000KRW, followed by “community” 384,981,000KRW, “scholarship” 266,899,000KRW, “cultural promotion” 82,496,000KRW, “international activities, such as aid” 50,145,000KRW, “health and medicine” 45,292,000KRW, “environmental conservation” 37,204,000KRW, “civic group support” 33,969,000KRW, “academic research” 29,116,000KRW, “sports sponsorship” 25,881,000KRW, and “disaster relief” 24,264,000KRW.

Area	Percentage	Donation amount (1000KRW)	Area	Percentage	Donation amount (1000KRW)
Social welfare	36.4	588,795	Environmental conservation	2.3	37,204
Community	23.8	384,981	Civic group support	2.1	33,969
Scholarship	16.5	266,899	Academic research	1.8	29,116
Cultural promotion	5.1	82,496	Sports sponsorship	1.6	25,881
International aid	3.1	50,145	Disaster relief	1.5	24,264
Health and medicine	2.8	45,292	Others	3.0	48,527

### 3) Social welfare donation recipient

- Recipients in the social welfare category were the “disabled” and “children” at 68.9%, respectively, followed by “elderly” 61.3%, “youth” 52.9%, “multi-cultural family” 25.6%, “women” 13.0%, “North Korean refugees/North Koreans” 8.4%, and “displaced persons” 7.1%.

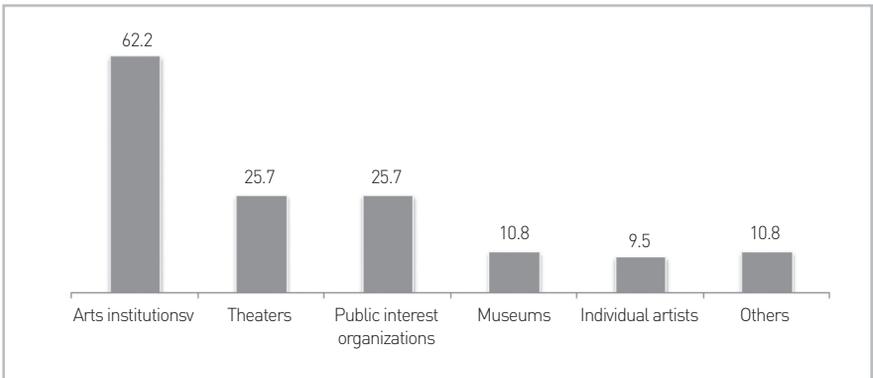
Unit: %



#### 4) Cultural promotion donation recipient and area

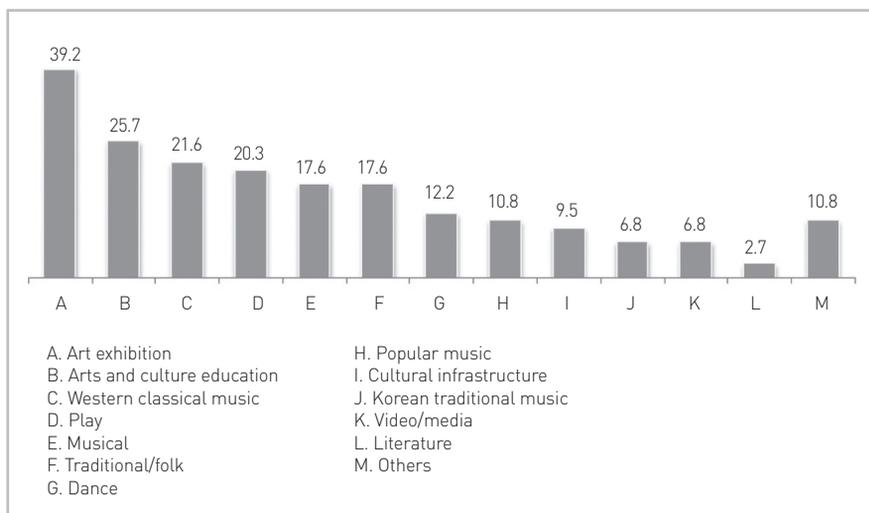
- Of the companies that donated in the cultural promotion area, 62.2% answered they supported “arts institutions”, 25.7% “theaters”, 25.7% “public interest organizations”, 10.8% “museums”, and 9.5% “individual artists.”

Unit: %



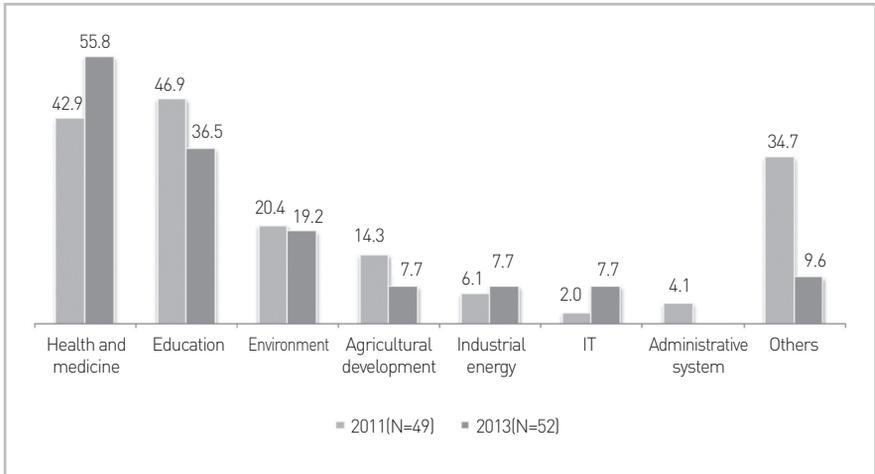
- Among the cultural promotion donation areas, “art exhibition” was the highest at 39.2%, followed by “arts and culture education” 25.7%, “Western classical music” 21.6%, “play” 20.3%, “musical” 17.6%, “traditional/folk” 17.6%, “dance” 12.2%, “popular music” 10.8%, “cultural infrastructure” 9.5%, “Korean traditional music” 6.8%, “video/media” 6.8%, and “literature” 2.7%.

Unit: %



## 5) Donation areas in international activities

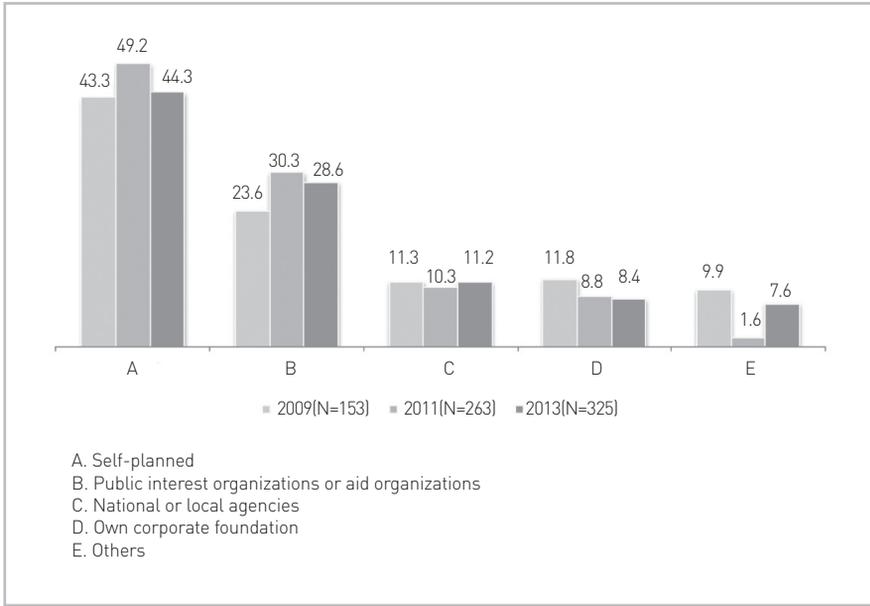
- Of the companies that participated in international aid or activities, 55.8% were in “health and medicine”, 36.5% “education”, 19.2% “environment”, 7.7% “agricultural development”, 7.7% “industrial energy”, and 7.7% in “IT.”



## 6) Donation proportion according to donation methods

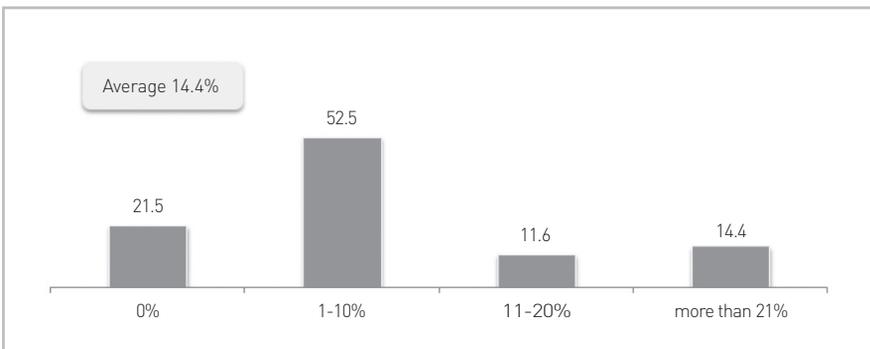
- Among donation methods, “donation to self-selected, self-planned social contribution projects” of companies had the highest percentage at 44.3%, followed by “donation to public interest organizations or aid organizations” 28.6%, “donation to national or local agencies” 11.2%, and “donation to own corporate foundation” 8.4%.
- Order of donation from “self-planned projects” to “public interest/aid organizations” in 2013 was similar to that of previous studies.

Unit: %



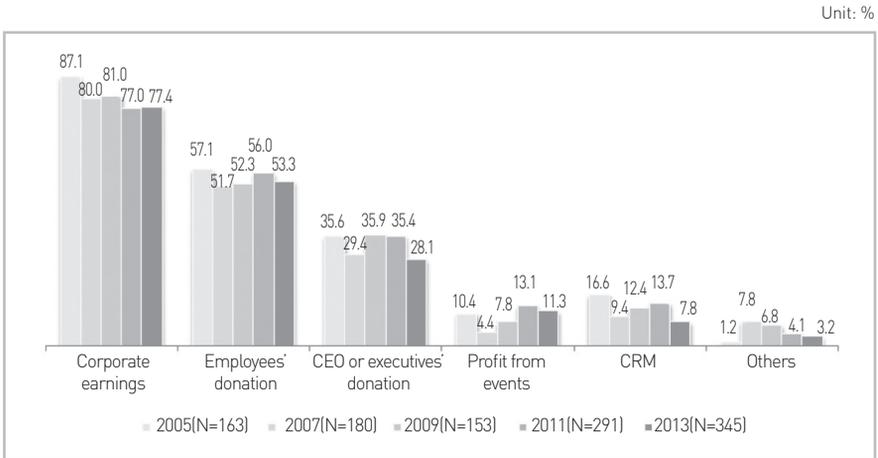
- Companies which donated to public interest organizations and aid organizations had an average project management allowance percentage of 14.4%.

Unit: %



## 7) Finances for social contribution activities

- Finances for corporate social contribution activities were from “corporate earnings” (77.4%), “employees’ donation” (53.3%), “CEO or executives’ donation” (28.1%), “profit from events” (11.3%), and “public good related marketing” (7.8%).
- Order of fundraising, from “corporate earnings”, “employees’ donation” to “CEO or executives’ donation” was not greatly different from past studies.



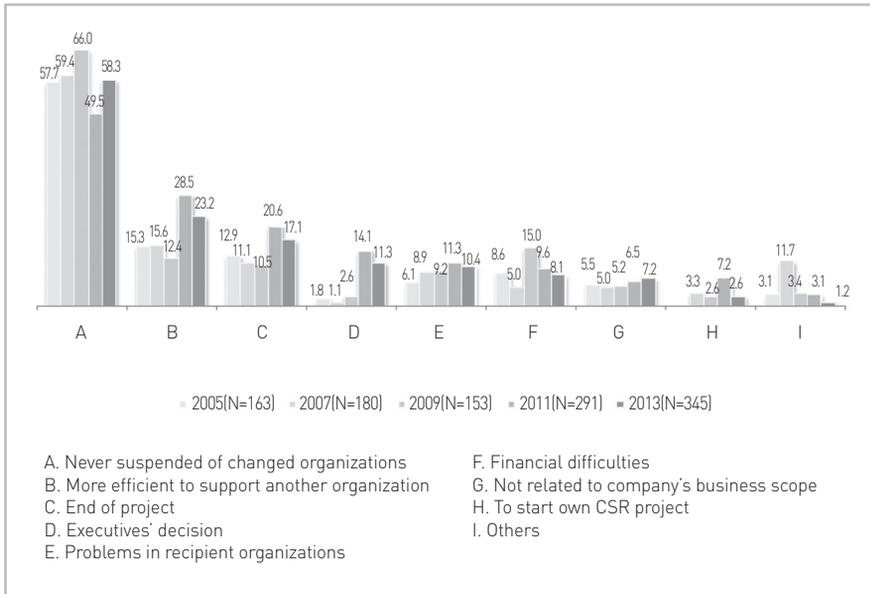
## 8) Suspension, change of donation to public interest organizations and reasons

- Regarding suspension or change of donation to public interest organizations, 58.3% answered no such experience. The reasons cited were “more efficient to support another organization” (23.2%), “end of project” (17.1%), “executives’ decision”

(11.3%), “problems in recipient organizations” (10.4%), “financial difficulties” (8.1%), “not related to company’s business scope” (7.2%), and “to start own CSR project” (2.6%).

- The proportion of suspension and change of donation to public interest organizations(41.7%) slightly dropped from 2011(50.5%), but the reasons behind the suspension/change were similar to that of past studies.

Unit: %



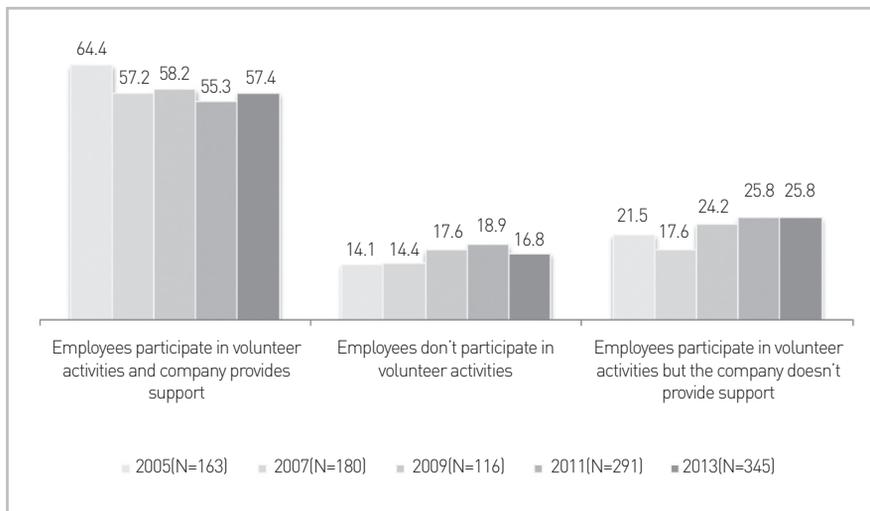
#### 4) Social Contribution Performance in 2012: Volunteer Work

##### (1) Employees' participation in volunteer activities and company support

- On employees' participation in volunteer activities, 57.4% answered that their “employees participate in volunteer activities and company provides support”,

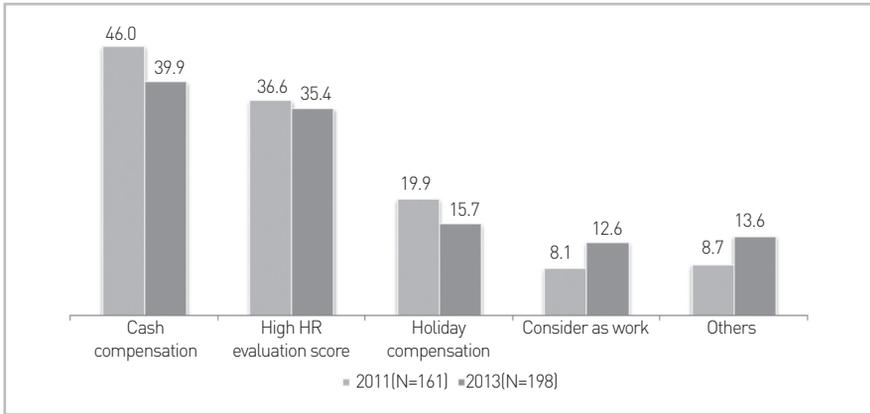
25.8% “employees don’t participate in volunteer activities”, 16.8% “employees participate in volunteer activities but the company doesn’t provide support.”

Unit: %



## [2] Support methods for employees' volunteer activities

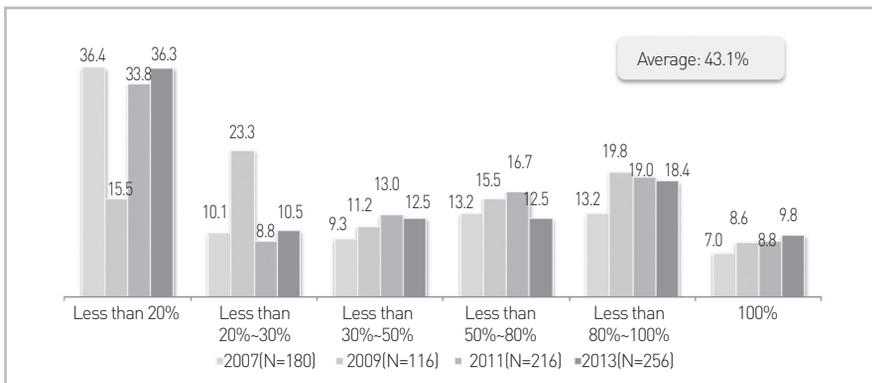
- Support methods for employees' volunteer activities were “cash compensation” (39.9%), “high HR evaluation score” (35.4%), “holiday compensation” (15.7%), and “consider as work” (12.6%).
- Order of “cash compensation”→“high HR evaluation score”→“holiday compensation”→“consider as work” was similar to past studies.



\*In 2005, 2007, 2009 studies, the question was “companies that do not support employees’ volunteer activities”, so direct comparison is not possible.

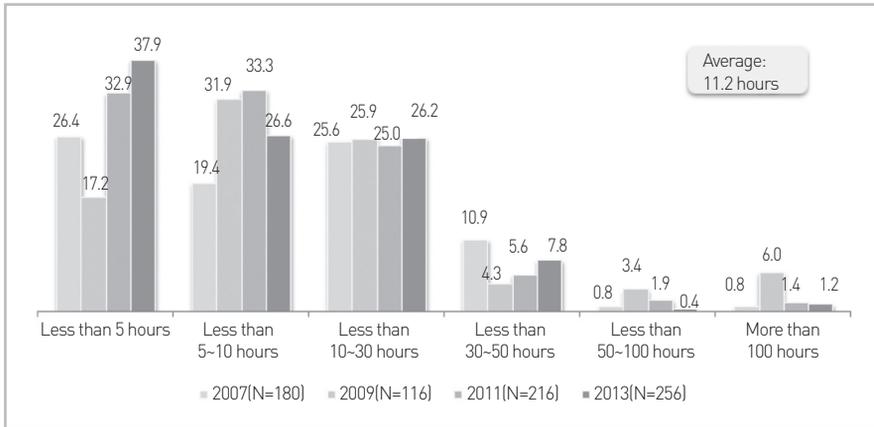
### [3] Employees’ volunteer participation rate and time

- Volunteer participation rate of employees was on an average 43.1%, and the highest section was “less than 20%” (36.3%).
- Annual volunteer time per worker was 11.2 hours on an average.



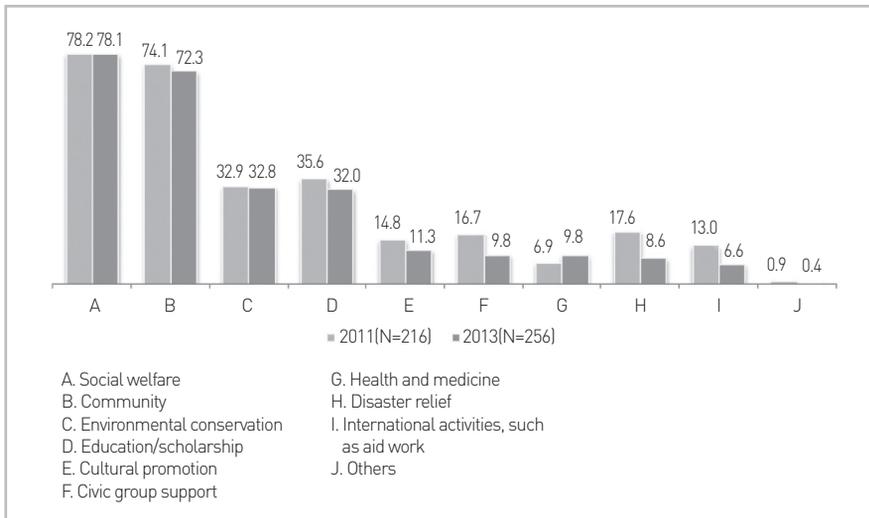
- The highest section was “less than 5 hours” (37.9%), followed by “less than 5~10 hours” (26.6%), “less than 10~30 hours” (26.2%), “less than 30~50 hours” (7.8%), “less than 50~100 hours” (0.4%), and “more than 100 hours”(1.2%).

Unit: %



#### (4) Volunteer areas of employees

- On volunteer areas, “social welfare” was the highest at 78.1%, “community” 72.3%, “environmental conservation” 32.8%, “education/scholarship” 32.0%, “cultural promotion” 11.3%, “civic group support” 9.8%, “health and medicine” 9.8%, “disaster relief” 8.6%, and “international activities, such as aid work” 6.6%.



\*Due to the difference in items in the question, studies from 2005, 2007, 2009 cannot be compared.

\*From 2005~2009, the items were “aid to social welfare centers”, “environmental conservation activities”, “visit to elderly living alone”, “volunteer activities to low-income areas”, “disaster relief/aid activities”, “traffic safety activities”, and “others.”

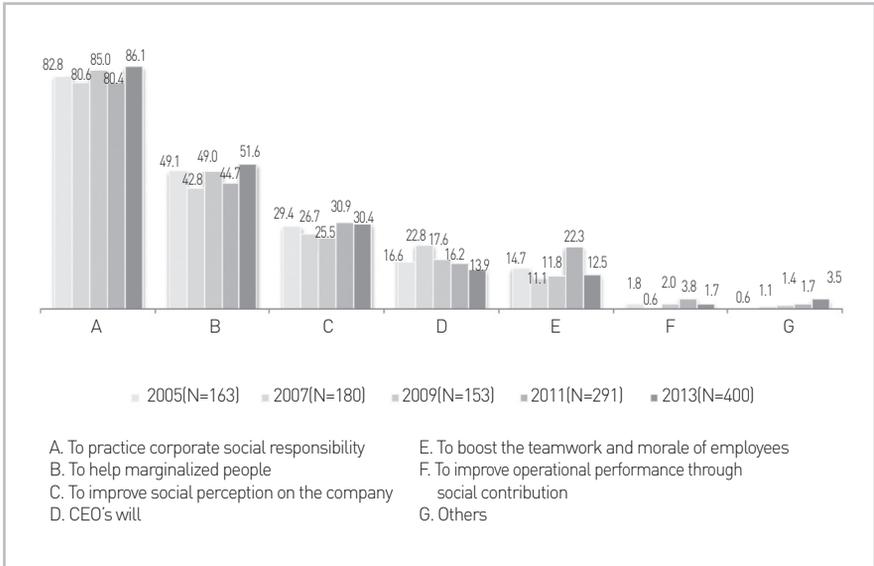
## 5) Support Factors and Obstacles in Social Contribution

### (1) Reasons for participation in social contribution activities

- Reasons cited for social contribution activities were “to practice corporate social responsibility” (86.1%), “to help marginalized people” (51.6%), “to improve social perception on the company” (30.4%), “CEO’s will” (13.9%), “to boost the teamwork

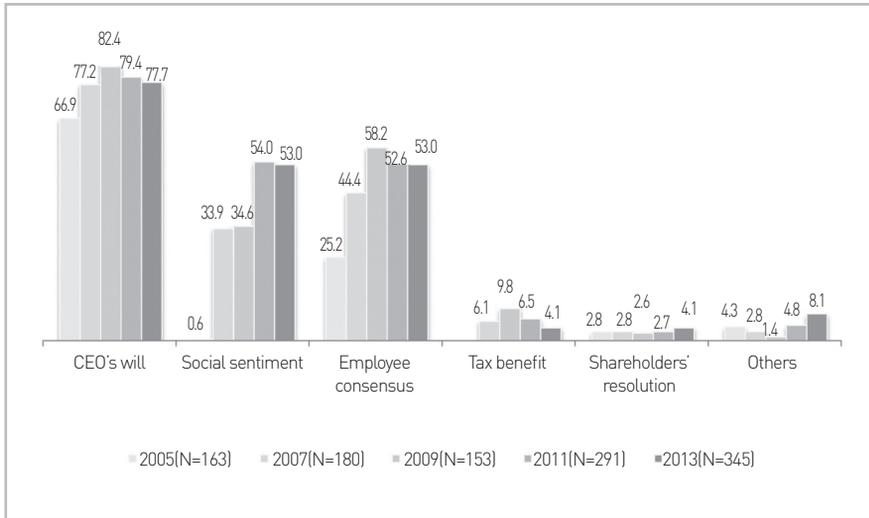
and morale of employees” (12.5%), and “to improve operational performance through social contribution” (1.7%).

Unit: %



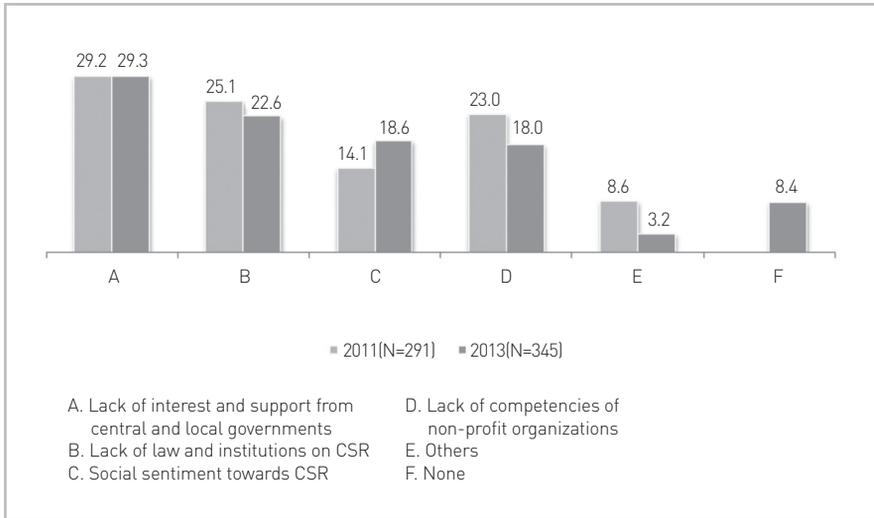
## (2) Decisive factor in participation in social contribution activities

- On the decisive factor in participation in social contribution activities, “CEO’s will” was the highest at 77.7%, followed by “social sentiment” 53.0%, “employee consensus” 53.0%, “tax benefit” 4.1%, and “shareholders’ resolution” 4.1%.
- As in the previous studies, most respondents cited “CEO’s will” as the greatest reason for volunteer activities. Thus, it can be learned that the commitment of the head of the company acts as the decisive factor in corporate social contribution.



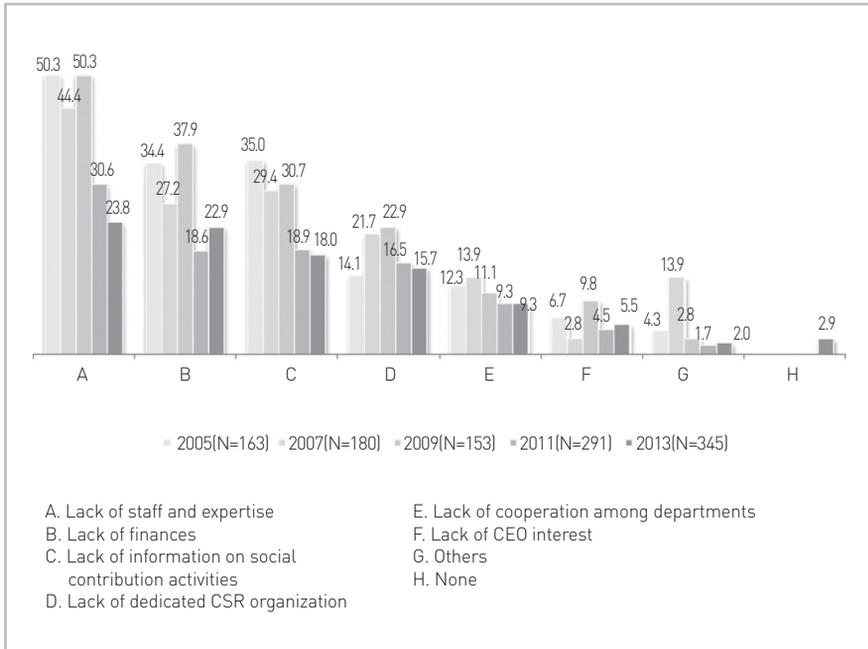
### (3) Internal and external obstacles in social contribution activities

- External obstacles cited by respondents were “lack of interest and support from central and local governments” 29.3%, “lack of law and institutions on corporate social contribution” 22.6%, “social sentiment towards corporate social contribution” 18.6%, and “lack of competencies of non-profit organizations” 18.0%.
- More than 50% of the respondents cited lack of the government and legal and institutional shortfall as external obstacles, so public support and cooperation is important in social contribution.



#### (4) Internal and external obstacles in social contribution activities

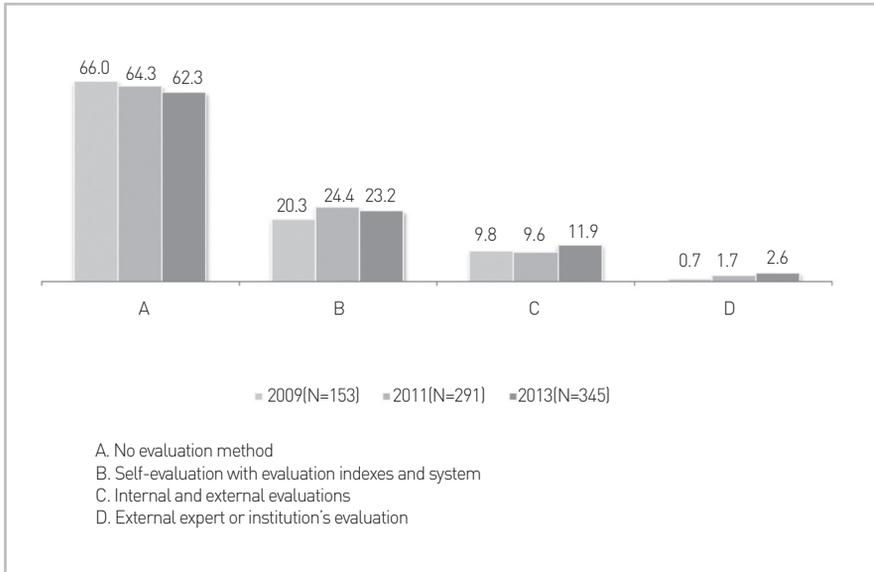
- Internal obstacles cited by respondents were “lack of staff and expertise” 23.8%, “lack of finances” 22.9%, “lack of information on social contribution activities” 18.0%, “lack of dedicated CSR organization” 15.7%, “lack of cooperation among departments” 9.3%, and “lack of CEO interest” 5.5%.
- Compared to 2011, respondents who answered “lack of staff and expertise” decreased, but “lack of finances” increased.



## 6) Social Contribution Results

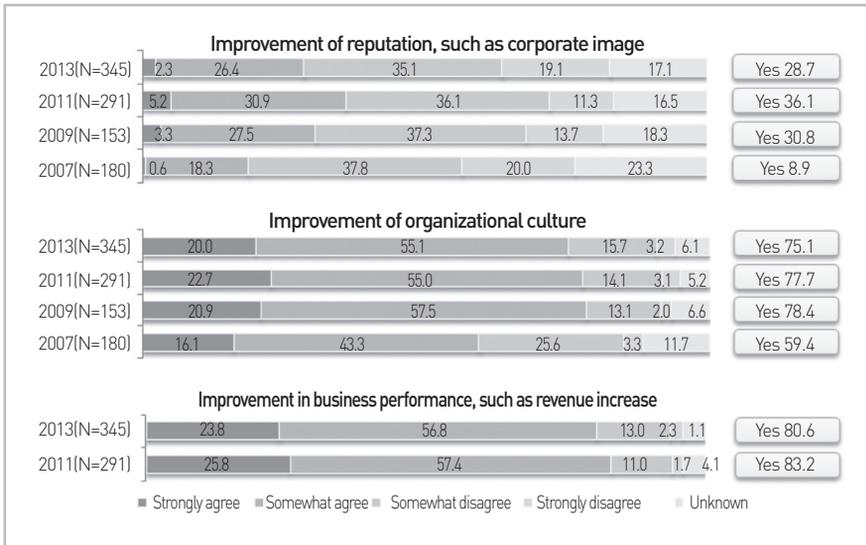
### (1) Evaluation method of own social contribution activities

- On evaluation of company's social contribution activities, 62.3% answered they had "no evaluation method", 23.2% performed "self-evaluation with evaluation indexes and system", 11.9% received "internal and external evaluations", and 2.6% received "external expert or institution's evaluation."
- Responses on evaluation methods were similar to previous studies.



## (2) Evaluation of social contribution results

- On social contribution results, 80.6% responded “yes(strongly agree+somewhat agree)” to “improvement of reputation, such as corporate image”, 75.1% to “improvement of organizational culture”, and 28.7% to “improvement in business performance, such as revenue increase.”

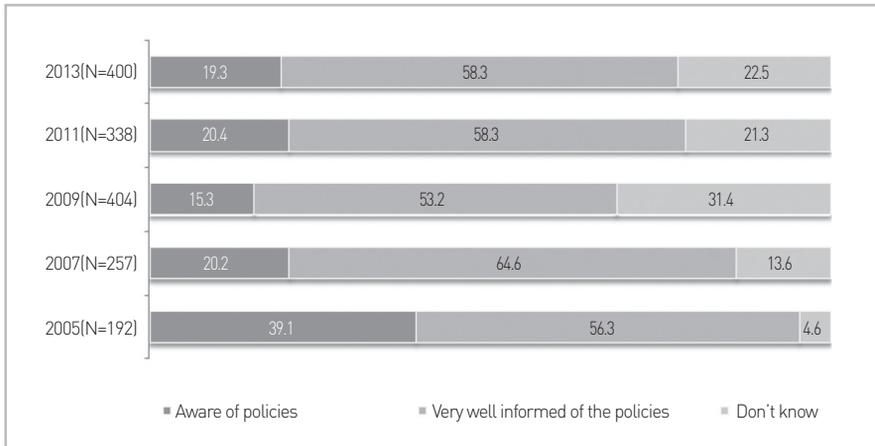


## 7) Perception on Social Contribution Policies

### (1) Knowledge of tax benefits on social contribution activities

- On the question of whether they know about tax benefits Korean government provide to companies for social contribution activities, 58.3% answered “aware of policies”, 19.3% “very well informed of the policies”, and 22.5% “don’t know.”

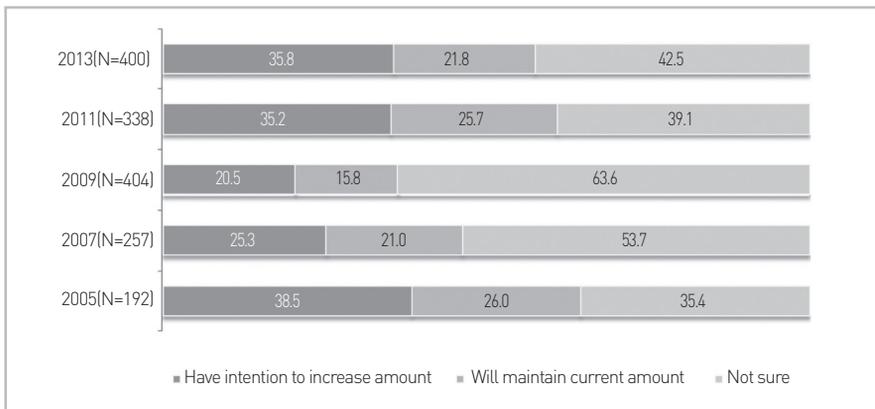
Unit: %



## (2) Intention to increase donation amount if tax benefit increase

- On intention to increase donation amount if tax benefit increase, 42.5% answered “not sure”, 35.8% “have intention to increase amount”, and 21.8% “will maintain current amount.”
- Responses were mostly similar to that of 2011.

Unit: %



# III. Summary and Recommendations

## 1. Summary

### 1) Participation in social contribution activities and CSR organization

- With experience of social contribution activities 86.3%
- Cash donation, method of social contribution 82.3%
- Of the 400 companies in the top 2000 list, 86.3%(86.25%) had experience in social contribution activities and 13.8%(13.75%) had no experience.
- The reason cited for non-participation was “lack of executives’ interest” (50.9%), “lack of finances for social contribution” (40.0%), and etc.
- 67.2% of the companies without experience in social contribution said they have intention to participate in the future.
- Methods of participation were mainly “cash donation” (82.3%), “volunteer activities” (79.1%), and “donation in-kind” (69.9%).
  - A staff in charge present but not dedicated staffs 53.0%
  - Number of dedicated staffs: 3.2 full-time workers and 0.4 part-time workers
  - Number of main CSR staffs: 3.8 on an average
- Regarding CSR organization, 53.0% answered they have “a staff in charge present but not dedicated staffs”, 16.5% “dedicated staffs present”, 15.4% “dedicated staffs and organization present”, and 15.1% “no organization or staff present.”
- Companies with dedicated staffs were 3.2 full-time workers and 0.4 part-time workers on an average, with more full-time workers than part-time.
- Companies participating in social contribution on an average had 3.8 CSR staffs.

## 2) Social contribution performance in 2012: participation

- Participated in social contribution activities in 2012 94.2%
- Plan to expand activities in the future 45.8%
- 94.2% of the respondents answered that they participated in social contribution activities in 2012 and 5.8% said they didn't. 9 out of 10 companies that have experience in social contribution enrolled in such activities in 2012.
- Reasons cited for non-participation were "lack of finances" 60.6%, "lack of information" 50.0%, "lack of motivation" 45%, and "opposition from executives" 10.0%.
- On future plans to expand social contribution activities, 45.8% responded they will "expand in the future", and 43.4% "maintain current level."

## 3) Social contribution performance in 2012: donation amount

- Statutory donation proportion 33.6%(donation to designated organizations 44.7%)
- Major donation area, social welfare(36.3%) and community(23.8%)
- Among donation types in 2012, "donation to designated organizations"(44.7%) was the highest, followed by "statutory donation" (33.6), and "others" (21.7).
- In terms of donation areas, "social welfare" was the highest at 36.4%, "community" 23.8%, "scholarship" 16.5%, "cultural promotion" 5.1%, "international activities, such as aid" 3.1%, "health and medicine" 2.8%, "environmental conservation" 2.3%, "civic group support" 2.1%, "academic research" 1.8%, "sports sponsorship" 1.6%, and "disaster relief" 1.5%.
  - In social welfare category, "disabled" and "children" were 68.9%, respectively.
- Recipients in the social welfare category were the "disabled" and "children" at 68.9%, respectively, followed by "elderly" 61.3%, "youth" 52.9%, "multi-cultural family" 25.6%, "women" 13.0%, "North Korean refugees/North Koreans" 8.4%, and

“displaced persons” 7.1%.

- Companies’ average donation amount 280,609,000KRW

- Average donation amount of Korean companies were 280,609,000KRW. Large companies donated on an average 6,791,076,000KRW, and SMEs 112,945,000KRW.
- According to types of companies, listed companies donated on an average 1,468,886KRW and non-listed companies 119,400,000KRW. Amongst listed companies, large companies donated on an average 8,377,808,000KRW and SMEs 397,125,000KRW, while from the non-listed companies, large companies donated 3,982,561,000KRW and SMEs 79,221,000KRW.

- Main recipient in cultural promotion area, arts institutions 62.2%

- Cultural promotion donation are, art exhibition 39.2%

- Of the companies that donated in the cultural promotion area, 62.2% answered they supported “arts institutions”, 25.7% “theaters”, 25.7% “public interest organizations”, 10.8% “museums”, and 9.5% “individual artists.”
- Among the cultural promotion donation areas, “art exhibition” was the highest at 39.2%, followed by “arts and culture education” 25.7%, “Western classical music” 21.6%, “play” 20.3%, “musical” 17.6%, “traditional/folk” 17.6%, “dance” 12.2%, “popular music” 10.8%, “cultural infrastructure” 9.5%, “Korean traditional music” 6.8%, “video/media” 6.8%, and “literature” 2.7%.

- Main recipient area in international aid or activities, health and medicine 55.8%

- Of the companies that participated in international aid or activities in 2012, 55.8% were in “health and medicine”, 36.5% “education”, 19.2% “environment”, 7.7% “agricultural development”, 7.7% “industrial energy”, and 7.7% in “IT.”

- Self-selected and self-planned social contribution projects 44.3%

- Project management allowance percentage 14.4% for companies donating to public interest organizations and aid organizations

- Among donation methods, “donation to self-selected, self-planned social contribution projects” of companies had the highest percentage at 44.3%, followed by “donation to public organizations or aid organizations” 28.6%, “donation to national or local agencies” 11.2%, and “donation to own corporate foundation” 8.4%.
- Companies donating to public organizations and aid organizations had a project management allowance percentage of 14.4%.
  - Finances for social contribution activities
- Finances for corporate social contribution activities were from “corporate earnings” (77.4%), “employees’ donation” (53.3%), “CEO or executives’ donation” (28.1%), “profit from events” (11.3%), and “public good related marketing” (7.8%).
- Order of fundraising, from “corporate earnings,” “employees’ donation,” to “CEO or executives’ donation” was not greatly different from past studies
  - Never suspended or changed donation to public organizations 58.3%
- Regarding suspension or change of CSR partners, 58.3% answered no such experience.
- The reasons cited were “more efficient to support another organization” (23.2%), “end of project” (17.1%), “executives’ decision” (11.3%), “problems in recipient organizations” (10.4%), “financial difficulties” (8.1%), “not related to company’s business scope” (7.2%), and “to start own CSR project” (2.6%).
- The proportion of suspension and change of donation to public interest organizations(41.7%) slightly dropped from 2011(50.5%), but the reasons behind the suspension/change were similar to that of past studies.

#### **4) Social contribution performance in 2012: volunteer work**

- Employees participate in volunteer activities and company provides support 57.4%
- Main support method, cash compensation(39.9%) and high HR evaluation

score(35.4%)

- On employees' participation in volunteer activities, 57.4% answered that their "employees participate in volunteer activities and company provides support", 25.8% "employees don't participate in volunteer activities", 16.8% "employees participate in volunteer activities but the company doesn't provide support."
- Support methods for employees' volunteer activities were "cash compensation" (39.9%), "high HR evaluation score" (35.4%), "holiday compensation" (15.7%), and "consider as work" (12.6%).
  - Volunteer participation rate of employees on an average 43.1%
  - Annual volunteer time per worker 11.2 hours on an average
- Volunteer participation rate of employees on an average was 43.1%, and the highest section was "less than 20%(36.3%)."
- Annual volunteer time per worker was 11.2 hours on an average.
- On volunteer areas, "social welfare" was the highest at 78.1%, "community" 72.3%, "environmental conservation" 32.8%, "education/scholarship" 32.0%, "cultural promotion" 11.3%, "civic group support" 9.8%, "health and medicine" 9.8%, "disaster relief" 8.6%, and "international activities, such as aid work" 6.6%.

## 5) Support factors and obstacles in social contribution

- To practice corporate social responsibility 86.1%
- CEO's will decisive factor 77.7%
- Reasons cited for social contribution activities were "to practice corporate social responsibility" (86.1%), "to help marginalized people" (51.6%), "to improve social perception on the company" (30.4%), "CEO's will" (13.9%), "to boost the teamwork and morale of employees" (12.5%), and "to improve operational performance through social contribution" (1.7%).

- On the decisive factor in participation in social contribution activities, “CEO’s will” was the highest at 77.7%, followed by “social sentiment” 53.0%, “employee consensus” 53.0%, “tax benefit” 4.1%, and “shareholders’ resolution” 4.1%.
- As in the previous studies, most respondents cited “CEO’s will” as the greatest reason for volunteer activities. Thus, it can be learned that the commitment of the head of the company acts as the decisive factor in corporate social contribution.
  - External obstacles, lack of interest and support from central and local governments 29.3%
  - Internal obstacles, lack of staff and expertise 23.8% and lack of finances 22.9%
- External obstacles cited by respondents were “lack of interest and support from central and local governments” 29.3%, “lack of law and institutions on corporate social contribution” 22.6%, “social sentiment towards corporate social contribution” 18.6%, and “lack of competencies of non-profit organizations” 18.0%.
- More than 50% of the respondents cited lack of the government and legal and institutional shortfall as external obstacles, so public support and cooperation is important in social contribution.
- Internal obstacles cited by respondents were “lack of staff and expertise” 23.8%, “lack of finances” 22.9%, “lack of information on social contribution activities” 18.0%, “lack of dedicated CSR organization” 15.7%, “lack of cooperation among departments” 9.3%, and “lack of CEO interest” 5.5%.
- Compared to 2011, respondents who answered “lack of staff and expertise” decreased, but “lack of finances” increased.

## 6) Social contribution results

- On evaluation of company’s social contribution activities, 62.3% answered they had “no evaluation method,” 23.2% performed “self-evaluation with evaluation indexes

and system”, 11.9% received “internal and external evaluations”, and 2.6% received “external expert or institution’s evaluation.”

- On social contribution results, 80.6% responded “yes(strongly agree+somewhat agree)” to “improvement of reputation, such as corporate image”, 75.1% to “improvement of organizational culture”, and 28.7% to “improvement in business performance, such as revenue increase.”

## 7) Perception on social contribution policies

- Aware of the tax benefit policies 58.3%

- Intend to increase donation amount if tax benefit increase 35.8%, undecided 42.5%

- On the question of whether they know about tax benefits Korean government provide to companies for social contribution activities, 58.3% answered “aware of policies”, 19.3% “very well informed of the policies”, and 22.5% “don’t know.”
- On intention to increase donation amount if tax benefit increase, 42.5% answered “not sure”, 35.8% “have intention to increase amount”, and 21.8% “will maintain current amount.”

## **2. Recommendations**

### **1. More diverse social contribution areas**

- Need for companies to diversify their participation in various social contribution areas, such as cultural promotion, international aid, health and medicine, and environmental conservation
- Need for companies to collect and analyze information on social issues and demand: cooperation with professional organizations
- Need for active exchange of information and communication among non-profit organizations, companies and public interest organizations

### **2. Structure for communication between companies and NPOs**

- Need for communication structure between companies and NPOs to promote corporate social contribution
- Need for continuous consultation structure to eliminate redundant projects and inefficiencies, and enhance results
- Need for consultation structure of CSR organizations
- May consider forming regional consultation bodies

### **3. Self-evaluation system for CSR**

- Establish in-house social contribution evaluation system
- Need for evaluation and quality management system with the cooperation from the academia, expert groups, and public interest organizations
- Establish different types of evaluation systems according to company types, group of business, region, and industry

#### **4. Support to strengthen NPO competency**

- Need to strengthen NPOs'(project implementation bodies) competencies in order to enhance CSR activities
- Provide technical assistance to enhance NPOs' project implementation capability: project planning, quality management, accounting, etc.

#### **5. Integrate and upgrade corporate social contribution information sharing system**

- Enhance efficiency of government social contribution information portal
- Share and exchange information with the Social Contribution Information Center of Korea National Council on Social Welfare and other local governments' information centers
- Establish a reliable database of corporate social contribution
- Establish practical information sharing system for matchmaking between NPOs and companies



02

Survey on Arts and Culture Corporate  
Social Responsibility Activities in 2012



## Survey on Arts and Culture Corporate Social Responsibility Activities in 2012

### **Dong-woo Han**

Professor, Graduate School of Social Welfare, Kangnam University

Researcher and Vice Director, the Center on Philanthropy at the Beautiful Foundation

### **Sun-cheol Lee**

Professor, at the Department of Culture Contents Yong In University

Representative, Potato Blossom, A center for creative community

### **Hyun-jung Chung**

Industry-academia cooperation professor

Department of Healthcare Administration of Yuhan College

# Chapter I. Overview

## 1. Survey Purpose and Outline

### 1) Survey Purpose

- Research on the status of Korean companies participating in arts and culture CSR activities
- Research on the perception and attitude of Korean companies toward arts and culture CSR activities
- Establish basic resources to facilitate future arts and culture CSR activities and design relevant policies

Survey on Arts and Culture Corporate Social Responsibility Activities

The Beautiful Foundation

### 2) Survey Outline

Content	
Population	Korean companies with experience in donating in arts and culture
Sample size	103 companies
Instrument & Data collection	Structured questionnaires utilizing Computer Assisted Web Interview (CAWI)
Survey period	September 17(Tues), 2013 ~ October 7(Mon), 2013
Survey agency	Hankook Research(CEO Ik-sang Noh)

# Chapter II. Survey Results

## 1. Arts and Culture Social Contribution Performance in 2012

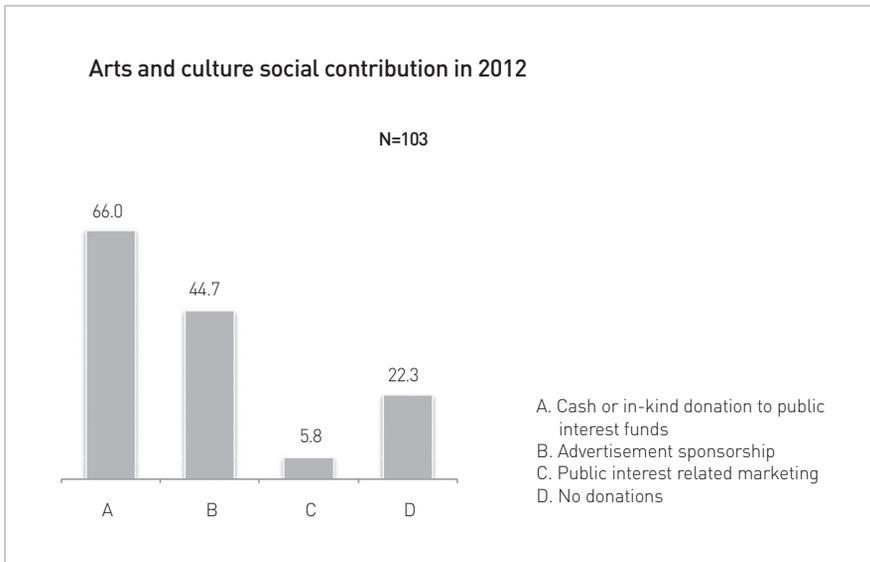
### 1) Current status of arts and culture CSR activities in 2012

Arts and culture social contribution in 2012

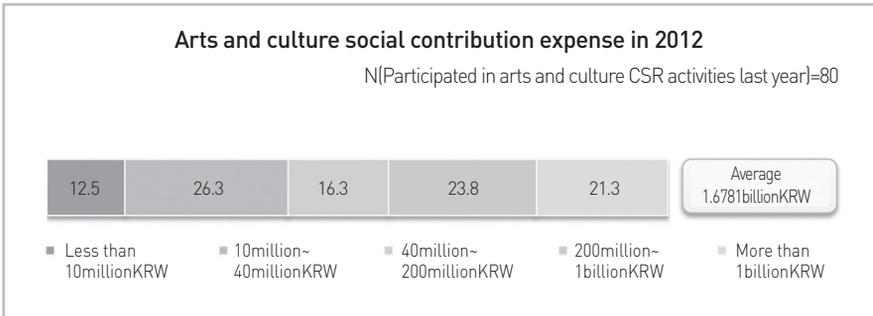
“Cash or in-kind donation to public interest funds” (66.0%) > “advertisement sponsorship” (44.7%) > “public interest related marketing” (5.8%)

Average of 1,670,810,000KRW spent on arts and culture CSR activities in 2012

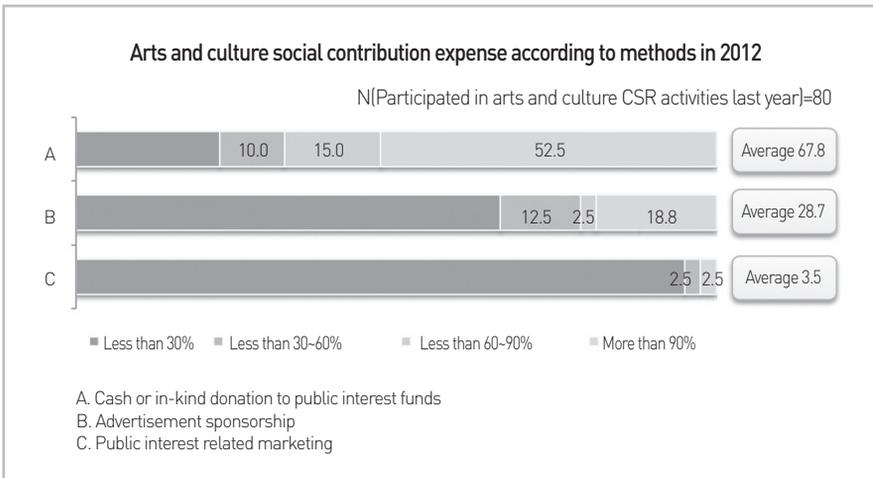
Unit: %



Unit: %



Unit: %



## 2) Arts and culture social contribution expense according to company size

### Arts and culture social contribution expense in 2012

Cash or in-kind donation to public interest funds – large company 1,349,238,000KRW / medium company 64,990,000KRW / small company 228,736,000KRW

• Arts and culture social contribution expense according to company size

Unit: %, 1,000KRW

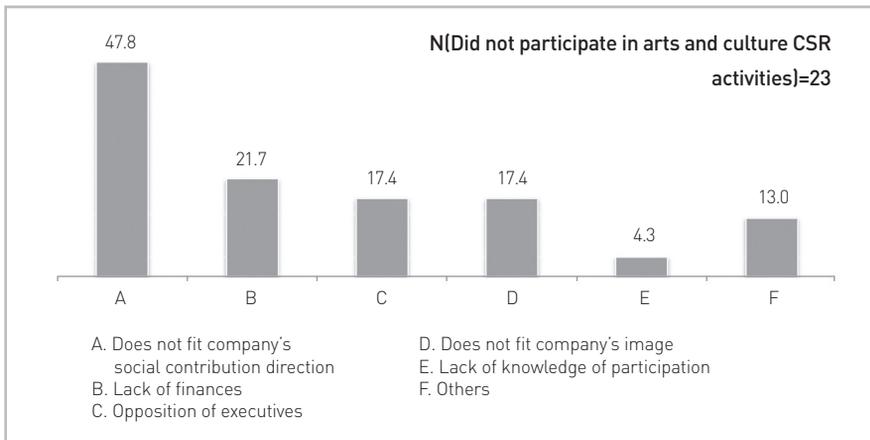
Company size	Average spending on arts and culture	Cash or in-kind donation to public interest funds		Advertisements Sponsorship		Public interest related marketing	
		Percentage	Amount	Percentage	Amount	Percentage	Amount
Large company	1,990,027	67.8	1,349,239	30.0	597,008	2.1	41,792
Medium company	116,889	55.6	64,990	28.9	33,781	15.6	18,235
Small company	254,152	90.0	228,737	10.0	25,415	0.0	0
Average	167,081	67.8	110,273	28.7	479,522	3.5	58,478

3) Reasons of non-participation in arts and culture CSR activities in 2012

Reasons of non-participation in arts and culture CSR activities in 2012

“Does not fit company’s social contribution direction” 47.8%

Unit: %

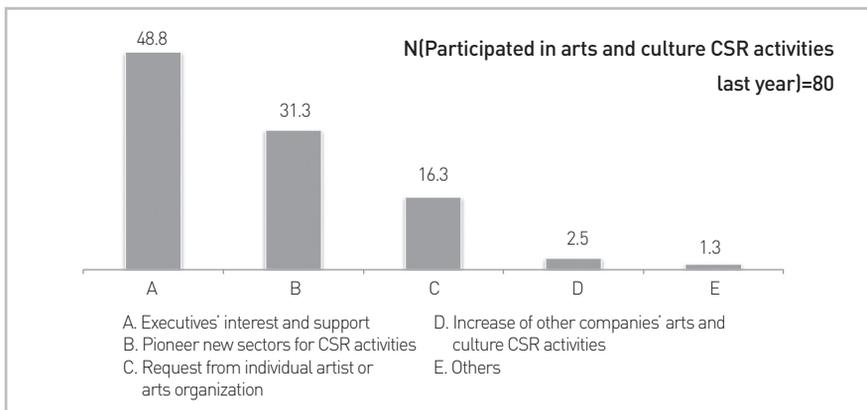


#### 4) Motivating factors in arts and culture CSR activity participation in 2012

Motivating factors in arts and culture CSR activity participation in 2012

“Executives’ interest and support” 48.8%

Unit: %



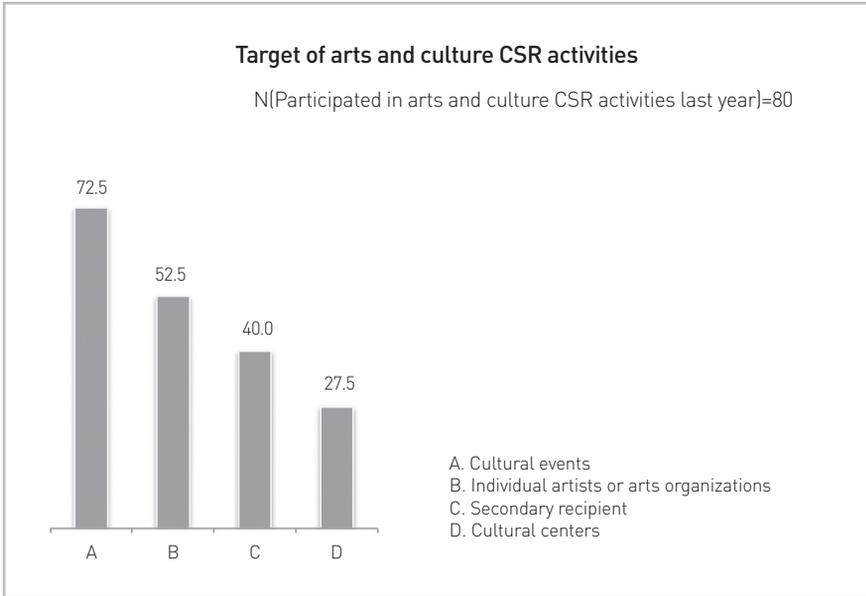
#### 5) Target, area, methods of arts and culture CSR activities in 2012

Target of arts and culture CSR activities, “cultural events” 72.5%

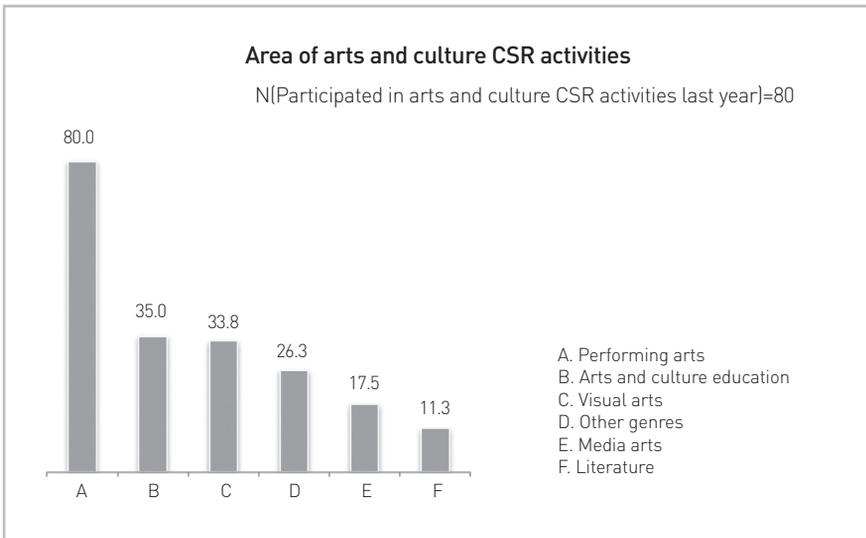
Area of arts and culture CSR activities, “performing arts” 80.0%

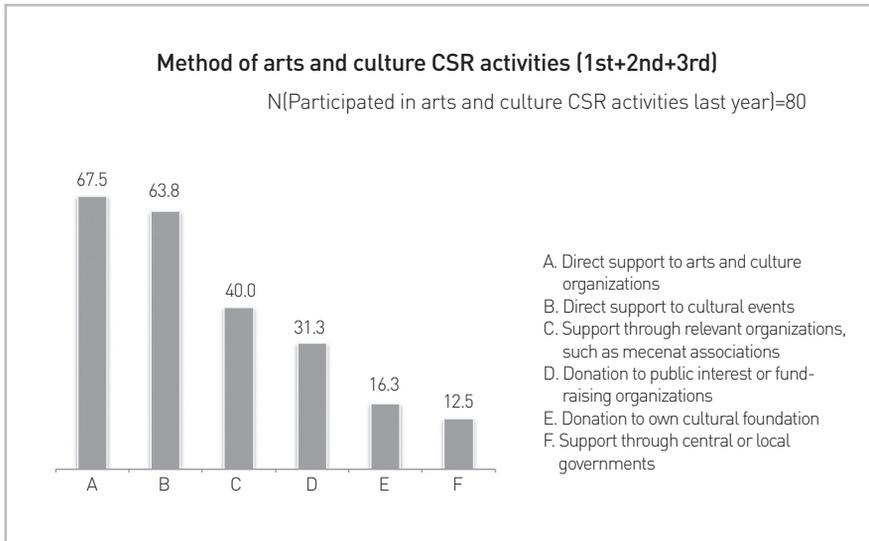
Method of arts and culture CSR activities, “direct support to arts and culture organizations” 67.5%

Unit: %



Unit: %



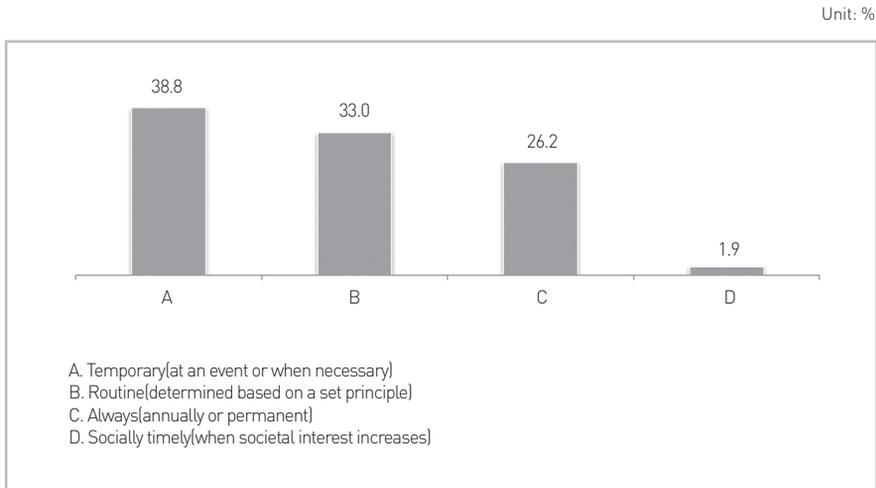


## 2. Methods and driving factors for arts and culture CSR activities

### 1) Arts and culture CSR activities cycle

Arts and culture CSR activities cycle

“Temporary” (38.8%) > “routine” (33.0%) > “always” (26.2%) > “timely” (1.9%)

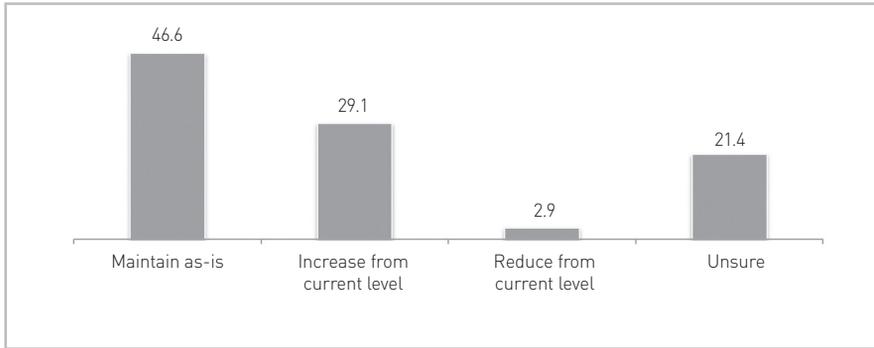


### 2) Expansion plans for arts and culture CSR activities

Expansion plans for arts and culture CSR activities

“Maintain as-is”(46.6%) > “increase from current level”(29.1%) > “reduce from current level”(2.9%)

Unit: %



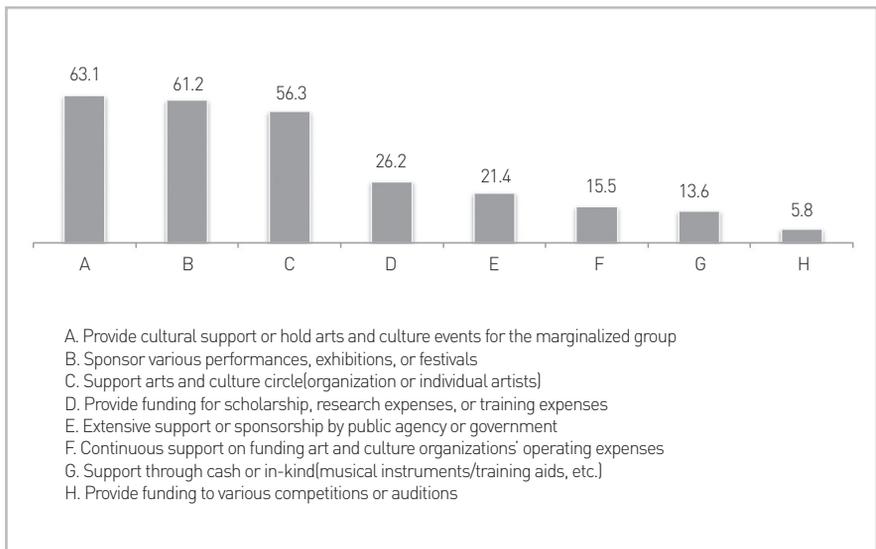
### 3) Preferring arts and culture CSR activities

Preferring arts and culture CSR activities

“Provide cultural support or hold arts and culture events for the marginalized group”

63.1%

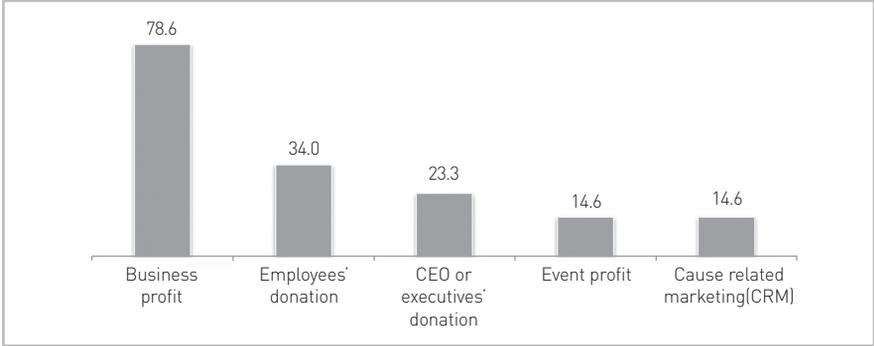
Unit: %



#### 4) Source of finance for arts and culture CSR activities

Source of finance for arts and culture CSR activities, “business profit” 78.6%

Unit: %

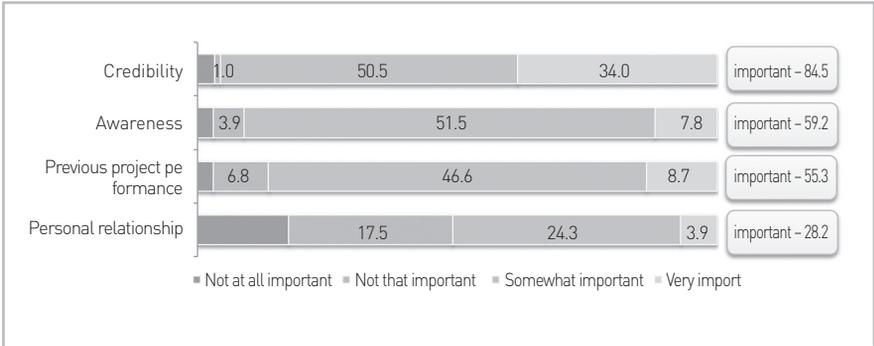


#### 5) Considerations in selecting organizations for arts and culture CSR activities

Considerations in selecting organizations for arts and culture CSR activities

Credibility of arts and culture organization or individual artist is important, 84.5%

Unit: %

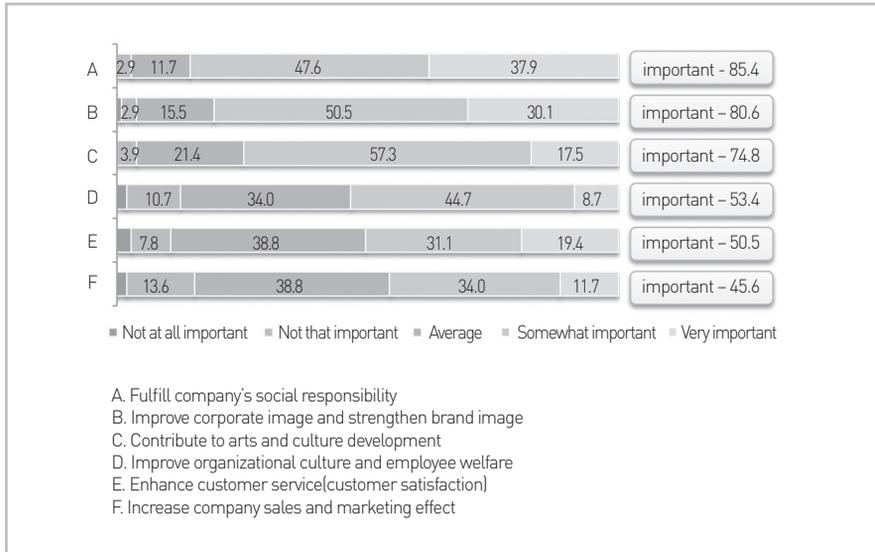


## 6) Reasons for participating in arts and culture CSR activities

Reasons for participating in arts and culture CSR activities

“Fulfill company’s social responsibility” 85.4%

Unit: %



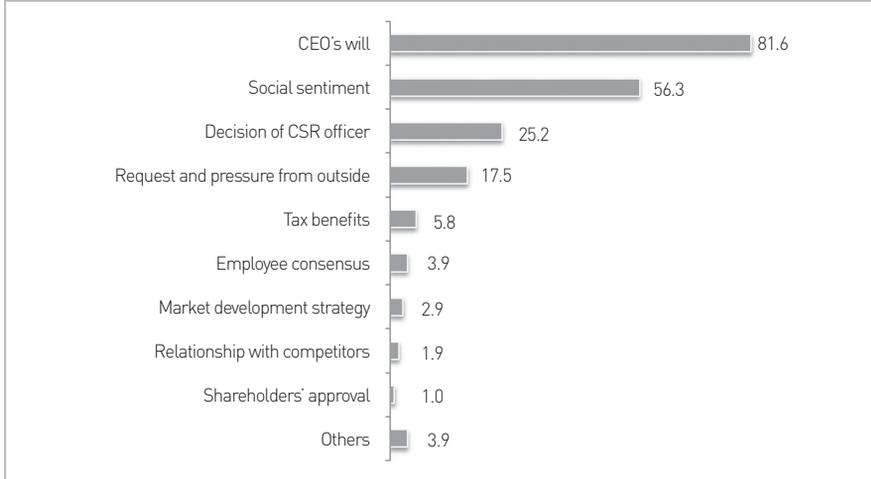
## 7) Decisive factors and obstacles in pursuing arts and culture CSR activities

Decisive factors in pursuing arts and culture CSR activities, “CEO’s will” 81.6%

Obstacles “Difficult to prove correlation with company’s sales performance” 33.0%

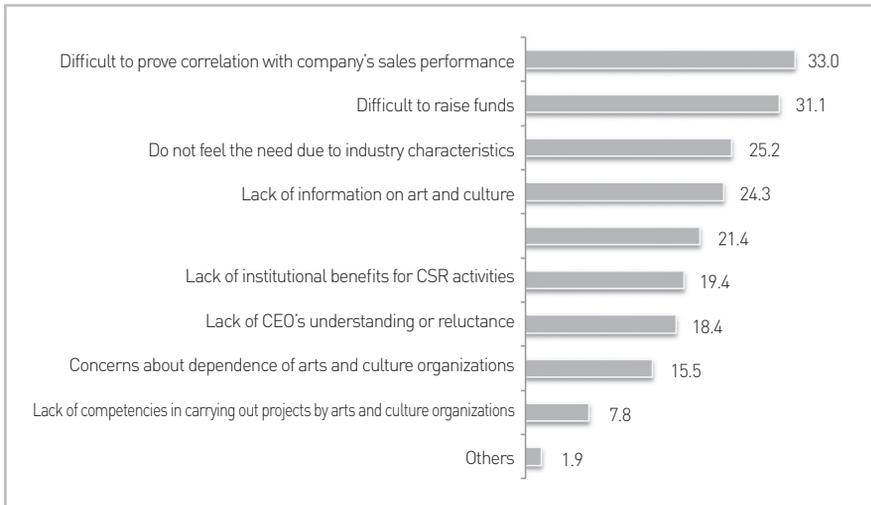
Decisive factors in pursuing arts and culture CSR activities (multiple responses).

Unit: %



Obstacles in pursuing arts and culture CSR activities (multiple responses).

Unit: %

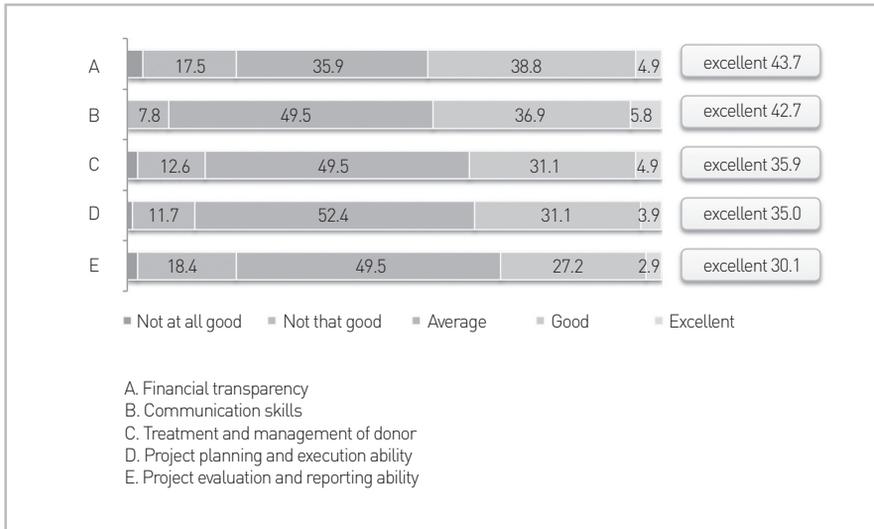


### 8) Evaluation of arts and culture organizations as CSR partners

Arts and culture organizations, “financial transparency” excellent, 43.7%

“communication skills” excellent, 42.7%

Unit: %



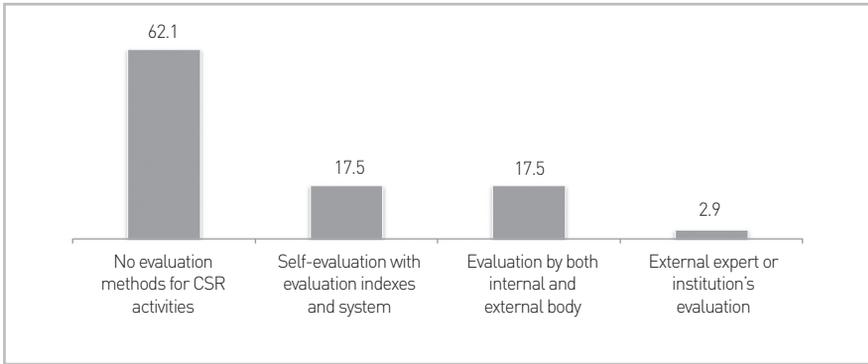
## 3. CSR performance

### 1) Evaluation methods for arts and culture CSR activities

Evaluation methods for arts and culture CSR activities

“No evaluation methods for CSR activities” 62.1%

Unit: %

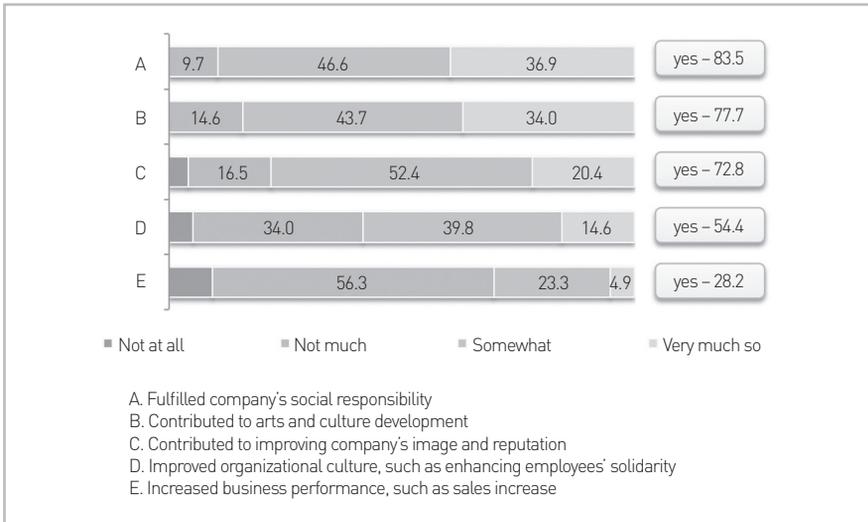


## 2) Evaluation of arts and culture CSR performance

Evaluation of arts and culture CSR performance

Great achievement in terms of “fulfilling company’s social responsibility” 83.5%

Unit: %

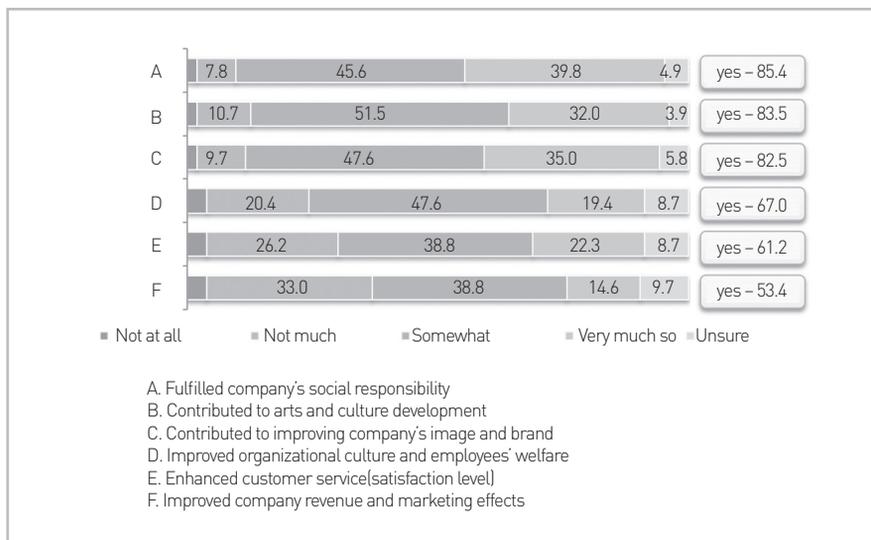


### 3) Arts and culture CSR performance indicators

Arts and culture CSR performance indicators

“Fulfilled company’s social responsibility” (85.4%) > “contributed to arts and culture development” (83.5%) > “improved corporate image and strengthened brand” (82.5%)

Unit: %



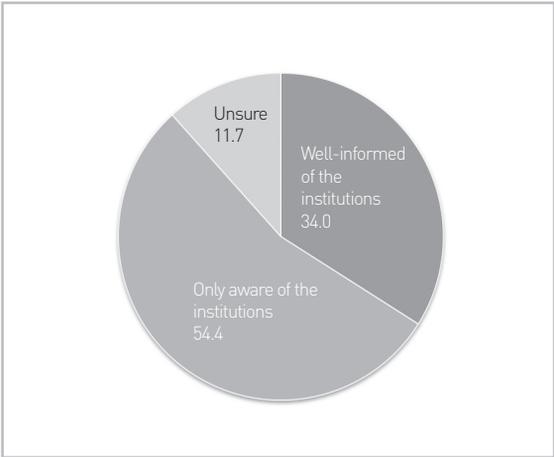
### 4) Awareness of tax benefits for CSR activities

Awareness of tax benefits for CSR activities, “only aware of the institutions” 54.4%

Intention to increase donation amount if tax benefits increase, “maintain current level” 35.9%

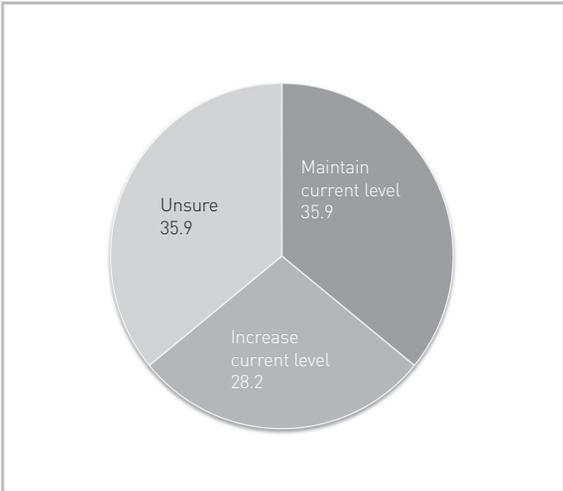
Awareness of tax benefits for CSR activities

Unit: %



Intention to increase donation amount if tax benefits increase

Unit: %



# Chapter III. Summary and policy implications

## 1. Arts and culture CSR performance in 2012

- CSR advertisement sponsorship in arts and culture(44.7%)
- Average arts and culture CSR expense 1,671,000,000KRW
- Motivation to participate in arts and culture CSR activities, “executives’ interest and support” 48.8%
- Target of arts and culture CSR activities, “cultural event” 72.5%
- Areas of arts and culture CSR activities, “performing arts” 80.0%
- Methods of arts and culture CSR activities, “direct support to arts and culture organizations” 67.5%

- Advertisement sponsoring comprise a large portion of CSR activities
- Arts and culture CSR activities are highly focused
- Compared support for cultural events and programs, support for infrastructure is relatively low
- Company participates directly in CSR rather than through fund-raising organizations

## 2. Motivating factors in arts and culture CSR activity participation

- Intend to expand CSR activities from current level 29.1%
- Prefer cultural support for the marginalized group 63.1%

- Credibility of organization important in selecting recipient organizations 84.5%
- Reasons for participating in arts and culture CSR activities, “to improve corporate image and strengthen brand” 80%
- Obstacles, “difficult to prove correlation with company’s sales performance” 33.0%
- Arts and culture organization, “financial transparency” excellent, 43.7% / “communication skills” excellent, 42.7%

- Trend toward CSR activities on supporting marginalized groups rather than fine arts programs
- Need for arts and culture organizations to heighten its credibility
- Need to strengthen strategies that contribute to corporate image and brand power
- Need for arts and culture organizations to enhance its implementation capacity

### 3. CSR Results

- No evaluation methods for CSR activities 62.1%
  - Fulfilled company’s social responsibility 82.5%
  - Contributed to improving company’s image and reputation 72.8%
- Arts and culture CSR performance indicators
  - Fulfilled company’s social responsibility(85.4%)
  - Contributed to arts and culture development(83.5%)
  - Improved corporate image and strengthened brand(82.5%)

Need to develop a CSR performance evaluation system

- Company's internal system, company to company system, outsourcing to expert group or specialized organizations

#### 4. Awareness of CSR policies

- Awareness of tax benefits for CSR activities
  - Only aware of the institutions 54.4%
- Intention to increase donation amount if tax benefits increase
  - Maintain current level 35.9%

- Need to educate and promote relevant laws and regulations to company's CSR officers and arts and culture organizations
- Need to develop arts and culture CSR activity database and information sharing system – Empirical studies needed to find out total private funding amount in arts and culture CSR activities
  - Prepare resource map





# 03

## Questionnaires



# 03

## Questionnaires

# 1. Corporate Social Responsibility Survey

Greetings on behalf of Hankook Research, a professional research agency. This study is designed to investigate the current status, perception and attitude of Korean companies' corporate social responsibility efforts. This survey will contribute greatly to promoting CSR efforts and establishing CSR related policies.

Your responses will be kept strictly confidential in accordance with Article 33 of the Statistics Act and it will not be used for any other purposes than statistical compilation.

We would greatly appreciate a moment of your time to answer the following questions. To those who complete this survey, 5,000KRW will be provided as a token of our appreciation.

Hosting Organization  아름다운재단  
The Beautiful Foundation

Research Institute  Hankook Research

**Contacts** : The Center on Philanthropy at the Beautiful Foundation  
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02-6930-4572

Socio-political Research Division of Hankook Research  
Manager Hyeon-jeong Sung  
02-3014-0168

# Selecting Respondents

1. Are you in charge of CSR activities or working at HR/Administration/PR/Planning departments of \_\_\_\_ company?

- 1. Yes
- 2. No

- This question is to select respondents. The name of the company is asked to prevent redundant participation of the same company.
- From the following questions, your responses will be kept strictly confidential in accordance with Personal Information Protection Act.

## I. CSR participation and organization

※ If your company is a holding company or group, don't answer on behalf of all subsidiaries, but only for your company.

Q1. Has your company participated in CSR activities, such as cash donation, donation in-kind, professional service, or volunteer work since its establishment?

- 1. Yes → Go to Q4
- 2. No

- CSR activities are defined as a set of activities conducted by a company for the purpose of promoting social good or assisting individuals or organizations by providing cash, value-in-kind, professional services, volunteer work, and etc. that

are unrelated to the usual operations of the company.

· The following activities are not included as CSR activities in this survey.

- 1) Programs targeting an employee or his or her family.
- 2) Education or R&D activities designed for the company's business
- 3) Activities related to customer relationship, such as after-sales service

Q2. What are the reasons for non-participation in CSR activities? Please select two.

1. Lack of finances
2. Don't feel the need
3. Lack of interest by the management
4. Lack of employees' interest
5. Don't know how to participate
6. Others ( )

Q3. Does your company have the intention to participate in CSR in the future?

1. Yes
2. If circumstances allow
3. No
4. Unsure

☞ Go to Q31

Q4. What is your method of CSR activities? Please select all that apply.

1. Cash donation
2. Donation in-kind
3. Volunteer work

- 4. Discounts
- 5. Equity donation
- 6. Others ( )

Q5. Are there dedicated organizations or staffs for CSR? Do not include organizations or staffs from company funded foundation.

- 1. Dedicated organization and staff (ex. CSR Team) ☞ Go to Q6
- 2. Dedicated staff (ex. CSR staff in PR Division) ☞ Go to Q6
- 3. No dedicated staff, but staff in charge of CSR present ☞ Go to Q7  
(ex. PR staff overlooking CSR activities)
- 4. No dedicated organization or staff ☞ Go to Q8

Q6. How many dedicated CSR staff do you have?

Full-time \_\_\_\_\_

Temporary \_\_\_\_\_

Q7. How many staffs are in charge of CSR activities? When classifying CSR expenses according to the following categories, what is the proportion of each?

\_\_\_\_\_

## II. Social Contribution Performance in 2012

Q8. Did your company undertake CSR activities last year(January~December 2012)?

1. Yes   ☞ Go to Q10
2. No    ☞ Go to Q9

Q9. What are the reasons for non-participation in CSR activities last year (January~December 2012)? Please select two.

1. Financially unable
2. Don't feel the need
3. Lack of interest by the management
4. Don't know how to participate
5. Others (    )

☞ Go to Q18

Q10. Does your company intend to expand CSR activities in the future?

1. Current level will be maintained
2. Activities will be expanded
3. Activities will be reduced
4. Unsure

### III. Social Contribution Performance: Donation Amount

Q11. Out of last year’s donations, what is the approximate percentage of each of the following? (For the definition of the items, please refer to the Donation Category List provided below.)

Item	Percentage
1. Statutory donation (50% deductible from income)	
2. Designated donation (10% deductible from income)	
3. Others (Non-deductible)	
Total	100%

#### Donation Category

Donation type	Item
Statutory donation	Money or valuables donated to central or local governments
	Money or valuables donated for national defense and soldiers
	Money or valuables donated for disaster victims
	Donations for facilities, education, scholarships, and/or research fund of private schools, non-profit educational foundations, technical college, life-long education institutions and online universities, overseas education institutions, industry-academia cooperation teams, KAIST(Korea Institute of Science and Technology), GIST(Gwangju Institute of Science and Technology), DGIST(Daegu Gyeongbuk Institute of Science and Technology), and national universities
	Donations for facilities, education, and/or research fund of national university hospitals, national university dental hospitals, Seoul National University Hospital, Seoul National University Dental Hospital, private university hospitals, National Cancer Center, local medical centers, National Medical Center, Korean Red Cross hospitals, Korean Veterans Welfare and Healthcare Corporation hospitals, Korea Institute of Radiological Medical Sciences, and National Health Institute Service hospitals.
	Donations to non-profit organizations established to raise funds and distribute to social welfare projects and activities

Designated donation	Donations to social welfare foundations established under the 「Social Welfare Service Act」
	Donations to kindergartens established under the 「Early Childhood Education Act」, schools under the 「Primary and Secondary Education Act」 and 「Tertiary Education Act」, technical colleges under the 「Workers Vocational Skills Development Act」, and life-long education institutes and online universities under the 「Life-long Education Act」
	Donations to academic research institutes, scholarship foundations, and technology promotion organizations authorized or licensed by the state
	Donations to arts and culture centers and/or environmental organizations authorized or licensed by the state
	Donations to non-profit organizations established for the purpose of religious services and outreach
	Donations to medical institutes established under the 「Medical Service Act」
	Donations to non-profit organizations or social cooperatives authorized by relevant authorities
	Others

Q12. In which of the following items did your company make donations to last year(January~December 2012)? What is the percentage of each items in terms of donation amount?

Item	Percentage	Item	Percentage
1. Education/scholarships	%	7. Academic research	%
2. Social welfare	%	8. Disaster relief	%
☞ Go to Q13	%	9. Health and medicine	%
3. Community	%	10. Civic group assistance	%
4. Cultural promotion	%	11. International aid activities	%
☞ Go to Q14	%	☞ Go to Q16	
5. Environmental conservation	%	12. Others ( )	
6. Sports assistance	%		
Total		100%	

☞ If you didn't answer items 2,4,11 of Q12, please go to Q17.

Q13. (Only those who answered item 2 of Q12) If you donated to social welfare organizations, who were the recipients? Please select all that apply.

1. Elderly
2. Disabled
3. Children
4. Youth
5. Women
6. North Korean refugees/North Koreans
7. Multi-cultural families(immigrant workers, marriage immigrants, etc.)
8. Displaced persons
9. Others ( )

☞ Go to Q17

Q14. (Only those who answered item 4 of Q12) If you participated in cultural promotion activities, what organizations did you enroll in? Please select all that apply.

1. Museum
2. Theater
3. Art centers
4. Individual artists
5. Public organizations
6. Others

☞ Go to Q15

Q15. (Only those who answered item 4 of Q12) If you donated for cultural promotion, which areas were they? Please select all that apply.

1. Western classical music
  2. Play
  3. Musical
  4. Korean traditional music
  5. Dance
  6. Art exhibition
  7. Video/media
  8. Cultural infrastructure
  9. Traditional/folk
  10. Literature
  11. Arts and culture education
  12. Popular music
  13. Other
- ☞ Go to Q17

Q16. (Only those who answered item 11 of Q12) If you participated in international aid activities, which areas were they? Please select all that apply.

1. Education
2. Health and medicine
3. Information technology (IT)
4. Rural development
5. Administrative systems(public administration)
6. Industrial energy(expansion of social overhead capital)

7. Environment

8. Others

☞ Go to Q17

Q17. What is your method of donation? What is the percentage of each category in terms of donation amount?

Item	Percentage
1. Self-selection of recipients and independent planning and implementation of projects	%
2. Donations to company-funded foundation	%
3. Donations to public interest or fund-raising organizations(the Beautiful Foundation, Community Chest of Korea, World Vision, etc.) ☞ Go to Q17	%
4. Donations to central or local governments	%
5. Others ( )	%
Total	100%

Q17-1. (Only those who answered item 3 of Q17) If you have donated to public interest or fund-raising organizations last year(January~December 2012), what was the allowance for project management expense of the entire donation amount? Please answer you allowance percentage of last year.

Project management expense is the general administrative cost of recipient organizations to implement the project, of which the donating company can allocate a certain percentage of the donation amount for the management of the project.

About \_\_\_\_\_%

Q18. What is the source of finances for your company's CSR activities? Please select all that apply.

1. Company profit
2. CEO or executives' donation
3. Employees' donation
4. Event profit
5. Cause-related marketing(CRM)
6. Others ( )

Cause-related marketing(CRM) is a donation method, in which a certain percentage of the profit from the sales of a specific product is offered for a social cause.

Q19. Has your company suspended donations to a public interest organization(social welfare institution, civic group, NGOs, etc.) or changed the beneficiary? If you answered yes, what are the main reasons? Please select two.

1. Never suspended of changed organizations
2. End of project
3. Problems in recipient organizations
4. Not related to company's business scope
5. More efficient to support another organization
6. Financial difficulties
7. Executives' decision
8. To start own CSR project
9. Others ( )

#### IV. Social Contribution Performance: Volunteer Work

Q20. Did your company conduct CSR activities through employee volunteer work in 2012(January~December 2012)? If you answered yes, did your company provide support to such activities?

1. There were employee volunteer programs and the company provided support

☞ Go to Q21

2. There were employee volunteer programs but no company support

☞ Go to Q22

3. There were no employee volunteer programs

☞ Go to Q25

Q21. What support did your company provide to employees to take part in volunteer activities last year(January~December 2012)? Please select all that apply.

1. Holiday compensation

2. Cash compensation

3. High HR evaluation score

4. Others ( )

Q22. What was the employee volunteer participation rate last year(January~December 2012)?

\_\_\_\_\_ %

Volunteer participation rate = (Number of employees who participated more than once/total number of employees) x 100

Q23. What was the average participation hours of volunteering per participating employees last year(January~December 2012)?

\_\_\_\_\_ %

Q24. In which areas did your company conduct volunteer activities last year(January~December 2012)? Please select all that apply.

1. Education/scholarships
2. Social welfare
3. Community
4. Cultural promotion
5. Environmental conservation
6. Disaster relief
7. Health and medicine
8. Civic group assistance
9. International aid activities
10. Others( )

## V. Support Factors and Obstacles in Social Contribution

Q25. What are the main reasons your company started CSR activities? Please select two.

1. To practice corporate social responsibility
2. To improve social perception on the company
3. To help marginalized people
4. To improve operational performance through social contribution
5. To boost the teamwork and morale of employees
6. CEO's will
7. Others

Q26. What is the decisive factor in promoting your company's CSR activities? Please select two.

1. CEO's will
2. Shareholders' resolution
3. Employee consensus
4. Social sentiment
5. Tax benefit
6. Others( )

Q27. What are the most important external obstacles in your company's pursuit of CSR activities?

1. Lack of law and institutions on corporate social contribution
2. Lack of interest and support from central and local governments

3. Social sentiment towards corporate social contribution
4. Lack of competencies of non-profit organizations(social welfare institutions, civic groups, NGOs, etc.)
5. Others( )

Q28. What are the most important internal obstacles in your company's pursuit of CSR activities?

1. Lack of staff and expertise
2. Lack of information on social contribution activities
3. Lack of CEO interest
4. Lack of cooperation among departments
5. Lack of finances
6. Lack of dedicated CSR organization
7. Others( )

## **VI. Social Contribution Results**

Q29. How does your company evaluate the impact of its CSR practice?

1. Self-evaluation with evaluation indexes and system
2. External expert or institution's evaluation
3. Internal and external evaluations
4. No evaluation method
5. Others( )

Q30. In which items do you believe your company's CSR activities are making an impact? Please mark appropriately.

Items	Not at all	Not very much	Somewhat	Very much so	Unsure
1. Improvement of business performance, such as revenue	1	2	3	4	5
2. Improvement of organizational culture	1	2	3	4	5
3. Improvement of reputation, such as corporate image	1	2	3	4	5

**VII. Perception on Social Contribution Policies**

Q31. In Korea, company's CSR activities are entitled to a certain level of tax benefits.

Are you aware of this incentive?

- 1. Aware of policies
- 2. Very well informed of the policies
- 3. Don't know

Q32. If the government increases the tax benefits for CSR activities, is your company willing to increase the level of donation amount?

- 1. Have intention to increase amount
- 2. Will maintain current amount
- 3. Not sure

## VIII. Awareness on Public Interest and Fund-raising Organizations

Q33. How well do you know about the CSR programs of the Beautiful Foundation?

1. Completely unaware
2. Little aware
3. Somewhat aware
4. Very well aware

## IX. Demographics

DQ1. What is your role in your company?

1. HR
2. Finance/accounting
3. Marketing
4. Planning
5. PR
6. CSR
7. Others( )

DQ2. What is your position in your company?

1. Staff
2. Assistant manager
3. Manager
4. Assistant director/Director
5. Executive

DQ3. How long have you been working for your current company?

\_\_\_\_\_ years \_\_\_\_\_ months

DQ4. How long have you been working in your current role(CSR-related role)?

\_\_\_\_\_ years \_\_\_\_\_ months

## Survey on Arts and Culture CSR Practice 2012

### Survey on Arts and Culture CSR Practice 2012

Greetings on behalf of Hankook Research, a professional research agency. This study is designed to investigate the current status, perception and attitude of Korean companies' corporate social responsibility efforts in the arts and culture sector. This survey will contribute greatly to promoting CSR efforts and establishing CSR related policies in the arts and culture sector.

Your responses will be kept strictly confidential in accordance with Article 33 of the Statistics Act and it will not be used for any other purposes than statistical compilation.

**Hosting Organization** : The Beautiful Foundation, Arts Council Korea

**Research Institute** : Hankook Research

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## 2. Arts and Culture CSR Performance in 2012

- Arts and culture CSR activities are programs carried out directly by companies or assistance provided to individuals of organizations in the form of cash/in-kind donations, service, sponsorship, or CRM that are not related to the scope of business of the company.
- However, in this survey, we shall exclude the following activities from being called CSR.

Q1. Has your company participated in arts and culture CSR activities last year(January~December, 2012)? Please select all that apply.

1. Cash or in-kind donation to public interest organizations(donations without conditions to arts institutes, individual artists, or programs)
2. Advertisement sponsorship(conditional donation for ticket purchase, advertisement billboard and etc.)
3. Cause related marketing(donate portion of sales of a certain product to arts and culture)
4. Did not donate to arts and culture last year  Go to Q3

Q2. (Only those who answered 1,2,3 of Q1) How much did your company spend on arts and culture CSR activities last year(January~December, 2012)?

About \_\_\_\_\_KRW

Q2-1. (Only those who answered 1,2,3 of Q1) What is the percentage of the following items of CSR spending last year(January~December 2012)?

	Item	Percentage
1	Cash or in-kind donation to public interest organizations(donations without conditions to arts institutes, individual artists, or programs)	
2	Advertisement sponsorship(conditional donation for ticket purchase, advertisement billboard and etc.)	
3	Cause related marketing(donate portion of sales of a certain product to arts and culture)	
	Total	100%

Q3. What are the most important reasons for non-participation in arts and culture CSR activities last year(January~December, 2012)? Please select two.

1. Lack of finances
2. Opposition of executives
3. Lack of knowledge of participation
4. Does not fit company's image
5. Does not fit company's social contribution direction
6. Others

☛ Go to Q8

Q4. What are the most important reasons in participating in arts and culture CSR activities last year(January~December, 2012)? Please select two.

1. Executives' interest and support
2. Increase of other companies' arts and culture CSR activities
3. Request from individual artist or arts organization

- 4. Pioneer new sectors for CSR activities
- 5. Others

Q5. Who were the recipients of your arts and culture CSR activities last year(January~December, 2012)? Please select all that apply.

- 1. Individual artists or arts organizations(assist in production or operation cost)
- 2. Cultural events(various performances, exhibitions, festivals, events, etc.)
- 3. Cultural centers(exhibition hall, theater, gallery, museum, etc.)
- 4. Secondary recipient(welfare centers for marginalized youths, etc.)

Q6. Which areas of arts and culture did your company support last year (January~December, 2012)? Please select all that apply.

- 1. Performing arts(music, Korean traditional music, dance, play, musical, opera, etc.)
- 2. Visual arts(fine arts, sculpture, photography, calligraphy, pottery, design, etc.)
- 3. Literature(poetry, essay, novel, children's storybook, translation, etc.)
- 4. Media arts(video, movies, digital contents, etc.)
- 5. Other genres(mixed genres)
- 6. Arts and culture education

Q7. What method of arts and culture CSR activities did your company carry out last year(January~December, 2012)? Please select the top 3 according to importance.

- 1<sup>st</sup> \_\_\_\_\_
- 2<sup>nd</sup> \_\_\_\_\_
- 3<sup>rd</sup> \_\_\_\_\_

- 1. Direct support to arts and culture organizations

2. Direct support to cultural events
3. Donation to own cultural foundation
4. Donation to public interest or fund-raising organizations(Arts Council Korea, cultural foundations of local governments, Community Chest of Korea, the Beautiful Foundation, etc.)
5. Support through relevant organizations, such as mecenat associations
6. Support through central or local governments(sponsor or co-host public projects)
7. Others\_\_\_\_\_

## **I. Methods and Driving Factors for Arts and Culture CSR Activities**

Q8. What is your company's arts and culture CSR activities cycle?

1. Always(annually or permanent)
2. Routine(determined based on a set principle)
3. Temporary(at an event or when necessary)
4. Socially timely(when societal interest increases)
5. Politically timely(alongside political issues)

Q9. Does your company have expansion plans for arts and culture CSR activities?

1. Increase from current level
2. Maintain as-is
3. Reduce from current level
4. Unsure

Q10. Of the following areas, which does your company prefer? Please select the top 3 according to importance.

1<sup>st</sup> \_\_\_\_\_

2<sup>nd</sup> \_\_\_\_\_

3<sup>rd</sup> \_\_\_\_\_

1. Sponsor various performances, exhibitions, or festivals
2. Extensive support or sponsorship by public agency or government
3. Support arts and culture circle(organization or individual artists)
4. Support through cash or in-kind (musical instruments/training aids, etc.)
5. Provide cultural support or hold arts and culture events for the marginalized group
6. Provide funding for scholarship, research expenses, or training expenses
7. Continuous support on funding art and culture organizations' operating expenses
8. Provide funding to various competitions or auditions

Q11. What is the source of finances for your company's CSR activities? Please select all that apply.

- Cause-related marketing(CRM) is a donation method, in which a certain percentage of the profit from the sales of a specific product is offered for a social cause.

1. Company profit
2. CEO or executives' donation
3. Employees' donation
4. Event profit
5. Cause-related marketing(CRM)
6. Others ( )

Q12. When selecting recipient arts and culture groups or individual organizations, how much emphasis do you put on the following items?

Items	Not at all important	Not that important	Average	Somewhat important	Very important
1. Personal relationship(network) with organizations or artists	1	2	3	4	5
2. Fame of organizations or artists	1	2	3	4	5
3. Previous project performance of organizations or artists	1	2	3	4	5
4. Credibility of organizations or artists	1	2	3	4	5

Q13. Of the reasons for arts and culture CSR activities, how important are each items?

Items	Not at all important	Not that important	Average	Somewhat important	Very important
1. Contribute to arts and culture development	1	2	3	4	5
2. Fulfill company's social responsibility	1	2	3	4	5
3. Improve corporate image and strengthen brand image	1	2	3	4	5

4. Increase company sales and marketing effect	1	2	3	4	5
5. Enhance customer service (customer satisfaction)	1	2	3	4	5
6. Improve organizational culture and employee welfare	1	2	3	4	5

Q14. What are the decisive factors in pursuing arts and culture CSR activities? Please select two.

1. CEO's will
2. Request and pressure from outside
3. Relationship with competitors
4. Social sentiment
5. Decision of CSR officer
6. Market development strategy
7. Shareholders' approval
8. Employee consensus
9. Tax benefits
10. Others( )

Q15. What are the most important obstacles in pursuing arts and culture CSR activities? Please select two.

1. Lack of CEO's understanding or reluctance
2. Difficult to prove correlation with company's sales performance
3. Do not feel the need due to industry characteristics
4. Difficult to raise funds
5. Difference in satisfaction levels among internal/external parties
6. Concerns about dependence of arts and culture organizations
7. Lack of information on art and culture
8. Lack of institutional benefits for CSR activities
9. Lack of competencies in carrying out projects by arts and culture organizations
10. Others

Q16. Please evaluate your arts and culture CSR partners according to the following items.

Items	Not at all good	Not that good	Average	Good	Excellent
1. Project planning and execution ability	1	2	3	4	5
2. Financial transparency	1	2	3	4	5
3. Treatment and management of donor	1	2	3	4	5
4. Project evaluation and reporting ability	1	2	3	4	5
5. Communication skills	1	2	3	4	5

## II. CSR Performance

Q17. Does your company have evaluation methods for arts and culture CSR activities?

1. Self-evaluation with evaluation indexes and system
2. External expert or institution's evaluation
3. Evaluation by both internal and external body
4. No evaluation methods for CSR activities
5. Others( )

Q18. How effective do you think your company's arts and culture CSR activities are in the following areas?

Areas	Not at all	Not much	Somewhat	Very much so	Unsure
1. Increased business performance, such as sales increase	1	2	3	4	5
2. Contributed to improving company's image and reputation	1	2	3	4	5
3. Improved organizational culture, such as enhancing employees' solidarity	1	2	3	4	5
4. Fulfilled company's social responsibility	1	2	3	4	5
5. Contributed to arts and culture development	1	2	3	4	5

Q19. What are your indicators to evaluate arts and culture CSR performance? Please mark appropriately.

Areas	Not at all	Not much	Somewhat	Very much so	Unsure
1. Contributed to arts and culture development	1	2	3	4	5
2. Fulfilled company's social responsibility	1	2	3	4	5
3. Contributed to improving company's image and brand	1	2	3	4	5
4. Improved company revenue and marketing effects	1	2	3	4	5
5. Enhanced customer service(satisfaction level)	1	2	3	4	5
6. Improved organizational culture and employees' welfare	1	2	3	4	5

### III. Awareness of CSR Policies

Q20. In Korea, company's CSR activities are entitled to a certain level of tax benefits.

Are you aware of this incentive?

1. Aware of policies
2. Very well informed of the policies
3. Don't know

Q32. If the government increases the tax benefits for CSR activities, is your company willing to increase the level of donation amount?

1. Have intention to increase amount
2. Will maintain current amount
3. Not sure

### IV. Demographics

DQ1. How big is your company?

1. Large company(more than 300 full-time employees)
2. Medium company(10~300 full-time employees)
3. Small company(less than 10 full-time employees)

DQ2. Are there dedicated organizations or staffs for CSR? Do not include organizations or staffs from company funded foundation.

1. Dedicated organization and staff (ex. CSR Team)  
→ \_\_\_\_\_ full-time, \_\_\_\_\_ temporary
2. Dedicated staff (ex. CSR staff in PR Division)  
→ \_\_\_\_\_ full-time, \_\_\_\_\_ temporary
3. No dedicated staff, but staff in charge of CSR present  
(ex. PR staff overlooking CSR activities)  
→ \_\_\_\_\_
4. No dedicated organization or staff

DQ3. What is your role in your company?

1. HR
2. Finance/accounting
3. Marketing
4. Planning
5. PR
6. CSR
7. Others( )

DQ2. What is your position in your company?

1. Staff
2. Assistant manager
3. Manager
4. Assistant director/Director
5. Executive

DQ3. How long have you been working for your current company?

\_\_\_\_\_ years \_\_\_\_\_ months

DQ4. How long have you been working in your current role(CSR-related role)?

\_\_\_\_\_ years \_\_\_\_\_ months



# 04

## Researchers



# 04

## Researchers

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### Education

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August 1989	M.A., Department of Social Welfare, Yonsei University, South Korea
August 1995	Ph.D, Department of Social Welfare, Yonsei University, South Korea

### Recent Positions

March 2000-present	Researcher, Social Welfare Research Institute, Kangnam University
December 1998-present	Member, Social Welfare Committee, People's Solidarity for Participatory Democracy
June 1999-present	Member of Board of Directors, The Korean Society for Welfare Administration
July 2004-present	Member, Distribution Committee, Korea Foundation for Women
2005-present	Researcher, The Center on Philanthropy at the Beautiful Foundation

### Academic Society Memberships

Member, Korean Academy of Social Welfare  
Member, The Korean Society for the Welfare Administration  
Member, Korea Social Welfare Research Institute  
Member, The Korea Association of Community Welfare

Member, The Korea Association of Social Welfare Policy  
Member, The Korean Association of Nonprofit Organization Research  
Member, Yonsei Social Welfare Research Club

## Recent Books

D. W. Han, et al. (2008) Principles and Reality of Social Welfare Studies, Hakjusa, Seoul  
D. W. Han, et al. (2003) Social Welfare Administration in South Korea, Hakhyunsa, Seoul  
D. W. Han, et al. (2002) Social Welfare in South Korea, Yupoong, Seoul

## Recent Papers

D. W. Han (2008) Factors of Governance Structures to Ensure Accountability in a Social Welfare Organization, Korea Nonprofit Research 7:1  
D. W. Han, Y. C. Ha, S. Y. Moon, S. J. Cho (2003) The Impact of Corporate Social Responsibility on Businesses with a Focus on Consumer Analysis, Korea Nonprofit Research 2:2, pp. 125-160  
D. W. Han (2003) Finances of Social Welfare Centers: Problems and Implications, Korea Nonprofit Research 2:1, pp. 165-198  
D. W. Han (2002) Research on the Relationship between Organizational Performance and the Compatibility between Leadership and Organizational Culture, 2002 Spring Academic Conference, The Academy of Critical Social Welfare



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### Career

1993-1996 Hospital of Keyo

1998-2001 Ministry of Employment and Labor

2003-2004 Sansungdong Welfare Center

2005-2008 Sangdaewon-1dong Welfare Center

2008-2014 Dept. of Health Services Administration, Yuhan UniversityUniversity

### Study

1. Subjective Sense of Poverty Among Residents in a Urban Community
2. The Effects of Social Network Size on Perception a Level of Life
3. The Effects of Area-specific Social Network on Life Satisfaction
4. The Effect of Family- of-origin Environment and Change of during Their Grow-up Period of Adult Offsprings with Disabled Parents
5. The Change of BMI after Conducting Voucher Health Care Program on Children
6. A Study on the satisfaction of outpatient's health care utilization between those using the referral center and those do not using the referral center for thyroid patients
7. Comparison of Commitment in Labor Union Employee's in The Private Hospitals and Public Hospitals
8. Welfare for The Aged
9. Statistics in Health and Hospital



# Introduction of the Beautiful Foundation

## The Beautiful Foundation, the first community foundation in Korea

### **The Beautiful Foundation was established by and for the citizens**

The Foundation is a public organization, run by the participation and assistance of citizens. Independent from any specific individual, company or group, the Foundation is operated for the advancement of a society in which citizens play a pivotal role. All the profits of the Foundation go back to benefit citizens and society.

### **The Beautiful Foundation creates a beautiful giving culture**

The Foundation is constantly in need of regular donations and donors rather than temporary acts of compassionate or sympathetic donations. The Foundation tries to spread the culture of giving especially with "The Beautiful 1% Sharing Campaign". A society where all people give money for a good cause is what the Foundation envisions.

### **The Beautiful Foundation heads for an abundant community**

Many people remain in the dark, suffering from isolation and helplessness. And it is true also that many are dedicating themselves to make society a better place anonymously. The Foundation supports the marginal class as well as the activities for public benefit, which expedite the realization of shared hopes and happiness among an affluent community.

### **The Beautiful Foundation raises public funds**

Not everyone can establish a foundation. However, anyone can keep the money for a good cause in one's own name within the Foundation. The funds from Donors will be maintained within the Foundation in the Donor's name, like a never-drying fountainhead, being perpetually used to support citizens and societal endeavors.

### **The Beautiful Foundation sets a new model**

The Foundation is run by experts from various professional areas, armed with capability and morality. Its operation is most efficient and rewarding as to satisfy the wishes of the Donors. Projects and programs of the Foundation are to support sustainable activities for the public benefit. Transparent, fair management and devoted Staffs have created a new model for a public foundation.



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# Introduction of the Beautiful Foundation's Center on Philanthropy



The Center on Philanthropy at the Beautiful Foundation, South Korea's first and only research institute focused on philanthropy, is a storehouse of knowledge on giving that offers scientific research and reliable statistics. In addition, it compiles an expansive store of data from other countries safeguarding long-standing traditions of philanthropy.

Through research, education, publications, and information sharing, our center strives to further foster the culture of sharing and empower non-profit organizations in South Korea.

## The Center on Philanthropy at the Beautiful Foundation provides:

### ■ Research on giving culture

Research on giving trends in South Korea: In order to better promote giving culture and craft solid policy recommendations regarding donation, the Giving Index of Korea examines the status of donation and volunteering among South Koreans, as well as their perceptions and attitudes on philanthropy.

Survey on corporate social responsibility: This survey identifies the status of corporate social responsibility among South Korean companies. In order to help encourage CSR, it supports an index tailored to the South Korean business environment.

### ■ Featured research

The Center also conducts featured research deemed essential to the promotion of giving culture in South Korea, such as research into tax and legal procedures related to philanthropic activities and studies on promoting giving among the wealthy.

### ■ Giving Korea, an international symposium on giving culture

Giving Korea is a venue for the dissemination of up-to-date trends and models in philanthropy at home and abroad, designed to offer insight for cultivating a more creative and mature giving culture in South Korea. The publications from Giving Korea are also available in English.

### ■ Monitoring of key international research, networking with overseas philanthropic organizations

The Center tracks international research trends on philanthropy and maintains partnerships with related organizations in order to further improve the quality of our research on giving culture.

The data and other materials publicized by the Center on Philanthropy at the Beautiful Foundation are available through our Knowledge Sharing Archive ([www.bfddata.org](http://www.bfddata.org)).

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