
The 15th Symposium on Giving Culture

Giving Korea 2015

Giving Korea 2015:
Corporate Donation of Korea

Giving Index 2015:
Corporate Donation Index and
Changes in CSR Trends in 2014



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GIVING KOREA 2015

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Opening Remarks

Greetings!

I am very pleased to publish The Beautiful Foundation's 15th Giving Korea Report and would like to extend my deepest gratitude to all of you for your support.

Since its establishment in 2000, The Beautiful Foundation endeavored consistently to establish a new giving culture in Korea. As a means to shift people's focus on pure pursuit of accumulating personal wealth, the Foundation carried out the "Sharing 1% movement" to help people share what they have regardless of the size of donation. The "Sharing 1% movement" later on was spread across the society in various forms and became an exemplary giving culture movement in Korea. The Foundation also strived to lead not only citizens but also companies by aiding corporate social responsibility activities through connecting companies and communities, as well as, companies and society. Various campaigns carried out by The Beautiful Foundation, "Last hope fundraising for Utoro," "Yellow envelope campaign," "Remember 0416 campaign," were not aimed at simply fundraising but bringing important issues we have to remember out to the open.

The Beautiful Foundation has continuously researched to promote Korea's giving culture. The Giving Korea Symposium which the Foundation hosts every year since the next year of its foundation has served to present current status and tasks of Korea's giving culture and propose meaningful implications of the research. For a private organization to perform regular research related to giving and develop standardized index was no easy task. This was possible thanks to the relentless commitment of the researchers and understanding and support of many sponsors. Also we cannot forget the interest and support of related organizations and citizens who had the passion to promote the giving culture in the country.

Many people helped this research. First of all, my sincere gratitude goes to Deputy Director Han Dong-woo, who contributed to the CSR research for more than 10 years, and Professor Choi Hye-ji who carried out the 10 year longitudinal study. Professor Cho Sang-mi and her assistants, Korean CEO's Association of Multinational Corporations, thank you for your contribution to the multinational companies' CSR research.

I hope this research serves as an important basis for the development of Korean CSR activities.

Jong-suk Ye
Chairman of The Beautiful Foundation



Giving Korea 2015

Corporate Donation of Korea



1

Giving Korea 2015

Corporate Donation of Korea

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Giving Korea 2015: Corporate Donation of Korea

Oct. 28, 2015

Choi Hye-ji

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Giving Korea 2015:
Changes in the Korean corporate donation

1. Overview



1.1 Giving Korea 2015 Research Design

•Analysis design

Classification	Content		
Yearly research subject	Year	Listed	Non-Listed
	2005	1675	13427
	2006	1754	14554
	2007	1817	20896
	2008	1850	21372
	2009	1877	19727
	2010	1919	20605
	2011	1959	21757
	2012	1994	22852
	2013	2002	24345
	2014	2023	23138
Reference	FN data guide		

1.1 Giving Korea 2015 Research Design

•Analysis

Classification	Content
Changes in donation according to type and size of company	Changes in donation according to company type
	Changes in donation according to company size
	Changes in donation according to company size of listed companies
	Changes in donation according to company size of non-listed companies
Changes in proportion of donation and company profit according to type and size of company	Changes in proportion of donation and revenue according to type and size of company
	Changes in proportion of donation and operating profit according to type and size of company
	Changes in proportion of donation and net income according to type and size of company
Changes in correlation of donation and company profit according to type and size of company	Changes in correlation of donation and revenue according to type and size of company
	Changes in correlation of donation and operating profit according to type and size of company
	Changes in correlation of donation and net income according to type and size of company

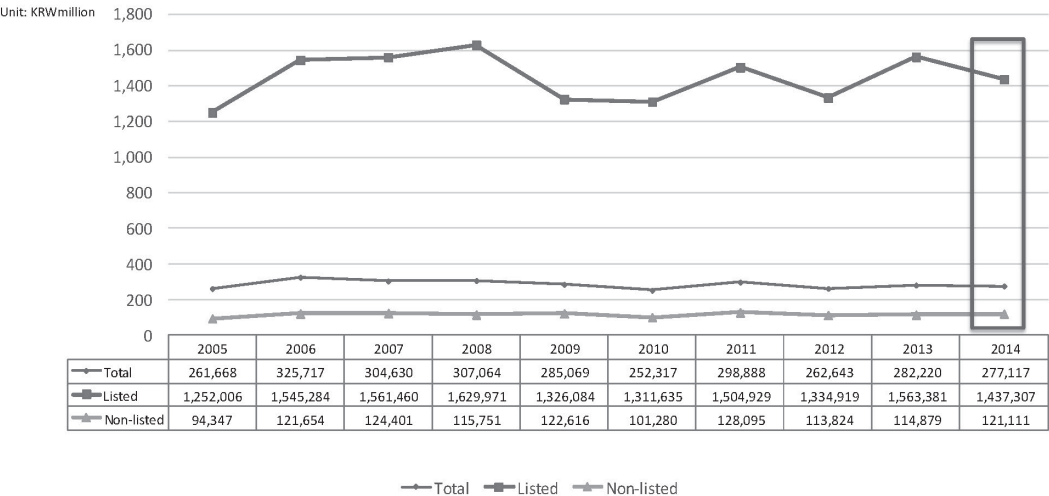
Giving Korea 2015: Changes in Korean corporate donation

2. Changes in donation according to type and size of company



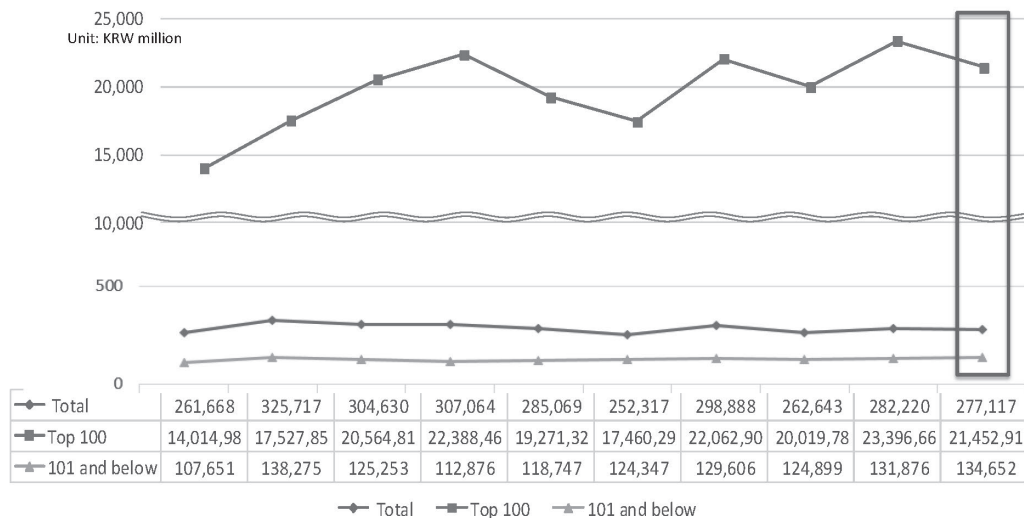
Changes in average donation according to company type

- Average donation amount of total companies in 2014 was KRW277million of which listed companies were KRW1.437billion and non-listed KRW121million.
- Donation of companies fell since 2006, but showed signs of recovery from 2010. Donation amount of 2014 was 15% greater than that of 2005.
- Donation of listed companies dropped steeply since the financial crisis, but fluctuated after 2010 to show slight recovery. Donation amount of 2014 was 6% greater than that of 2005.
- Donation of non-listed companies are fluctuating since 2007. Donation amount of 2014 was 28% greater than that of 2005.



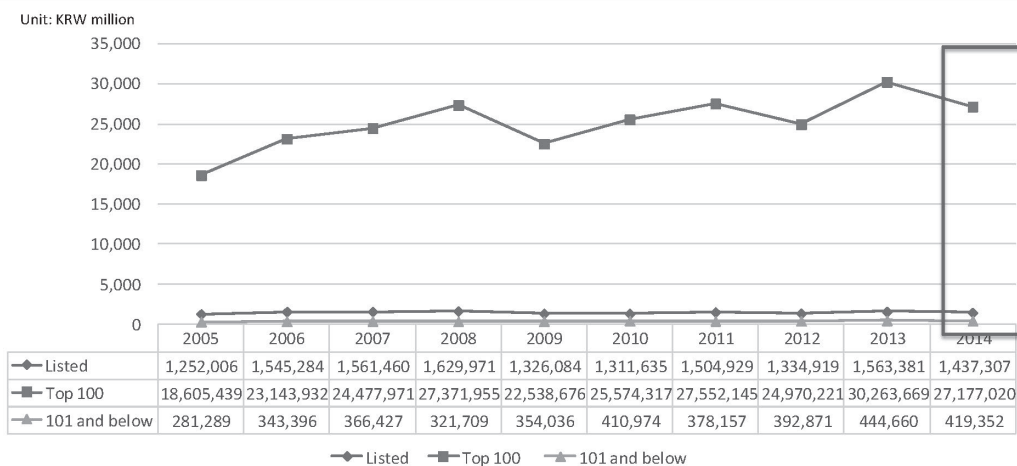
Changes in donation according to company size

- Average donation amount of top 100 companies was KRW21.453billion, 101 and below companies KRW135million in 2014.
- Average donation of top 100 companies dropped steeply from 2009 to 2010 and is recovering, and amount of 2014 was a 23% greater than that of 2005.
- Average donation of 101 and below companies fell in 2008 and is recovering, and amount of 2014 was 25% greater than that of 2005



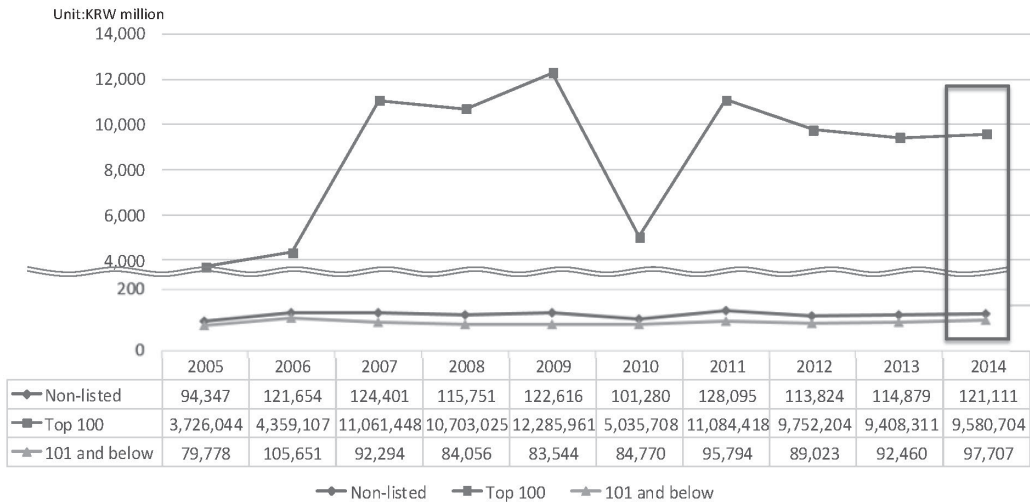
Changes in donation according to company size of listed companies

- Average donation amount of top 100 listed companies was KRW27.177billion, and 101 and below companies KRW419million. The size of the company lead to 64 times difference in donation amount.
- Top 100 listed companies' donation amount fluctuates, but is on a overall increase. The amount of 2014 was 46% greater than that of 2005.
- 101 and below companies' donation amount increased steeply in 2010 and 2013. . The amount of 2014 was 49% greater than that of 2005.



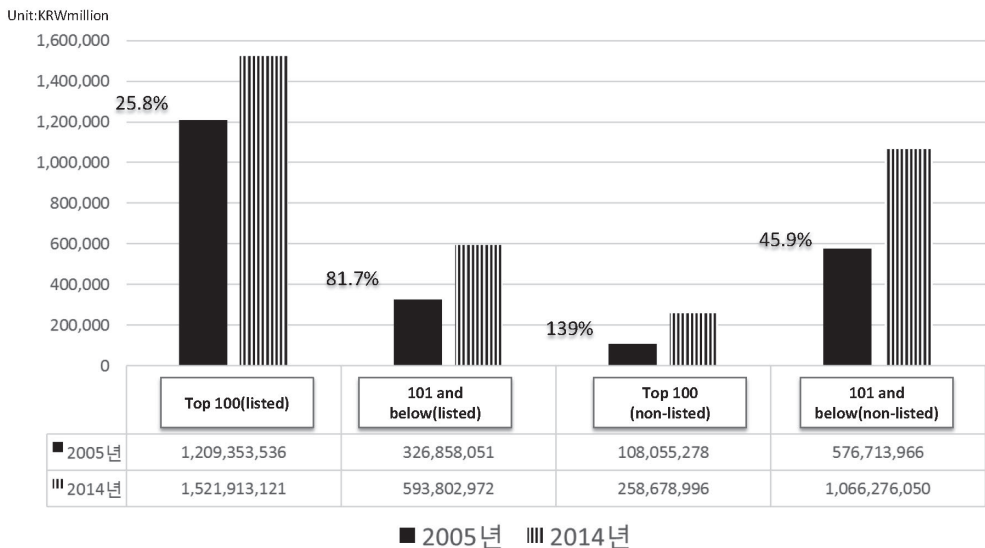
Changes in donation according to company size of non-listed companies

- Average donation amount of top 100 non-listed companies was KRW9.581billion, and 101 and below companies KRW98million.
- Top 100 non-listed companies' donation amount fluctuated, a steep increase in 2006, steep drop in 2010, steep increase in 2011 and has stabilized since.
- 101 and below companies' donation amount was at its peak in 2006 and fluctuated since then. Since 2012, the amount is on an upward trend. The amount of 2014 was only 9.8% higher than that of 2005.



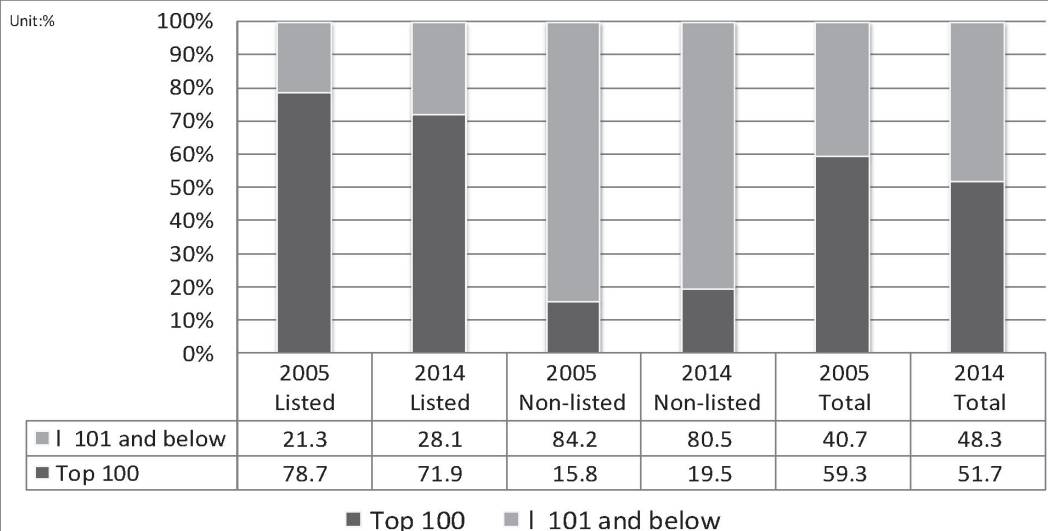
Change in total donation amount in 2014 and 2005 according to type and size of companies

- The difference in total donation amount of 2014 and 2005 was 25.8% for top 100 listed companies, 81.7% for 101 and below listed companies, 139% for top 100 non-listed companies, and 45.9% for 101 and below non-listed companies.
- The order of increase was top 100 non-listed companies, 101 and below listed companies, 101 and below non-listed companies, and top 100 listed companies.



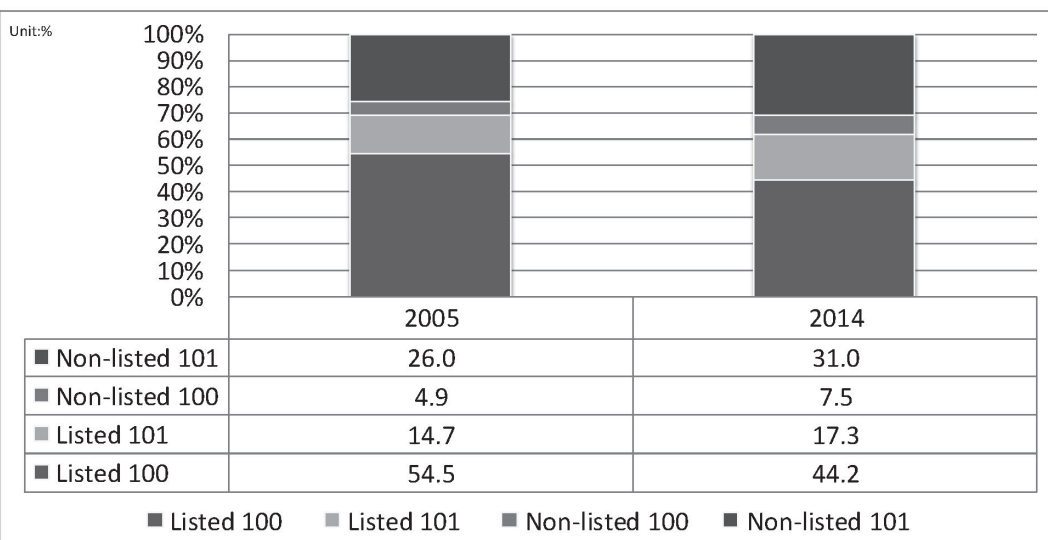
Changes in proportion of donation according to company size

- Of the total donation, donation of top 100 companies proportion decreased to 51.7% in 2014 from 59.3% in 2005.
- Of the listed companies, donation of top 100 listed companies proportion decreased to 71.9% in 2014 from 78.7% in 2005.
- Of the non-listed companies, donation of top 100 non-listed companies proportion decreased to 80.5% in 2014 from 84.2% in 2005.



Changes in proportion of donation according to company type

- Of the total donation amount, donation of top 100 listed companies proportion dropped to 44.2% in 2014 from 54.5% in 2005.
- Donation amount of top 100 listed companies, top 100 non-listed companies, and 101 and below non-listed companies increased in 2014 compared to that of 2005.



Giving Korea 2015:

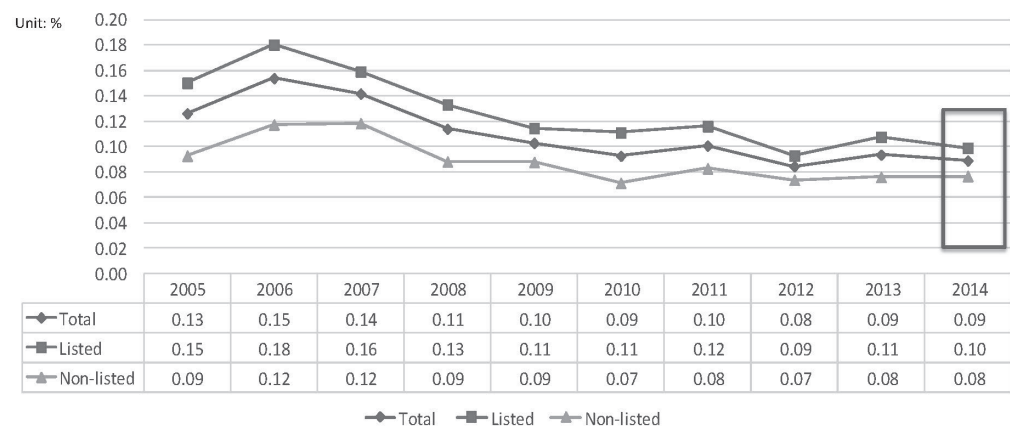
Changes in Korean corporate donation

3. Changes in proportion of donation and company profit according to type and size of company



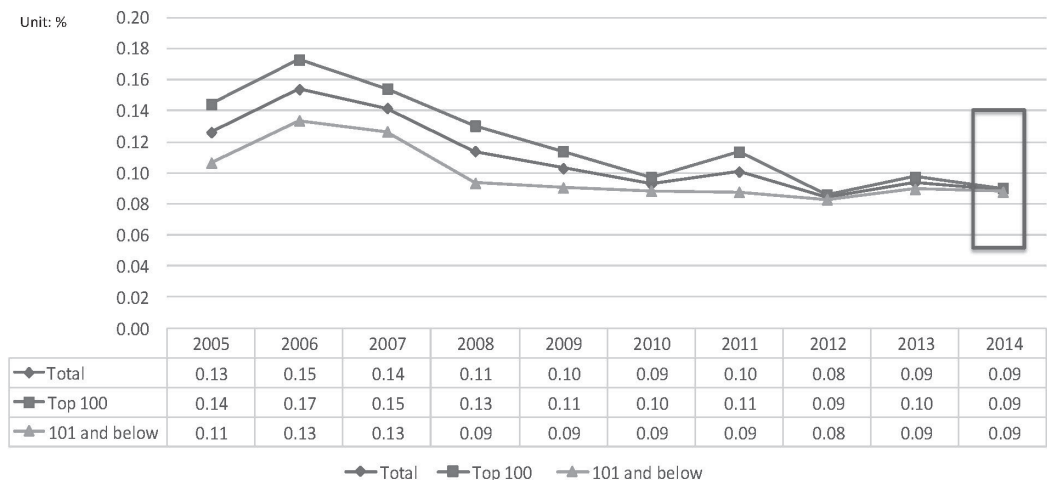
Changes in proportion of donation and revenue according to company type

- In 2014, proportion of donation and revenue was 0.09% for all companies, 0.10% for listed companies, and 0.08% for non-listed companies.
- The changes in the proportion of donation and revenue showed similar trends in listed companies and non-listed companies.
- Regardless of company type, the proportion peaked in 2006 and showed a continuous fall.



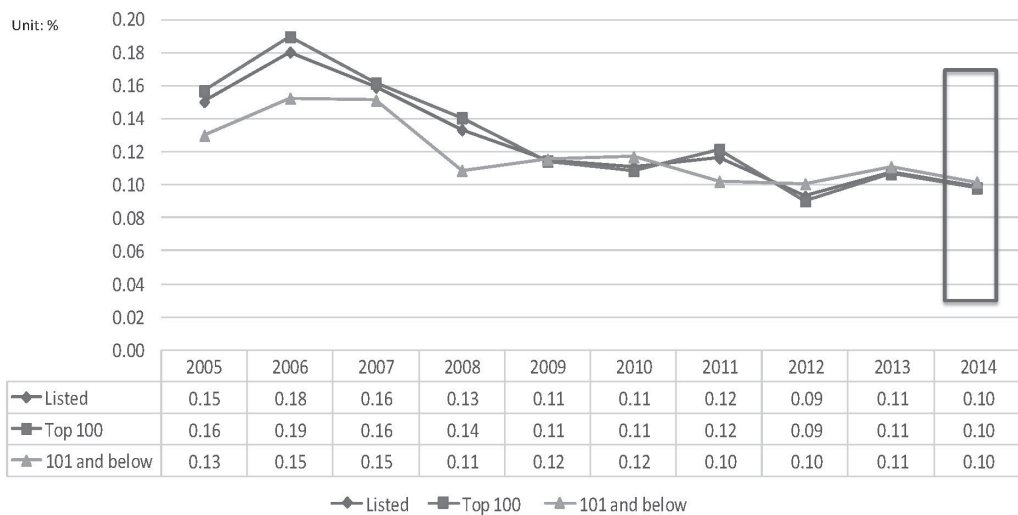
Changes in proportion of donation and revenue according to company size

- In 2014, proportion of donation and revenue was both 0.09% for top 100 companies and for 101 and below companies.
- The changes in the proportion of donation and revenue showed similar trends in top 100 companies and 101 and below companies.
- Regardless of company type, the proportion showed a continuous drop.
- Changes in the proportion of donation and revenue according to company size were reduced overall.



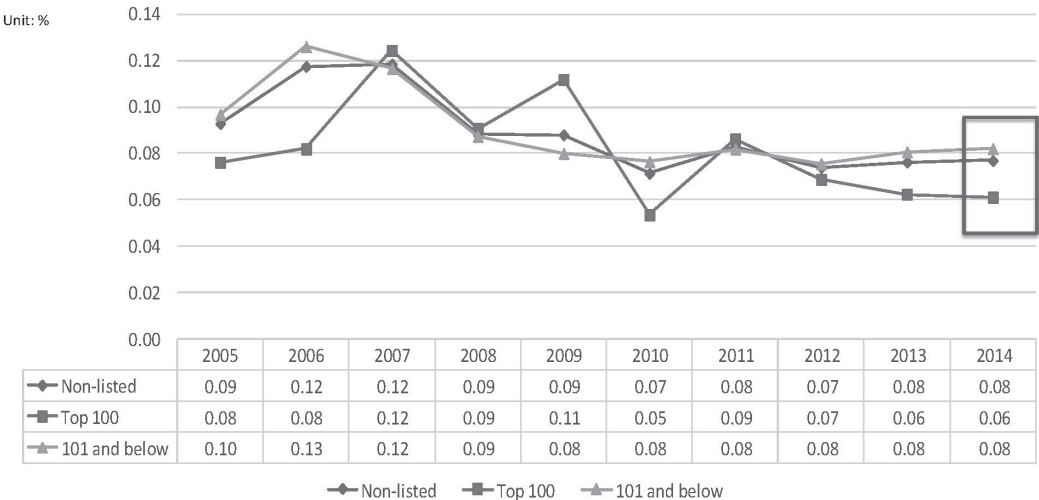
Changes in the proportion of donation and revenue according to size of listed company

- The proportion of donation and revenue of listed companies in 2014 was 0.10% for both company sizes.
- Regardless of company size, the proportion dropped overall.
- Top 100 company's proportion dropped greater than that of 101 and below companies.



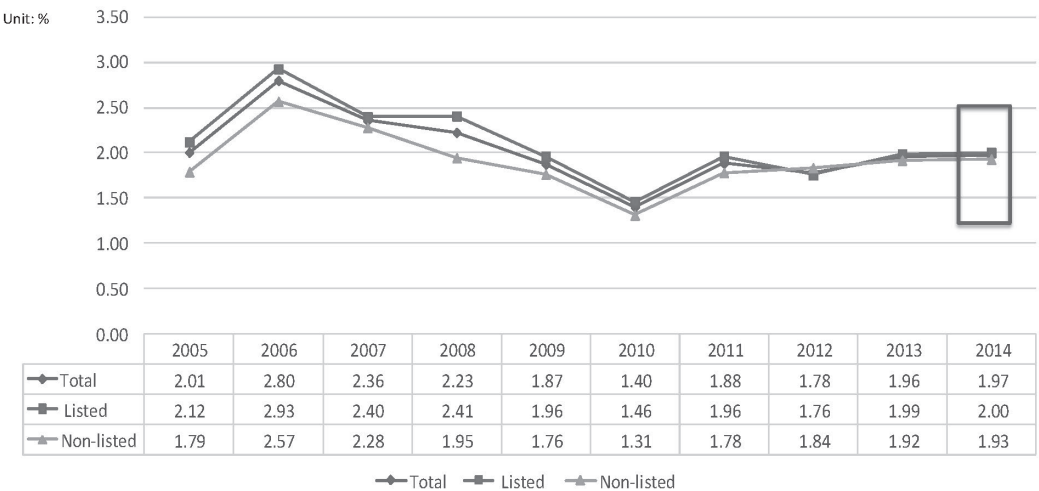
Changes in the proportion of donation and revenue according to size of non-listed company

- The proportion of donation and revenue of top 100 non-listed companies in 2014 was 0.06% and 101 and below companies 0.08%.
- Regardless of company size, the proportion dropped overall.
- Top 100 company's proportion fluctuated greatly.



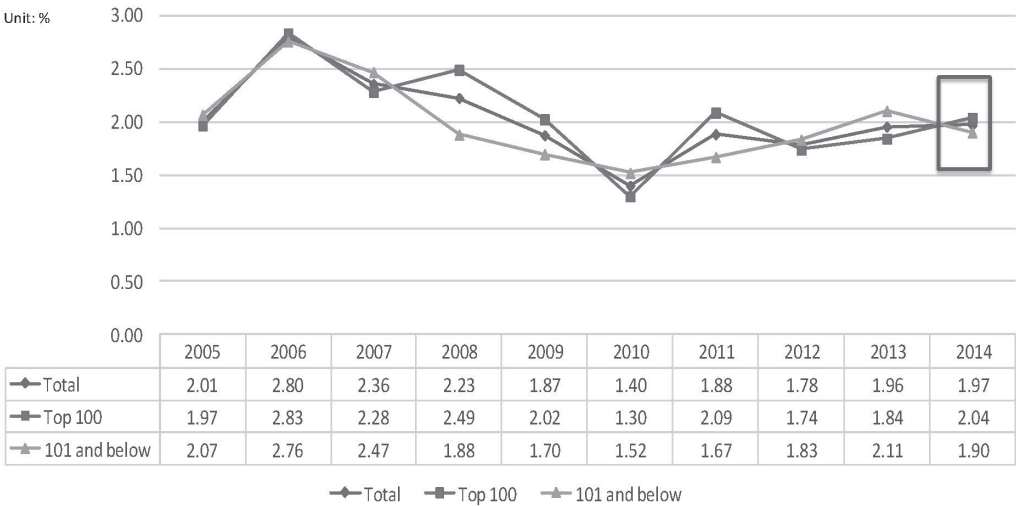
Changes in the proportion of donation and operating profit according to company type

- In 2014, proportion of donation and operating profit was 1.97% for all companies, 2.0% for listed companies, and 1.93% for non-listed companies.
- The changes in the proportion of donation and operating profit showed similar trends in listed companies and non-listed companies.
- The proportion increased gradually since 2010.



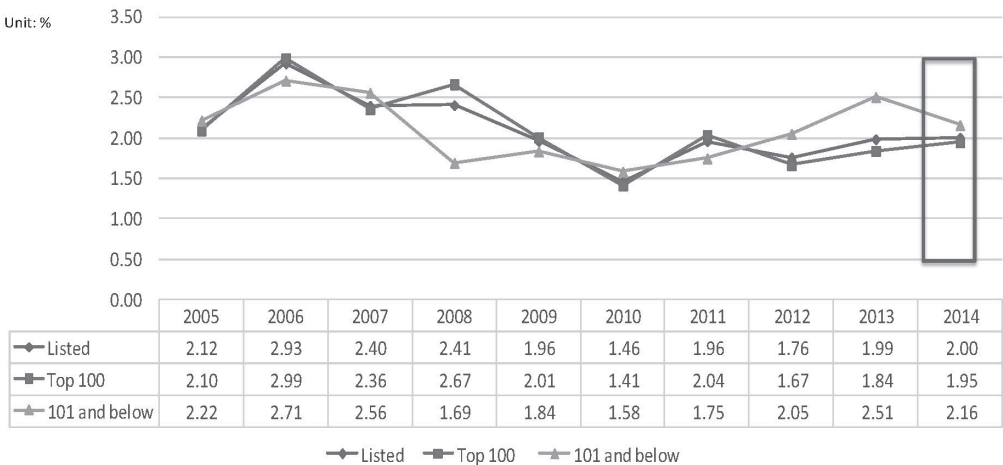
Changes in the proportion of donation and operating profit according to company size

- The proportion of donation and operating profit of top 100 companies was 2.04%, 101 and below 1.90% in 2014.
- The proportion showed an overall M type trend.
- There are no significant difference in the proportion according to company size.



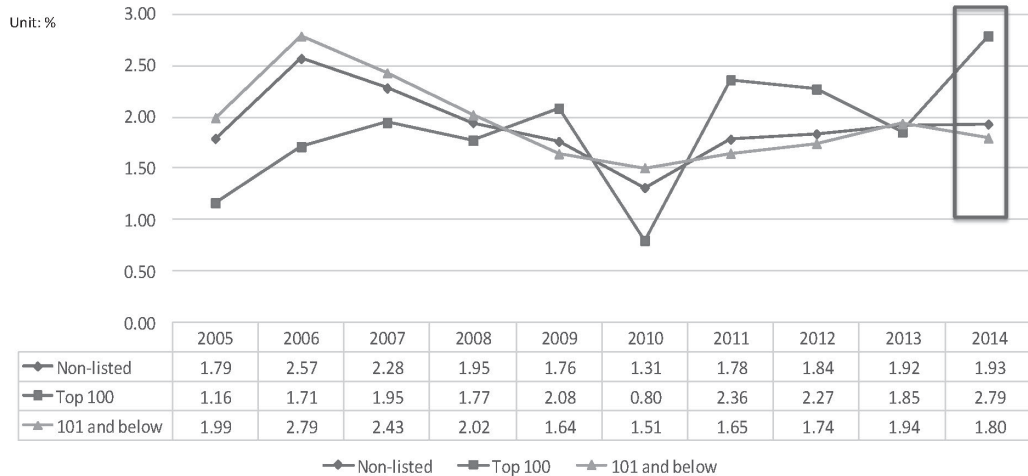
Changes in the proportion of donation and operating profit according to listed company size

- Top 100 listed companies proportion of donation and operating profit was 1.95%, which was lower than 2.16% of 101 and below listed companies in 2014.
- 101 and below companies are showing gradual increase since the drop in 2008.



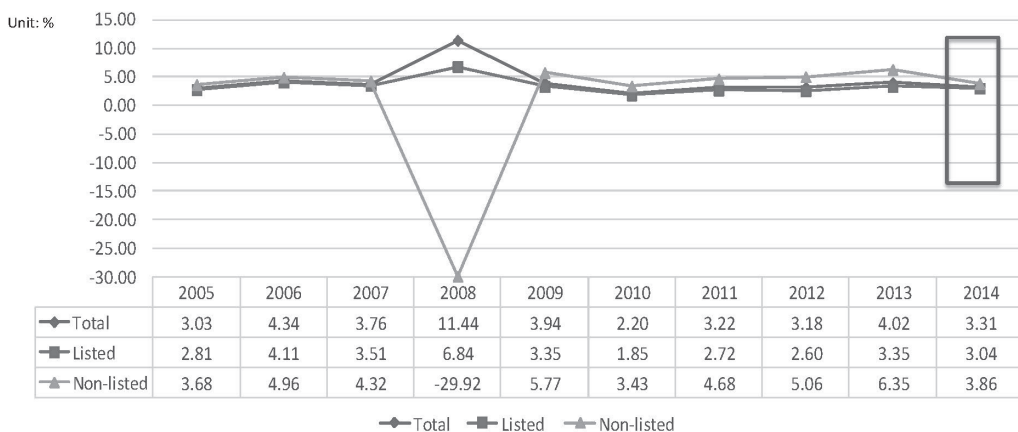
Changes in the proportion of donation and operating profit according to non-listed company type

- Top 100 non-listed companies proportion of donation and operating profit was 2.79%, higher than 101 and below companies' 1.8%.
- Top 100 companies proportion dropped steeply in 2010, and the proportion was 2 times greater in 2014 than 2005.
- 101 and below companies proportion dropped overall since 2006.



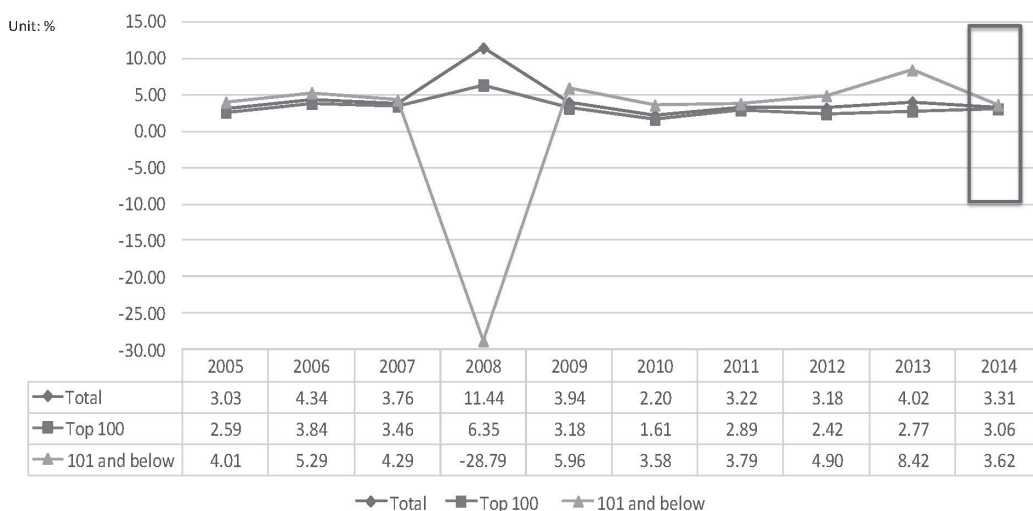
Changes in the proportion of donation and net income according to company type

- The proportion of donation and net income of total companies was 3.31% in 2014.
- Non-listed had a higher proportion at 3.86% while listed was at 3.04%.
- The proportion of donation and net income of both listed and non-listed companies showed little change except for in 2008.



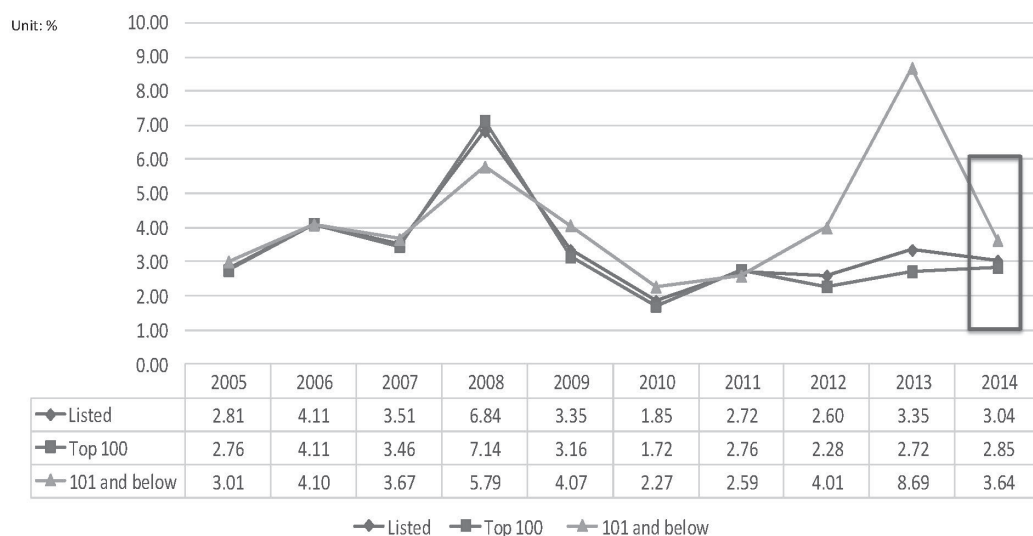
Changes in the proportion of donation and net income according to company size

- Top 100 companies proportion of donation and net income was 3.06%, lower than 101 and below companies, which was at 3.62% in 2014.
- 101 and below companies showed gradual growth since 2010, but dropped steeply in 2014.



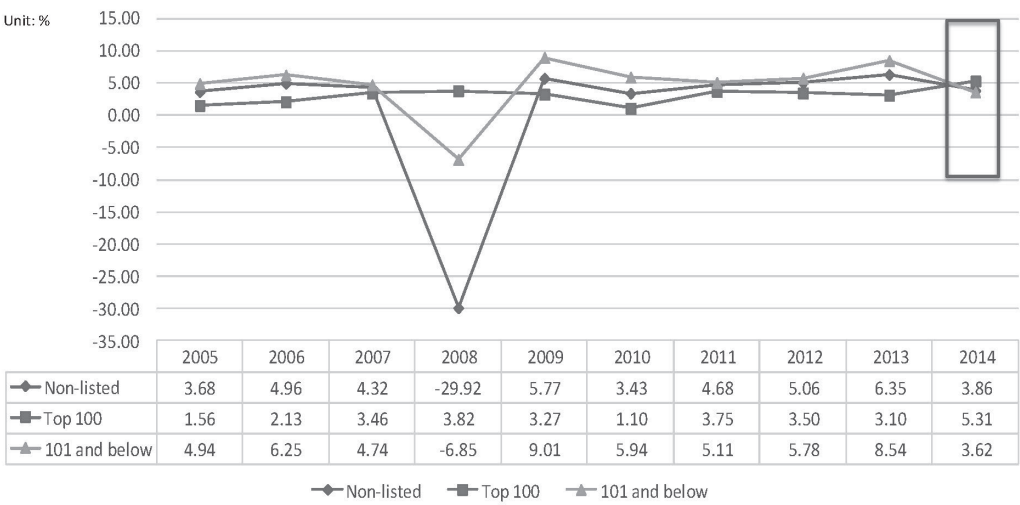
Changes in the proportion of donation and net income according to listed company size

- Top 100 listed companies' proportion of donation and net income was 2.86% and non-listed 3.64% in 2014.
- Regardless of size, the proportion fluctuated, and the figure in 2014 was slightly higher than that of 2005.
- Top 100 companies peaked in 2008 and 101 and below companies in 2013.



Changes in the proportion of donation and net income according to non-listed company size

- Top 100 non-listed companies proportion of donation and net income was 5.31% higher than that of non-listed which was at 3.62% in 2014.
- Top 100 non-listed companies proportion grew gradually, while 101 and below companies fluctuated greatly.



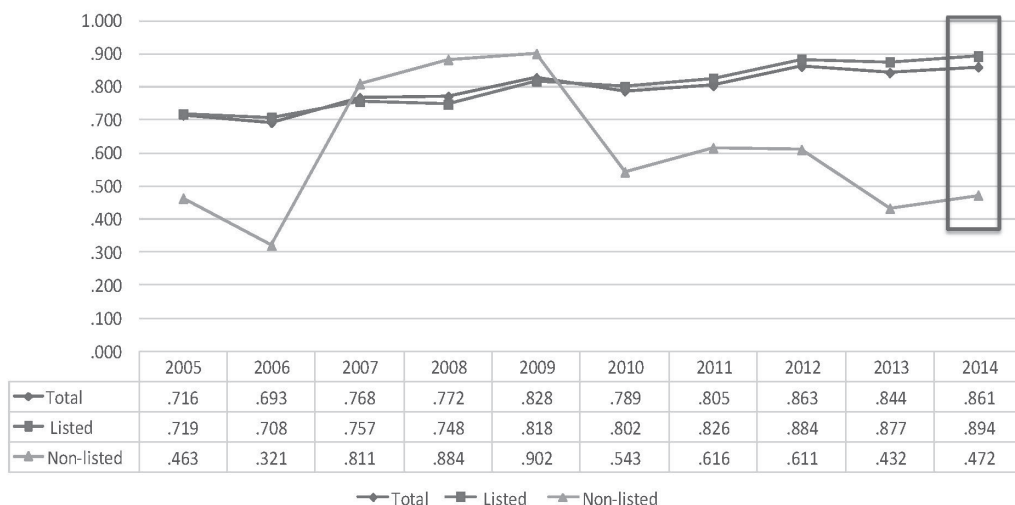
Giving Korea 2015:
Changes in Korean corporate donation

4. Changes in correlation of donation and company profit according to type and size of company



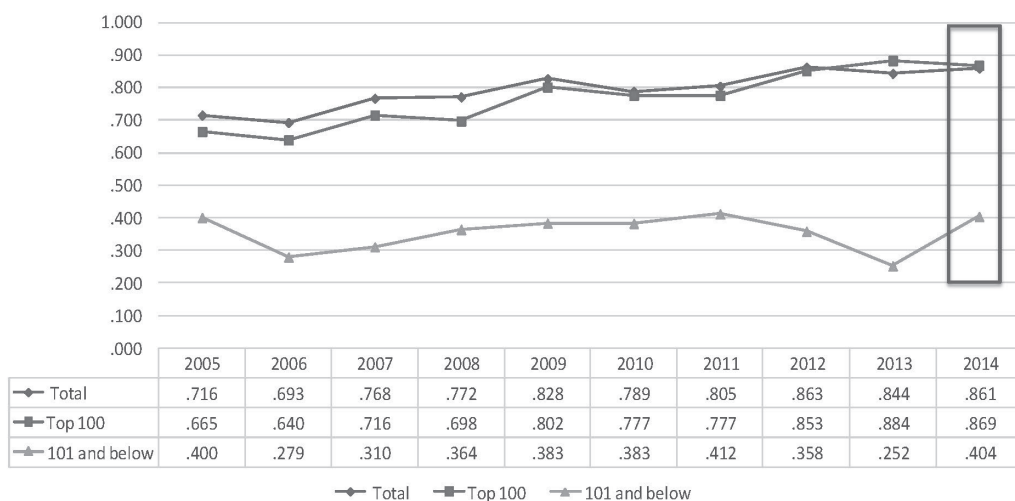
Changes in correlation of donation and revenue according to company type

- Correlation of donation and revenue was greater in listed companies than non-listed.
- Listed companies correlation increased continuously.
- Correlation in non-listed companies was not observed distinctly, but since 2010 the figure fell comparatively.



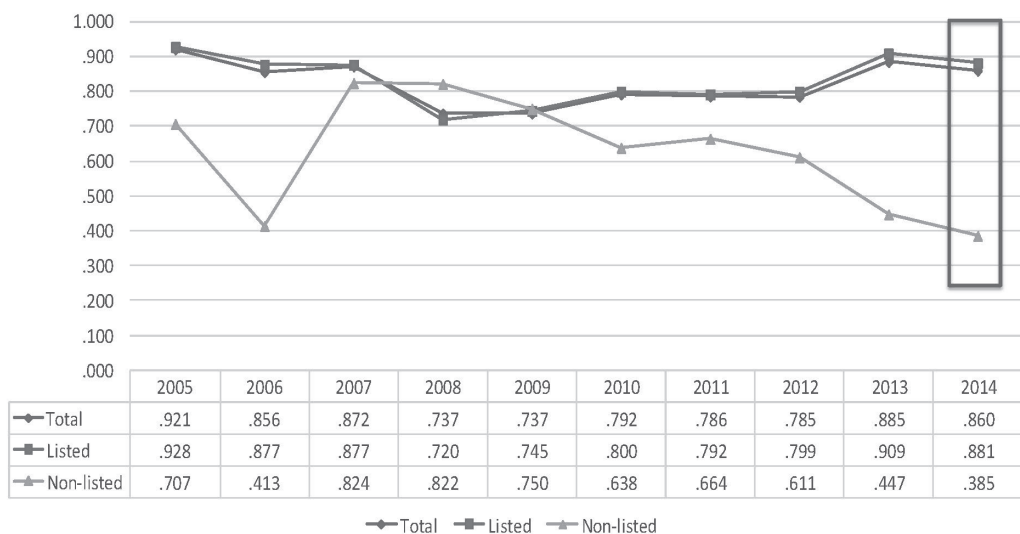
Changes in correlation of donation and revenue according to company size

- Top 100 companies correlation of donation and revenue was stronger than that of 101 and below companies.
- Correlation in top 100 companies increased continuously, but 101 and below companies maintained a certain level without much comparative difference.



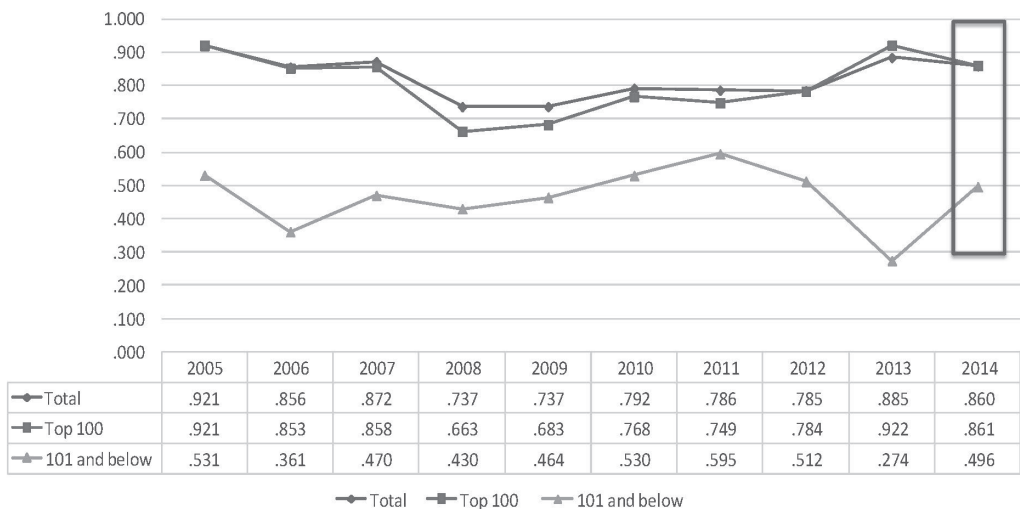
Changes in correlation of donation and operating profit according to company type

- Correlation of donation and operating profit was higher in listed companies than non-listed in all years.
- Starting from 2008, correlation of listed companies increased, while that of non-listed dropped.



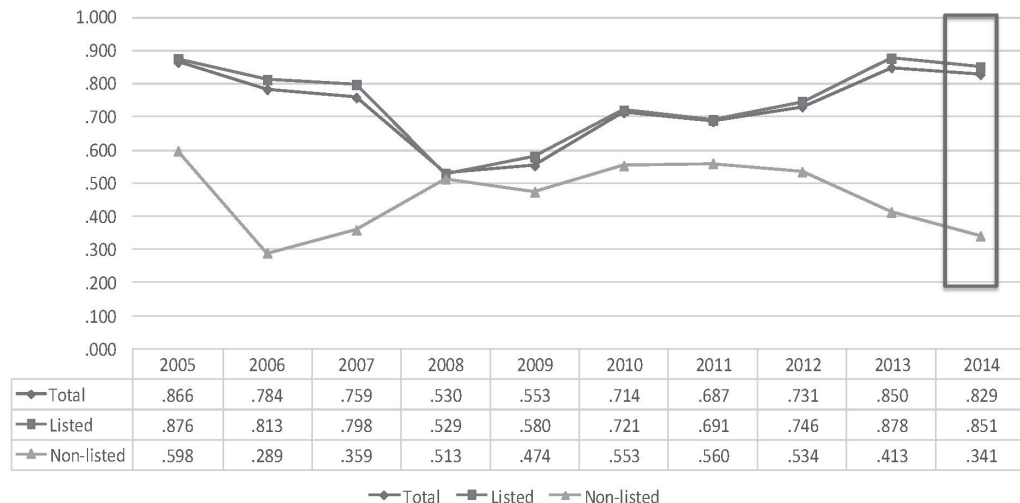
Changes in correlation of donation and operating profit according to company size

- Correlation of donation and operating profit was higher in top 100 companies than 101 and below companies in all years.
- Correlation of top 100 companies and 101 and below companies showed similar trends up to 2010, but from 2011 showed opposite movement.



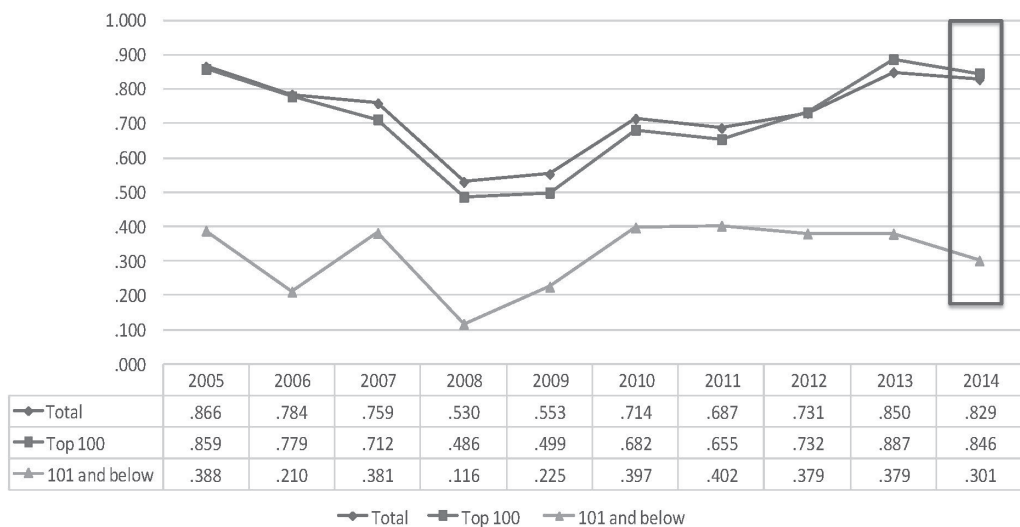
Changes in correlation of donation and net income according to company type

- Correlation of donation and net income was higher in listed companies than non-listed in all years.
- Since the financial crisis, correlation of listed companies increased, while non-listed companies' fell. Thus, the difference between the two company types increased.



Changes in correlation of donation and net income according to company size

- Correlation of donation and net income was higher in top 100 companies than 101 and below companies in all years.
- Correlation of donation and net income showed similar trends in both top 100 companies and 101 and below companies.



Giving Korea 2015: Changes in Korean corporate donation

5. Summary and implications



Summary and implications

- ✓ Average corporate donation fluctuated yearly over the past 10 years regardless of company type, but in a limited scope, the amount was maintained at a similar level.
- ✓ Listed companies made more than 10 times greater donation than non-listed in terms of average donation over the past 10 years.
- ✓ Top 100 companies' average donation showed an upward trend over the past 10 years.
- ✓ According to type and size of companies, top 100 non-listed companies showed greatest growth rate in terms of donation amount and top 100 listed companies least growth.
- ✓ This shows that top 100 non-listed companies have comparatively high donation elasticity, while top 100 listed companies' donation potential and elasticity is comparatively low.
- ✓ Of the proportion of companies according to type and size, top 100 listed companies portion was the only one that was reduced in 10 years.
- ✓ In terms of absolute volume, top 100 listed companies' donation was the greatest. However, top 100 listed companies' donation contribution and Korean society's dependence on those companies are being reduced.

Summary and implications

- ✓ Proportion of donation and revenue decreased in 10 years in all type and size of companies.
- ✓ Correlation between donation and revenue was higher in listed companies than non-listed over the past 10 years and the correlation of listed companies have gradually increased.
- ✓ For listed companies, the growth rate of donation were greater than that of revenue, so the proportion of donation and revenue dropped, but the correlation of the two increased.
- ✓ Proportion of donation and operating profit has recovered since the financial crisis in all groups, but the top non-listed company group saw the greatest recovery.
- ✓ Correlation of donation and operating profit dropped steeply in listed companies since the financial crisis and is recovering, while that of the non-listed companies is still on a downward trend.
- ✓ Correlation of donation and operating profit was higher in 101 and below companies than in top 100 companies in the past 10 years.
- ✓ Listed companies' and top 100 companies' donation was influenced by revenue and operating profit, but non-listed companies' and 101 and below companies' donation was comparatively independent.

Giving Korea 2015:
Changes in Korean corporate donation

Thank You.





Giving Korea 2015

Corporate Donation Index and Changes in CSR Trends in 2014



2

Giving Korea 2015

Corporate Donation Index and Changes in CSR Trends in 2014

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Giving Index 2015: Corporate Donation Index and Changes in CSR Trends in 2014

Oct. 28, 2015

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Graduate School of Social Welfare
Center for Philanthropy at Beautiful Foundation

Giving Index 2015:
Status of Korean CSR and 10 year trend

1. Overview of analysis



기빙코리아

1.1 Giving Index 2015 Research Design

•Research design

Classification	Content
Research subject	Top 2000 companies in terms of revenue
Research sample	400 samples
Sampling method	Purposive Quota Sampling according to company types(listed/non-listed)
Sampling error	On premise of random sampling, maximum allowed sampling error is $\pm 4.9\%$ at 95% confidence level
Research method	Computer Assisted Web Interview via Internet
Research period	2015. 6. 17 - 8. 28



-3- 기빙코리아

1.1 Giving Index 2015 Research design

•Research content

Classification	Content
CSR experience and organization	Experience of CSR participation Reason for non-participation Intention for CSR participation Method of CSR participation Dedicated CSR organization and staff
2014 CSR performance: Participation	CSR participation in 2014 Reason for non-participation in 2014 Plans to expand future CSR activities
2014 CSR performance: Donation	Proportion of donation items Proportion of donation according to areas Recipients and sector Proportion of donation according to donation method and allowance for philanthropic/fundraising organizations administrative expense Source of CSR fund Experience and reason for stopping or changing philanthropic organizations



-4- 기빙코리아

1.1 Giving Index 2015 Research design

•Research content

Classification	Content
2014 CSR performance: Volunteering	Employees participating in volunteering activities and company support Support method of employees volunteering Participation rate and time of employee volunteering Area of employee volunteering
Promotion elements and stumbling blocks of CSR	Reason for CSR activities Decisive factor of CSR activities External/internal stumbling block of CSR activities
CSR evaluation	Evaluation method of CSR activities Evaluation of CSR performance
Perception on CSR policies	Perception on CSR tax benefits Intention to expand donation if tax benefits increase



-5- 기빙코리아

1.2 Giving Index Analysis Overview(2004~2014)

• Source of analysis and content

Source	Content
Giving Index 2004~2014 Center of Philanthropy Beautiful Foundation	Financial source for CSR activities Participation method of CSR activities Promotion method of CSR activities Promotion element and stumbling blocks of CSR activities CSR evaluation



-6- 기빙코리아

Giving Index 2015:

Status of Korean CSR and 10 year trend

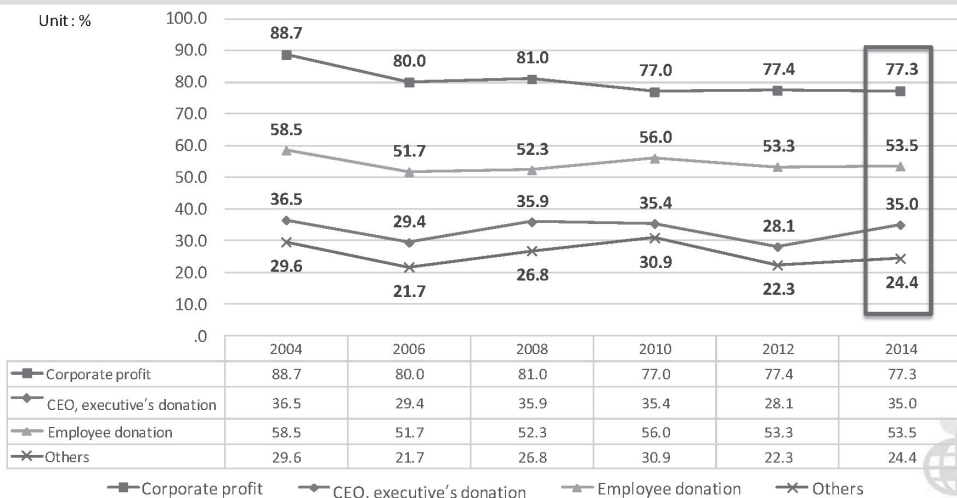
2. Financial source for CSR activities



기빙코리아

2-1 Financial source of CSR activities – total (overlapping response)

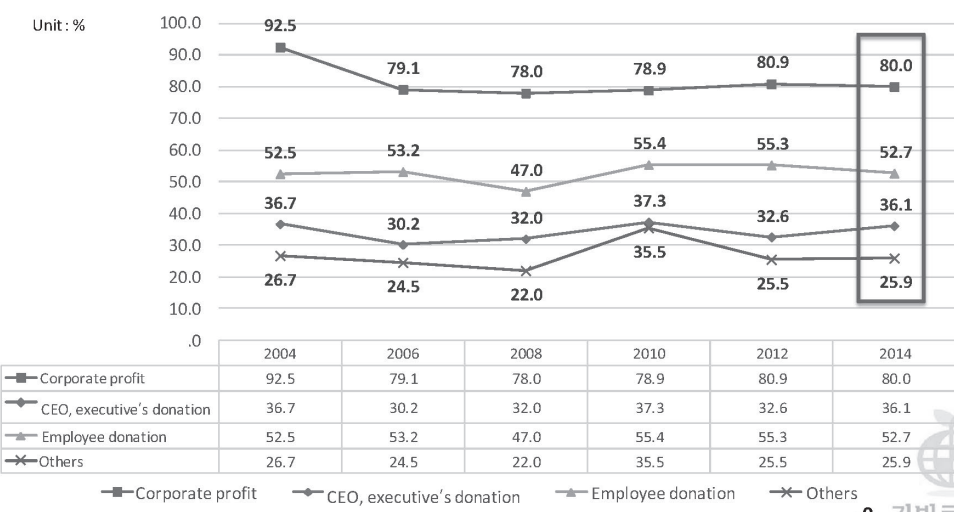
- Most important financial source of CSR activities is “corporate profit”
- Proportion of corporate profit gradually decreasing over 10 years
- Proportion of employee, CEO, executive’s donation similar



-8- 기빙코리아

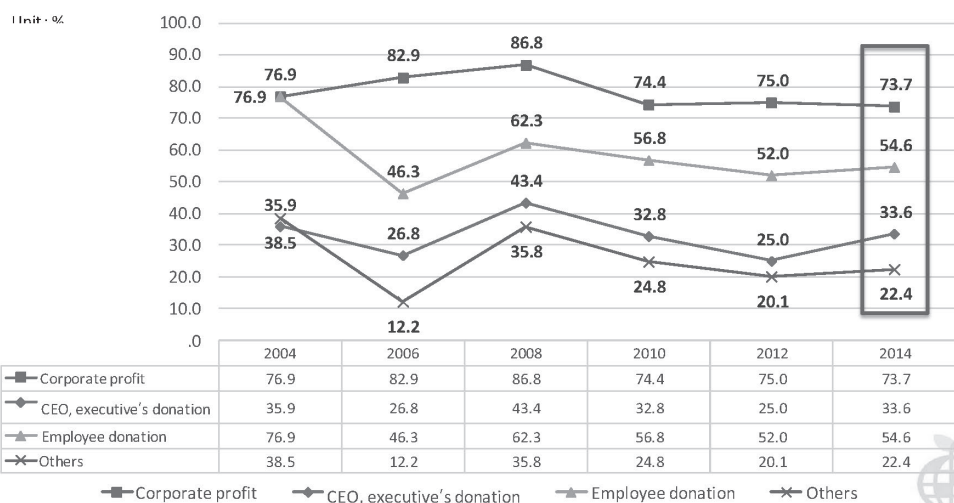
2-2 Financial source of CSR activities – listed (overlapping response)

- Listed companies show similar pattern with average company's trend
- Proportion of corporate profit slightly higher than average of total companies



2-3 Financial source of CSR activities – non-listed (overlapping response)

- Proportion of employee donation of non-listed companies decreasing since 2008
- CEO/executive's donation proportion fell in 2008 but recovered



Giving Index 2015:

Status of Korean CSR and 10 year trend

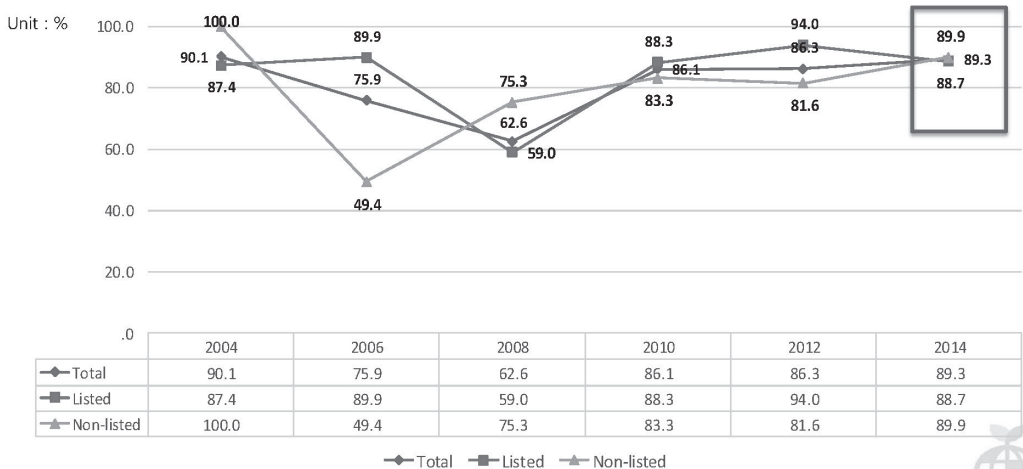
3. Participation method of CSR activities



기빙코리아

3-1 CSR participation rate

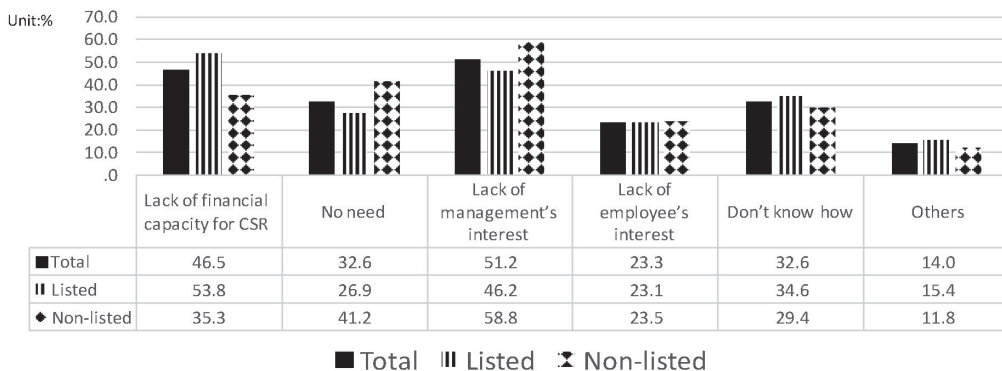
- Korean companies CSR participation rate is on average 90%
- Rate fell steeply in 2008 but is recovering



-12- 기빙코리아

3-1-1 Reason for non-participation - 2

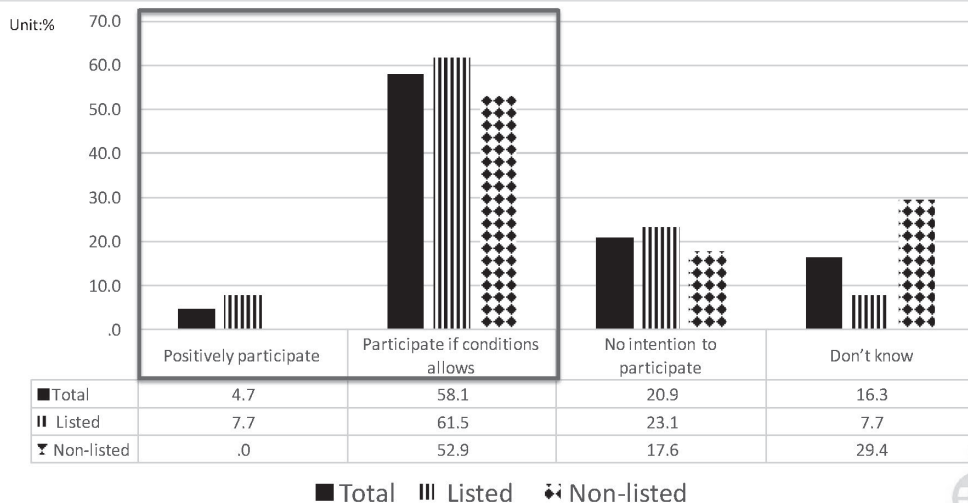
- Most important reason for non-participation was “lack of management interest” – comparatively more pronounced in non-listed companies
- For listed companies, “financial conditions” was the most important cause



-13- 기빙코리아

3-1-2 Intention to participate in future CSR activities

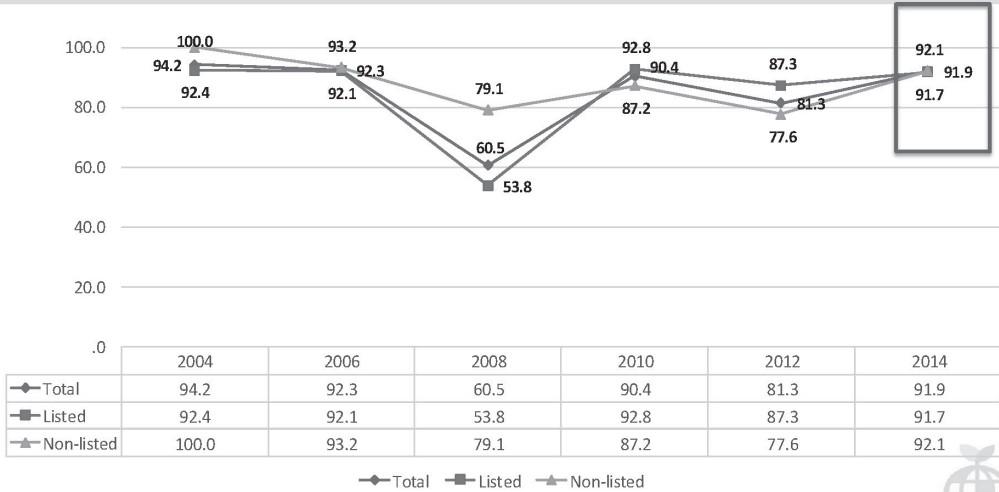
- 65% of companies with no CSR experience replied they had intentions to participate in CSR activities



-14- 기빙코리아

3-2 Past year CSR participation rate

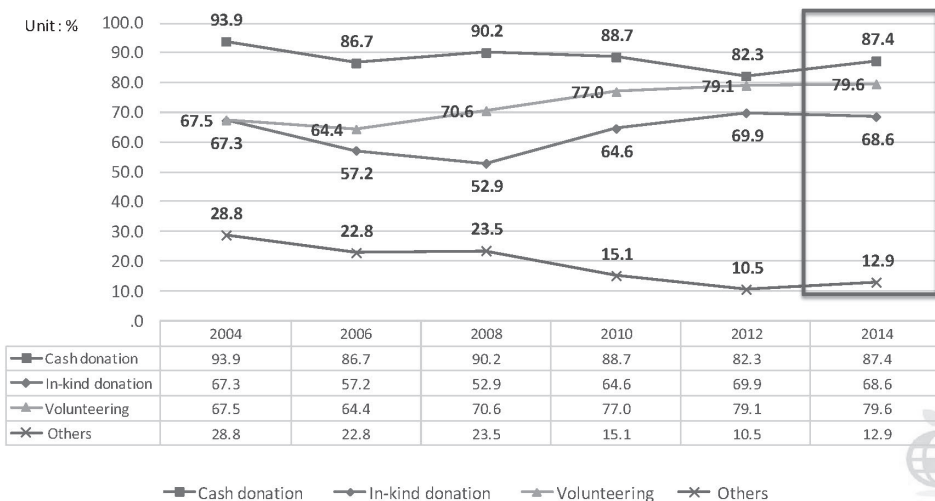
- 92% of companies with CSR experience participated in CSR in past years
- Since 2010, participation rate of listed companies higher than non-listed companies



-15- 기빙코리아

3-3 CSR participation method – total (overlapping response)

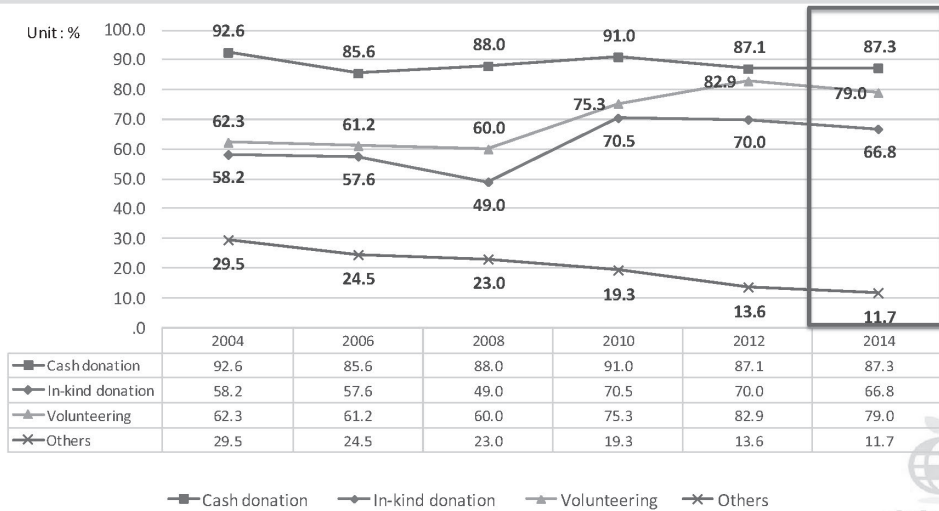
- Proportion of cash donation, volunteering, in-kind donation were the highest in order
- Proportion of cash donation is decreasing
- Proportion of volunteering is continuously increasing
- Proportion of in-kind donation is increasing since 2008
- Proportion of other methods(public good related marketing, etc.) are decreasing



-16- 기빙코리아

3-4 CSR participation method – listed (overlapping response)

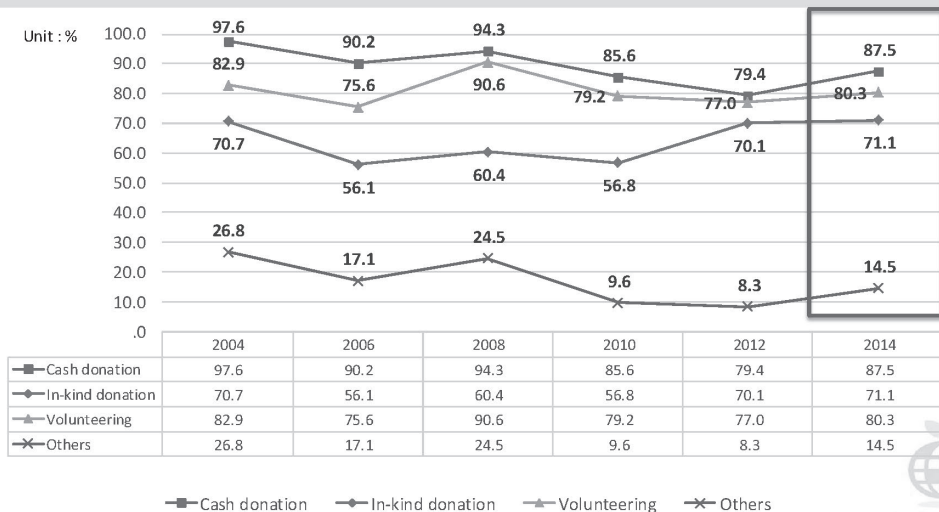
- Proportion of volunteering increased since 2008 but dropped in 2014
- Proportion of in-kind donation slightly decreasing since 2010



-17- 기빙코리아

3-5 CSR participation method – non-listed (overlapping response)

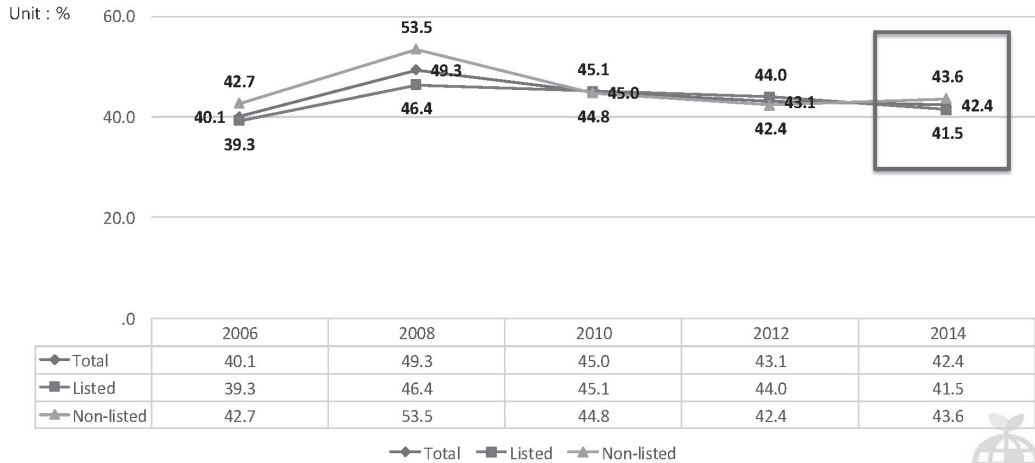
- Cash donation method continuously decreased but increased in 2014
- Volunteering method continuously decreasing since 2008
- In-kind donation method increasing since 2010



-18- 기빙코리아

3-6 Employee volunteer participation rate

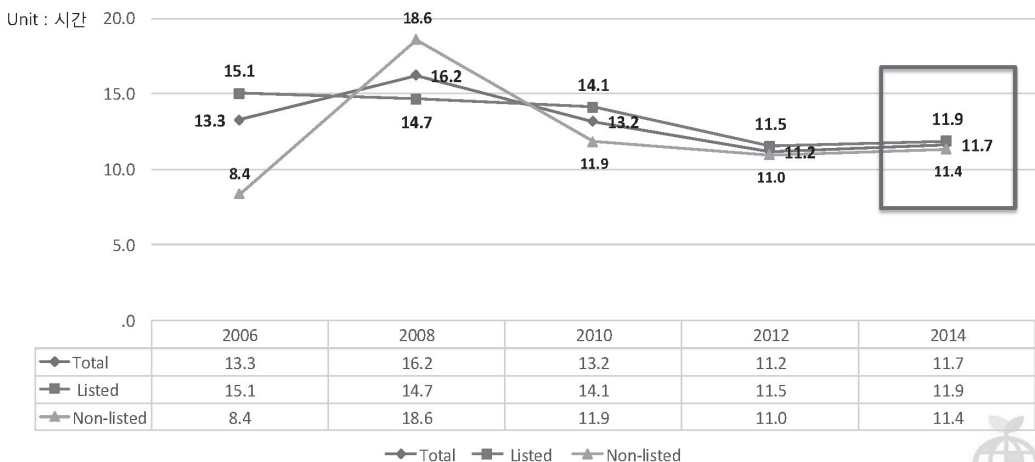
- Overall participation rate was around 40%
- Since sharp increase in 2008, the rate is decreasing gradually



-19- 기빙코리아

3-7 Annual volunteering hours per employee

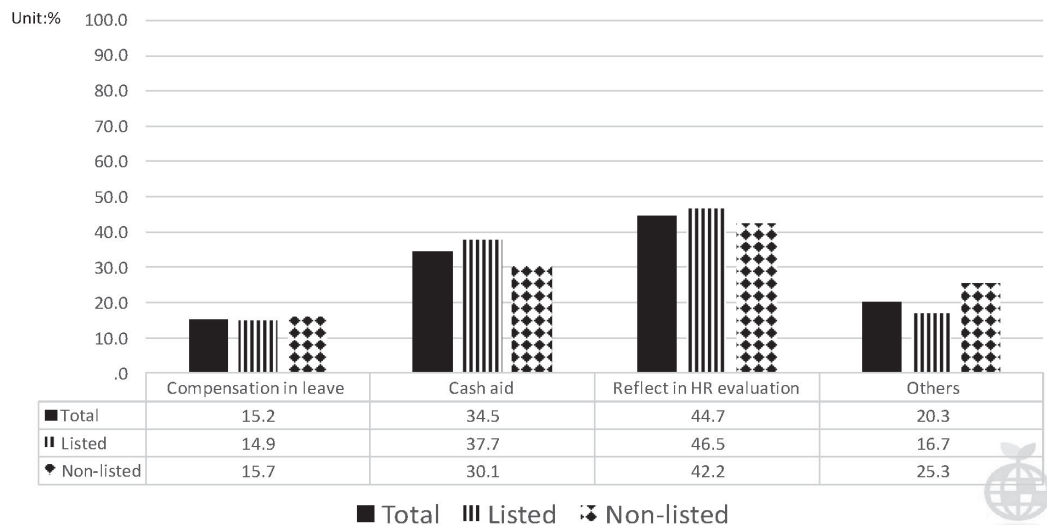
- Volunteering hours are continuously decreasing
- Difference between listed and non-listed companies is decreasing



-20- 기빙코리아

3-8 Support for volunteering employee (overlapping response)

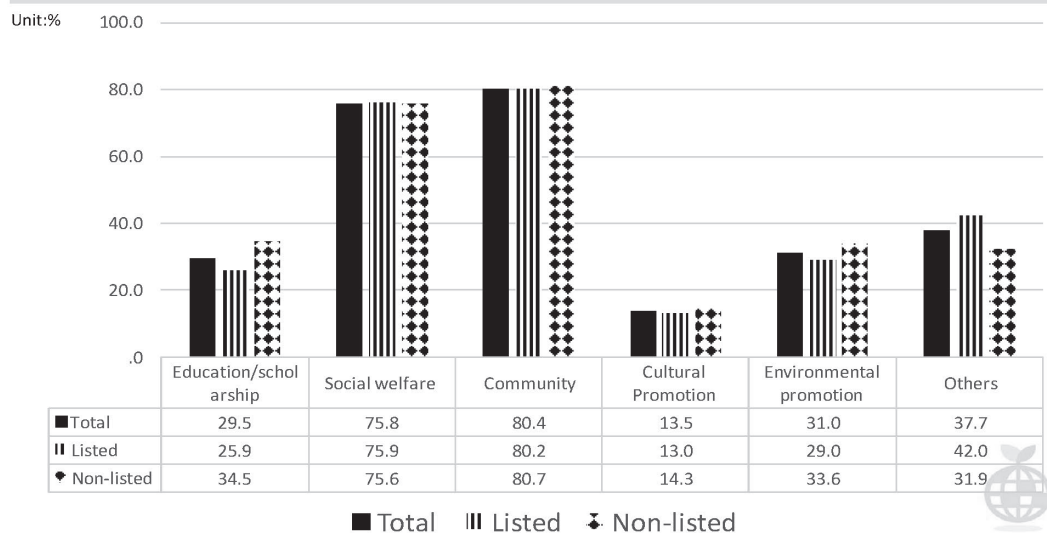
- About 60% of companies reflected volunteering in HR evaluation
- 36% gave cash aid
- Listed companies had higher tendency of having support system of employees' volunteering than non-listed companies



-21- 기빙코리아

3-9 Volunteering sector (overlapping response)

- Social welfare/community were sectors where volunteer was most active
- Participation in education, scholarship/environmental protection was around 35%



-22- 기빙코리아

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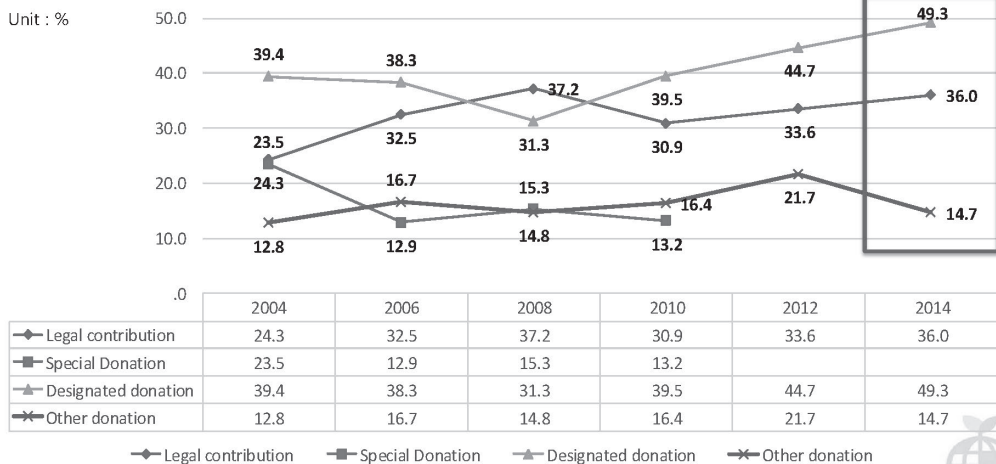
4. CSR method



기빙코리아

4-1 Donation type - total

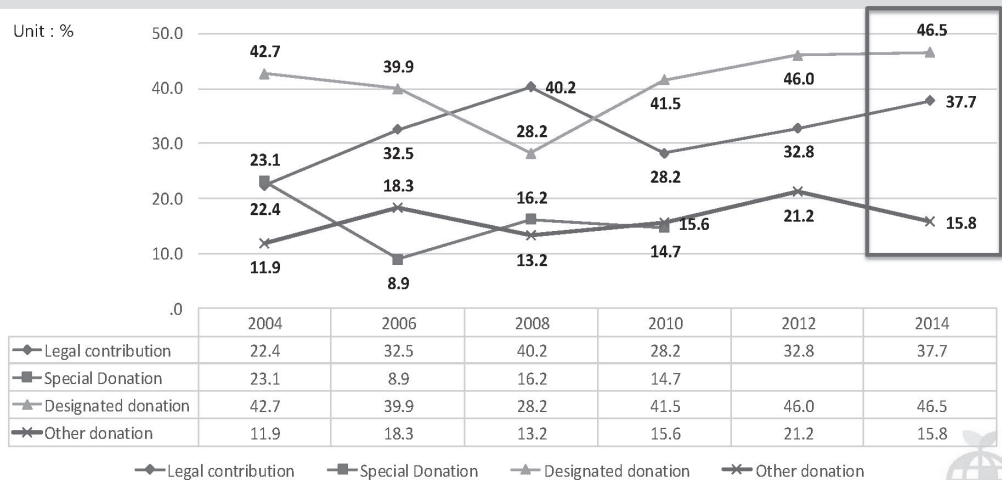
- Designated donation, legal contribution, other donation was the order of composition of donation
- Since 2008, designated donation is continuously increasing
- Other donation increased, but since 2012 dropped



-24- 기빙코리아

4-2 Donation type - listed

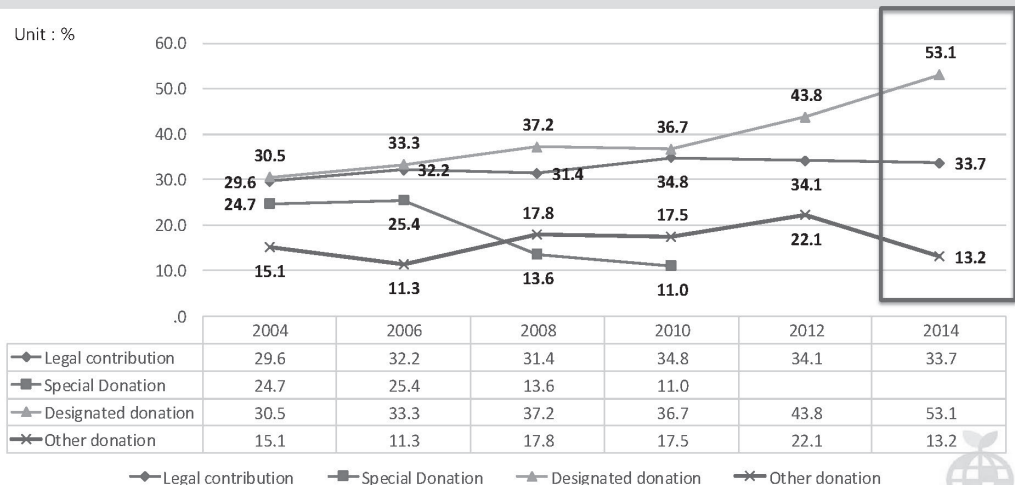
- Proportion of legal contribution dropped in 2010, but recovered
- Designated donation is greater than legal contribution



-25- 기빙코리아

4-3 Donation type – non-listed

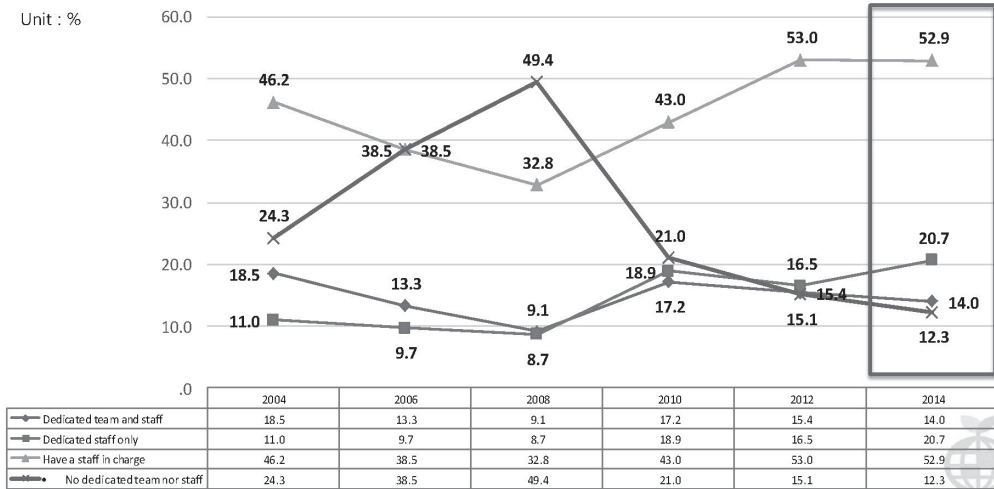
- Proportion of designated donation is greater than that of legal contribution
- Proportion of designated donation is greater than that of listed companies'



-26- 기빙코리아

4-4 CSR organization and staff - total

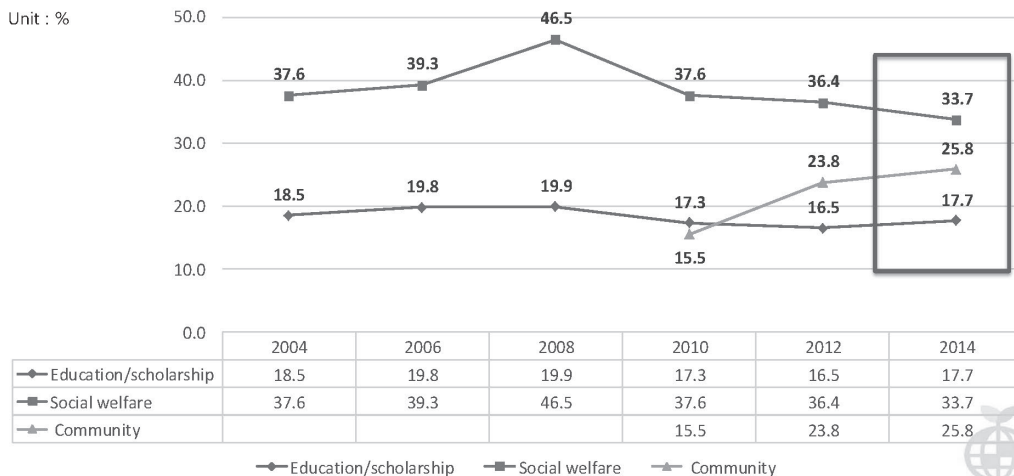
- Proportion of dedicated CSR organization is gradually decreasing since 2010
- Deployment of dedicated staff is continuously increasing
- Since 2008, proportion of companies without a dedicated CSR organization or staff is sharply decreasing



-27- 기빙코리아

4-5-1 CSR sectors

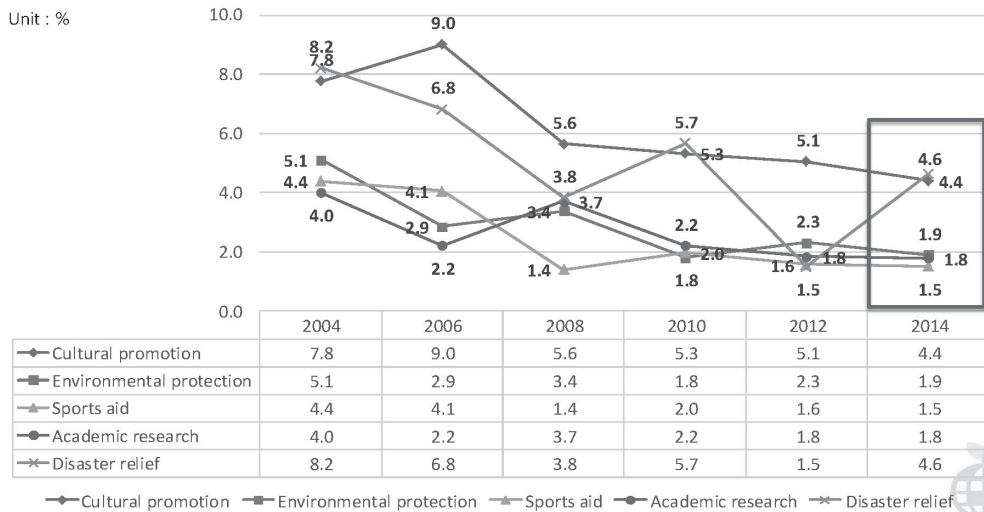
- Social welfare and education/scholarship has a comparatively high proportion in a continuous manner
- In 2010, community sector was added, and social welfare decreased



-28- 기빙코리아

4-5-2 CSR sectors (continued)

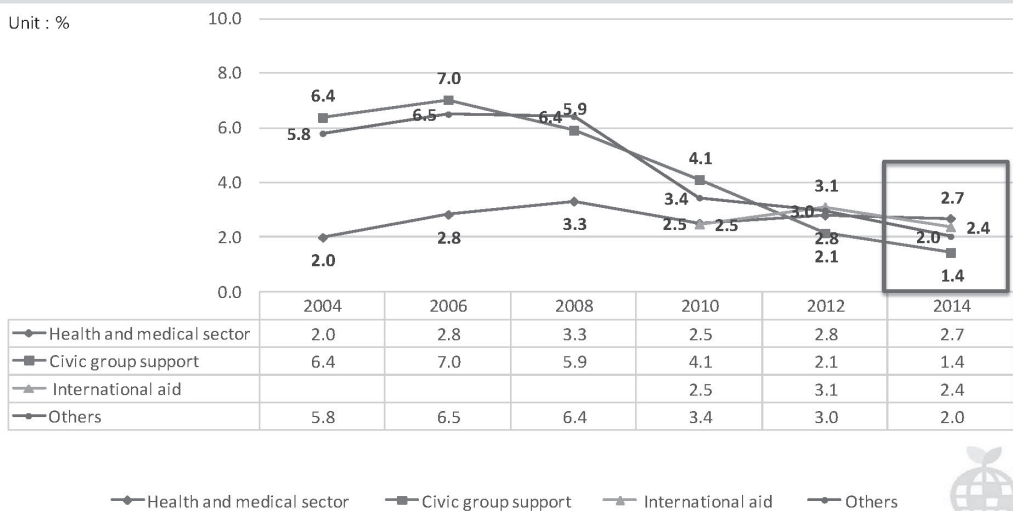
- Proportion of CSR participation except for social welfare is low
- CSR participation in cultural promotion/disaster relief is continuously decreasing



-29- 기빙코리아

4-5-3 CSR sectors (continued)

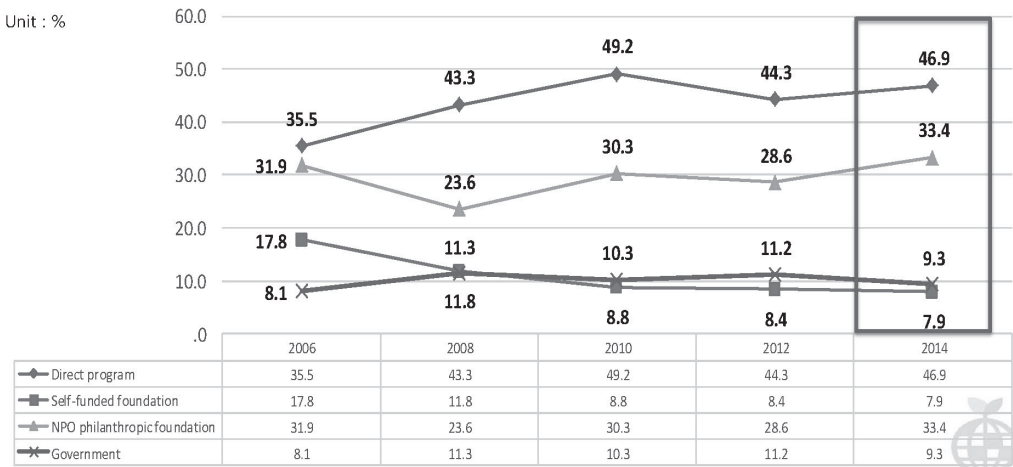
- CSR participation rate in community sector is sharply decreasing



-30- 기빙코리아

4-6 CSR method

- Company directly planning and performing CSR activities has the highest proportion
- CSR participation through philanthropic foundation/fundraising organization is continuously increasing



-31- 기빙코리아

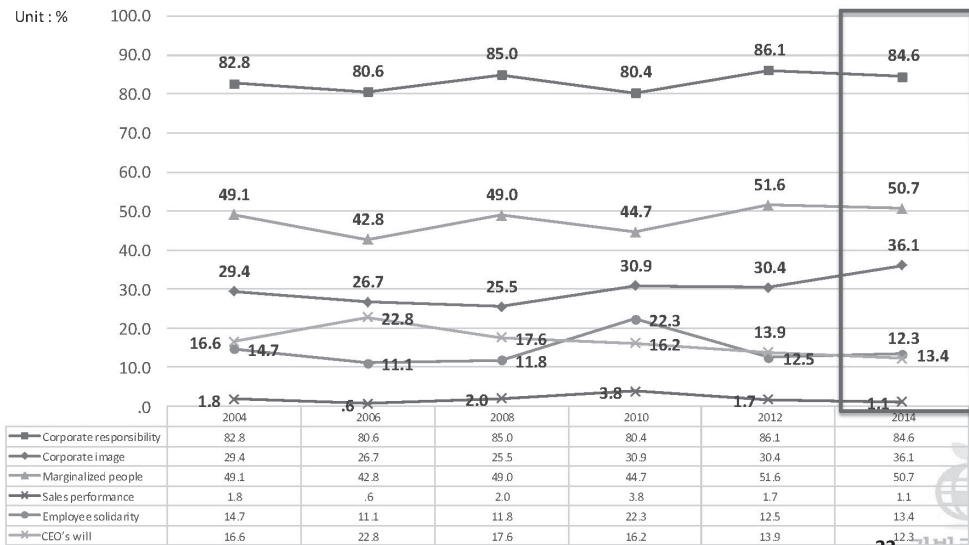
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5. Promotion element/ stumbling blocks of CSR activities



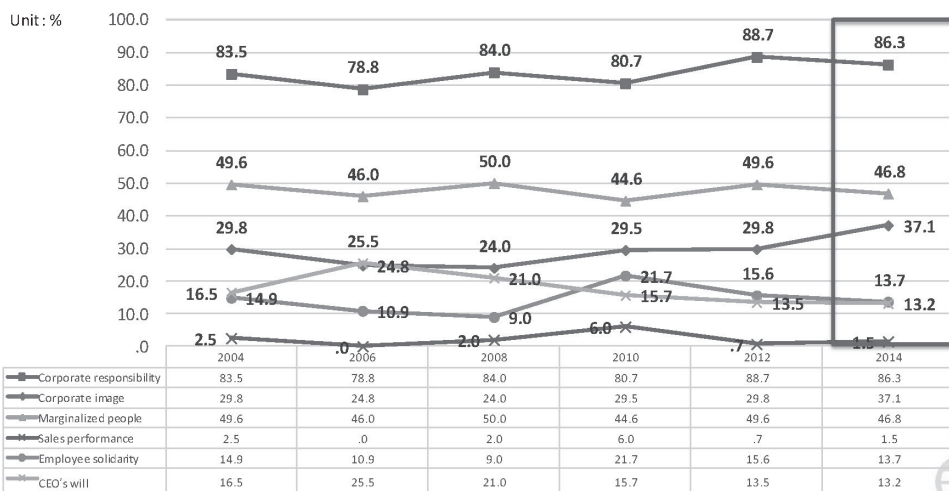
5-1 Reason for CSR participation – total (overlapping response)

- Most important reason for CSR activities was “to practice social responsibility”
- “Corporate image improvement” is continuously increasing
- CEO’s will is continuously decreasing



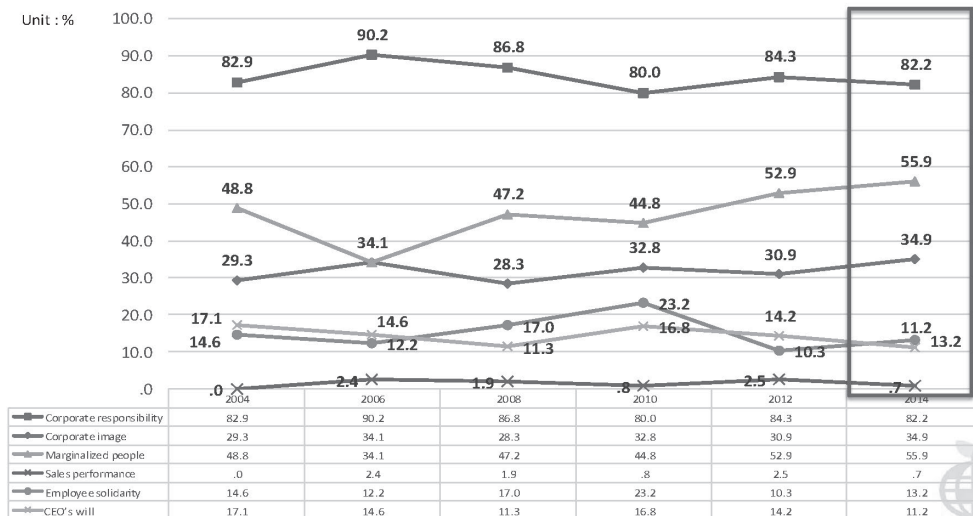
5-2 Reason for CSR participation – listed (overlapping response)

- “Practice social responsibility” proportion continuously increasing
- “Support marginalized people” decreasing gradually



5-3 Reason for CSR participation – non-listed (overlapping response)

- “Support marginalized people” continuously increasing higher proportion than listed company



-35- 기빙코리아

5-4 Decisive factor for CSR

- CEO's will was the most important decisive factor in pursuing CSR activities
- “Social pressure” sharply increased
- No significant difference between listed companies and non-listed

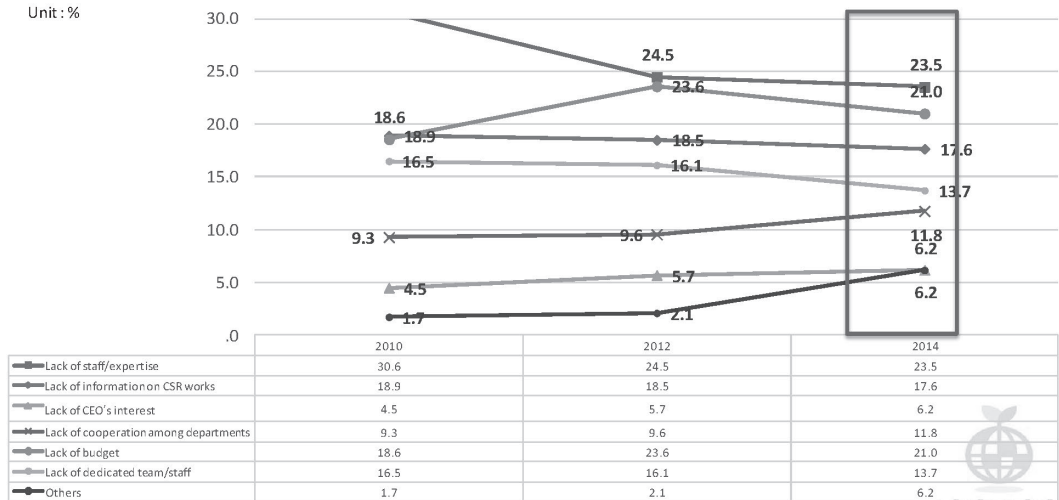


-36- 기빙코리아

5-5 Internal stumbling block for CSR

- Lack of staff/expertise, lack of budget, lack of information takes up high proportions continuously
- Lack of CEO's interest, lack of cooperation among departments are low consistently
- Lack of staff/expertise, lack of cooperation among departments are overall decreasing

Unit : %



-37- 기빙코리아

5-6 External stumbling blocks of CSR

- Lack of laws and institutions related to CSR and lack of support from local governments are pointed as major stumbling blocks
- Proportion of “lack of laws and institutions related to CSR” increased in 2014
- Social bias against CSR was reduced in 2014

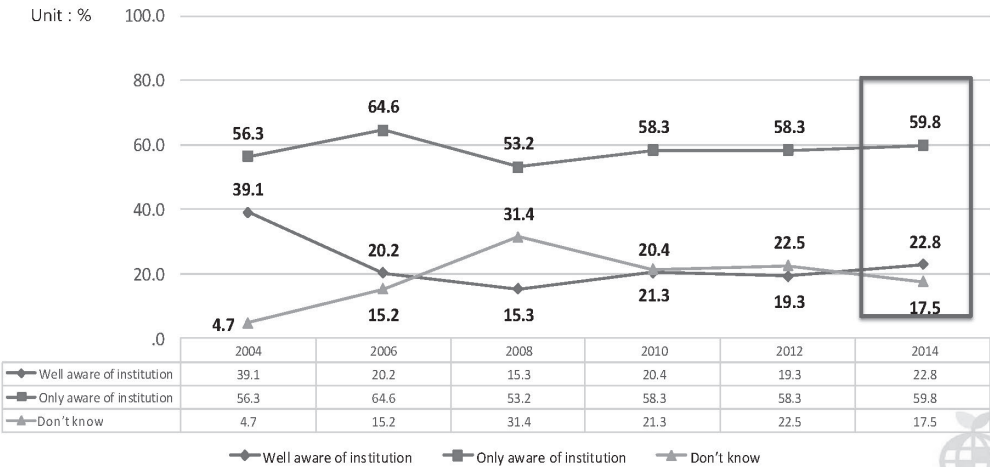
Unit : %



-38- 기빙코리아

5-7 Perception on tax benefit

- Awareness of tax benefits was low at around 20%
- Proportion of respondents answering they are aware of the institution is gradually increasing
- Proportion of those who answered they are not aware of tax benefits are gradually decreasing



-39- 기빙코리아

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 Status of Korean CSR and 10 year trend

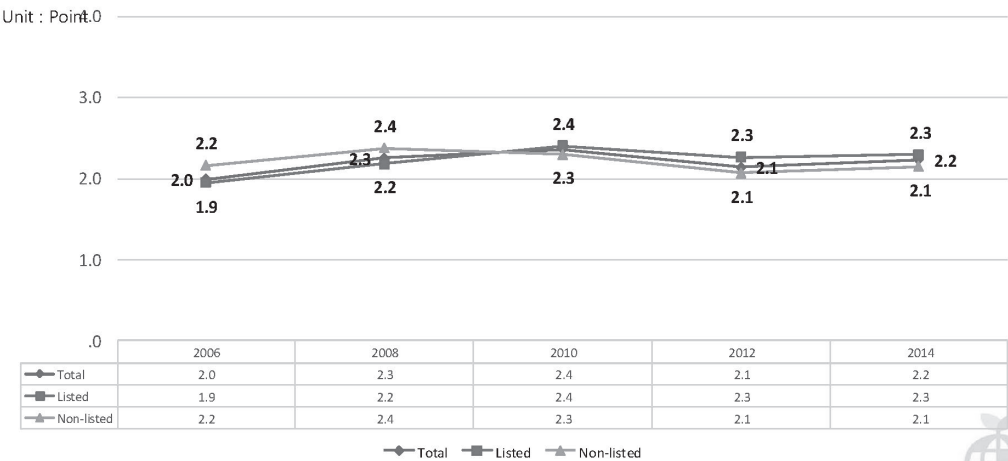
6. CSR evaluation



기빙코리아

6-1 Management evaluation of CSR activities

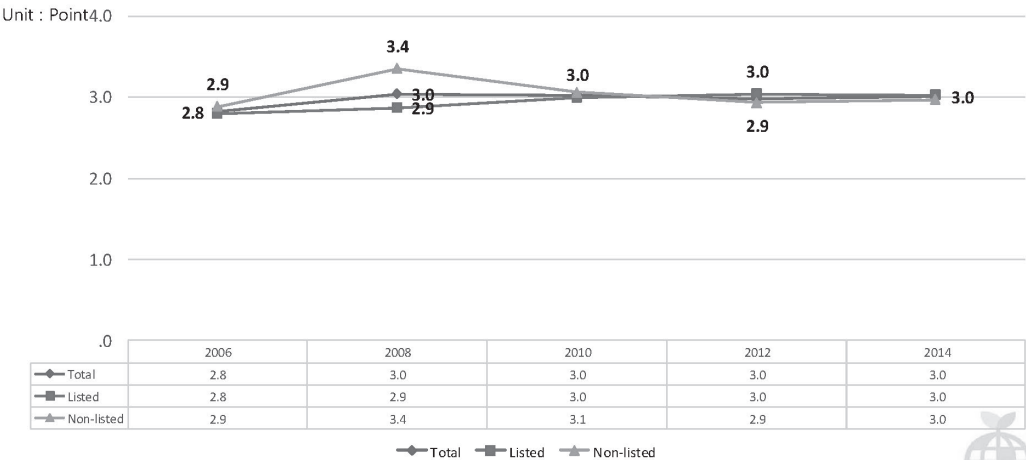
- CSR activities’ management performance was evaluated as being low
- During 10 years, the score was maintained at 2(out of 4 points)



-41- 기빙코리아

6-2 CSR performance on improving corporate culture

- CSR contribution on improving corporate culture was similar at 3
- No difference between listed company and non-listed
- Score was comparatively higher than management performance

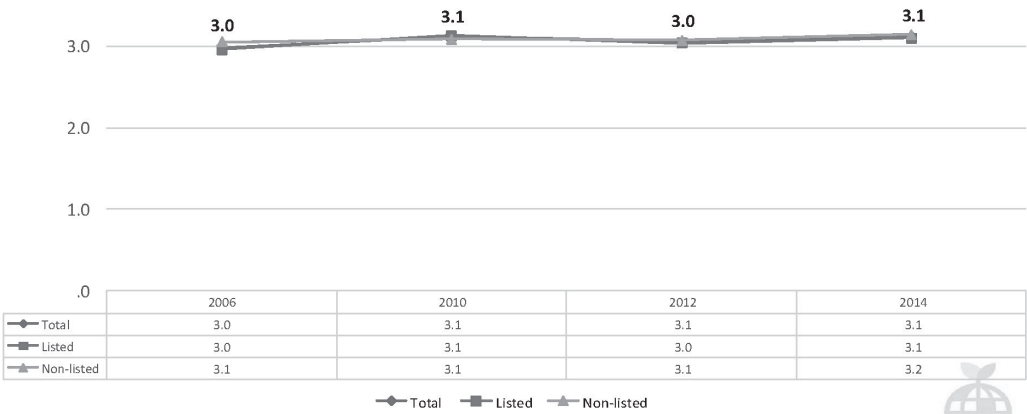


-42- 기빙코리아

6-3 CSR performance on improving corporate image and reputation

- CSR performance on improving corporate image and reputation did not change much from 3 in 2006
- Non-listed companies showed continuous drop since 2008

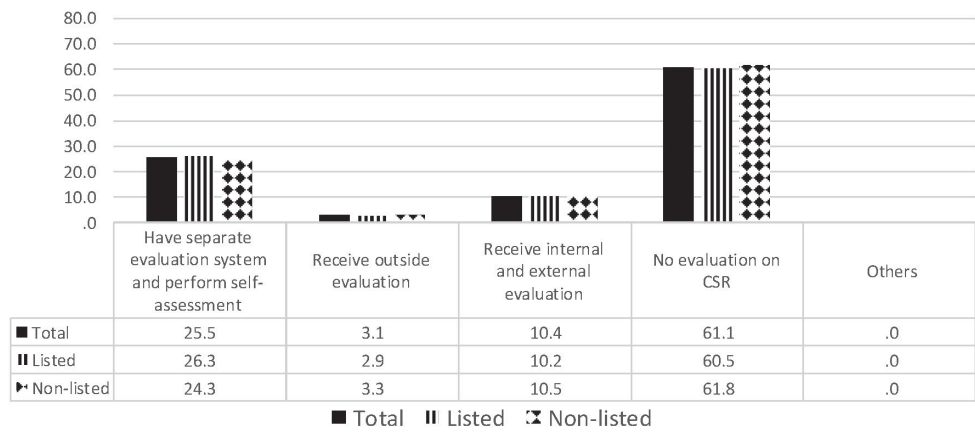
Unit : Point4.0



-43- 기빙코리아

6-4 Evaluation method of CSR

- Companies without evaluation on CSR activities were 61% of the total
- Companies with separate evaluation system were 25.5%



-44- 기빙코리아

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7. Summary



기빙코리아

7-1 Summary

- Companies CSR participation rate is maintained at a high level
- The low participation rate on CSR in 2009 is thought to be because of the 2008 financial crisis
- Proportion of designated donation was comparatively higher than that of legal contribution
 - Low sensitivity on tax benefit vs. number of organization for designated donation were greater than that of legal contribution
- Increased diversity of recipient sectors of companies' donation
 - Social welfare → community, education/scholarship (with addition of community item, statistical separation took place)
- Proportion of donation to philanthropic foundation/fundraising organization is continuously increasing
 - Enhanced awareness on partnership with NPOs
- Volunteering participation rate was maintained at a comparatively high level
 - More than 55% of the companies had a corporate support system for employee volunteering



-46- 기빙코리아

7-1 Summary

- Cause for companies participation in CSR activities was to practice social responsibility
 - CEO's will on a continuous downward trend
 - To practice social responsibility was another cause that continuously dropped
 - Disparity between listed and non-listed companies
- Decisive factors for CSR activities were CEO's will, social atmosphere, and consensus of the employees
 - Respondents answered there are increased social pressure for CSR
 - Increased tendency to heed major stakeholder, employees' opinion
- External stumbling blocks for CSR were lack of government support and institution
- Internal stumbling blocks for CSR were lack of staff and expertise, and lack of information
- Evaluation on CSR performance was less than 40%
 - CSR thought to positively affect corporate image and corporate culture
- Awareness on tax benefits for CSR was around 20%



-47- 기빙코리아

7-2 Implications

- Efforts to expand diversity of CSR sectors
 - Develop programs of diverse NPOs and strengthen fundraising capability
 - Need to promote CSR forum and showcase
- Development and distribution of CSR performance evaluation method
 - Support companies' performance evaluation system
 - Research and exchange successful and failed partnerships
- Analysis on CSR activities affected by corporate governance and CSR organization structures
 - Find out difference in CSR activities according to company type
 - Need to establish differentiated CSR strategy according to different characteristics of companies



-48- 기빙코리아

7-2 Implications

- Providing and exchanging CSR related information
 - Strengthen expertise of dedicated CSR staff and ability to carry our projects
 - Provide information to labor unions and employees and develop training programs
- Promotion and provision of information on government's CSR policies and institutions
 - Monitor government's policy on donation and provide information to companies
 - Provide information on tax benefits
- Strengthen CSR staff network and NPO network
- Strengthen partnership capacity with philanthropy foundation/fundraising organizations
 - Develop and propose innovative programs
 - Develop and foster fundraising experts
- Develop and promote employee volunteering programs such as pro bono activities



-49- 기빙코리아

Giving Index 2015:
Status of Korean CSR and 10 year trend

Thank You.



기빙코리아



Giving Index of Korea Questionnaires


Survey on CSR Activities 2015


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 on CSR activities. This survey will contribute greatly to promoting CSR activities, 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 along with other respondents' survey results.

We would greatly appreciate a moment of your time to answer the following questions. For those who complete this survey, we will present KRW5,000 as a token of appreciation.

■ Hosting Organization :  아름다운재단
The Beautiful Foundation

■ Research Institute :  HankookResearch

■ Contacts : The Center on Philanthropy at The Beautiful Foundation
Director Yoon-joo Jang
Social-political Research Division of Hankook Research
Manager Hyeon-jeong Sung
(02) 3014-0168

I. CSR Experience and Organization

Q1 Did your company participate in CSR activities, such as cash or in-kind, professional service donation or volunteer works since its establishment?

- ① Yes ⇨ Go to Q4 ② No ⇨ Go to Q2

- CSR activities refer to company's outreach activities, such as direct public good activities, cash, in-kind, or professional service donation to philanthropic individuals or organizations, volunteering, and public good related marketing, that is not related to its everyday business.
- The following activities are excluded from this survey.
 - 1) Programs for employees or their families
 - 2) Training or R&D programs related to business
 - 3) General consumer programs, such as after-sales service programs

Q2 Why doesn't your company participate in CSR activities? Please choose 2.

- ① Lack of economic capacity to participate in CSR activities ② Lack of necessity
③ Lack of executives' interest ④ Lack of employees' interest
⑤ Don't know how ⑥ Others ()

- Q3 Does your company have intentions to participate in CSR activities in the future?**
 ① Will definitely participate ② Will participate if occasion arises
 ③ No intentions ⇒ Go to Q29 ④ Don't know
- Q4 How does your company participate in CSR activities? Please choose all that applies.**
 ① Cash donation ② In-kind donation ③ Volunteering
 ④ Price discount of own products ⑤ Stock donation ⑥ Others ()
- Q5 Does your company have a dedicated CSR team or staff? This excludes team or staffs in a corporate foundation funded by the company.**
 ① There is a dedicated team and staff (ex. CSR team) ⇒ Go to Q6
 ② There is a dedicated staff (ex. CSR staff in Promotion Team) ⇒ Go to Q6
 ③ There is not a dedicated staff, but a staff who is in charge of CSR activities (ex. Promotion Team staff in charge of CSR) ⇒ Go to Q7
 ④ No dedicated team nor staff ⇒ Go to Q8
- Q6 How many dedicated CSR staffs does your company have?**
 Regular workers _____ , contract workers _____
- Q7 How many staffs are mostly in charge of CSR activities? _____**

II. CSR Performance of 2014

- Q8 Did your company participate in CSR activities last year(January~December, 2014)?**
 ① Yes ⇒ Go to Q10 ② No ⇒ Go to Q9
- Q9 Why didn't your company participate in CSR activities last year? Please choose 2.**
 ① Lack of economic capacity ② Lack of necessity ③ Opposition from the management
 ④ Don't know how ⑤ Others () ⇒ Go to Q16
- Q10 Does your company have plans to expand its CSR scale?**
 ① Will maintain current level ② Will expand scale
 ③ Will reduce scale ④ Don't know

III. CSR Performance : Amount of Donation

Q11 Of your company's last year donation, what is the proportion of the following items?
(Please refer to the following chart to answer this question.)

Item	Percentage
① Legal Contribution (inclusion of donation in expense as of 50% of revenue)	
② Designated Donation (inclusion of donation in expense as of 10% of revenue)	
③ Other donation (donation not included in expense)	
Total	100%

[Classification of donations]

Donation type	Item	Donation type	Item
Legal contribution	Goods donated to central or local governments	Designated donation	Social welfare organization according to "Social welfare services act"
	Defense donation and donation of goods for soldiers		Kindergartens according to "Early childhood education act," schools according to "Elementary and secondary education act" and "Higher education act," functional colleges according to "Workers vocational skills development act, and lifelong education institutes and remote education institutes according to "Lifelong education act"
	Goods donated for the dislocated due to natural disasters		Academic research institutes, scholarship organization, technical promotion institutes which received permit or authorization by the government
	Donation for facilities, tuition, scholarship, or research expense of private schools, NPO education foundations, functional colleges, life-long education institutes, remote education institutes, foreign education institutes, industry-academia joint institute, KAIST, GIST, DGIST, and national university corporations		Arts and culture organization or environmental protection organization which received permit or authorization by the government
	Donation for facilities, tuition, research expense of national university hospitals, national university dental hospitals, SNU Hospital, SNU Dental Hospital, hospital operated by private schools, NCC, regional hospitals, NMC, hospitals operated by the Red Cross, KIRAMS, and hospitals operated by NHIC		NPOs established with religious purpose to evangelize or enlighten people
			Medical institutes according to "Medical service act"
	Donation to NPOs whose main purpose is to collect and distribute funds to social welfare programs and other social welfare activities		NPOs or social cooperatives which receive permit by main authorities
			Others

Q12 Where did your company donate last year(January~December, 2014)? If you divide your company's donation according to sectors, what is the proportion of each?

Content	Percentage	Content	Percentage
① Education/ Scholarship	_____ %	⑦ Academic research	_____ %
② Social welfare ⇨ Go to Q13	_____ %	⑧ Disaster relief	_____ %
③ Community	_____ %	⑨ Health and medical service	_____ %
④ Cultural promotion	_____ %	⑩ Civil groups	_____ %
⑤ Environmental protection	_____ %	⑪ International activities, such as international aid ⇨ Go to Q14	_____ %
⑥ Sports aid	_____ %	⑫ Others ()	_____ %
Total			100%

Q13 (Those who answered #2 for Q12 only) If your company participated in social welfare donation, who were the recipients? Please choose all that applies.

- ① Elderly ② Disabled ③ Children ④ Youth
- ⑤ Women ⑥ North Korean refugees/ North Koreans
- ⑦ Multicultural families(migrant workers, marriage migrant women, etc.)
- ⑧ Dislocated people ⑨ Others ()

Q14 (Those who answered #11 for Q12 only) If your company participated in international activities, such as international aid, which areas were they? Please choose all.

- ① Education ② Health and medical service ③ IT
- ④ Rural development ⑤ Administrative system(public administration)
- ⑥ Industrial energy(secure SOC facilities) ⑦ Environment ⑧ Others

Q15 How does your company make donations? If you divide your company's donation according to donation methods, what is the proportion of each?

Content	Percentage
① Direct planning and execution of donation, such as selecting recipient organization	_____ %
② Donate to own corporate foundation	_____ %
③ Donate to public good foundation or fundraising organizations (Beautiful Foundation, Community Chest of Korea, World Vision, etc.)	_____ %
④ Donate to central or local governments	_____ %
⑤ Others ()	_____ %
Total	100%

Q19 How did the company support the volunteering employees last year(January~December, 2014)? Please choose all that applies.

- ① Days leave ② Cash compensation ③ Reflect in HR evaluation
④ Others ()

Q20 What is the volunteer participation rate of employees last year(January~December, 2014)? _____ %

■ Volunteer participation rate = (Number of participating employees(more than 1 time) / total employees) X 100

Q21 What is the annual average volunteer hours per employee last year(January~December, 2014)? _____ hours

Q22 What was the main sector your company participated in volunteering last year (January~December, 2014)? Please choose all.

- ① Education/ scholarship ② Social welfare
③ Community ④ Cultural promotion
⑤ Environmental protection ⑥ Disaster relief
⑦ Health and medical services ⑧ Civil organizations
⑨ International activities, including international aid
⑩ Others ()

V. Promotion elements and stumbling blocks of CSR

Q23 Please choose 2 main reasons your company started to participate in CSR activities.

- ① To practice social responsibility ② To enhance company's perception
③ To help the marginalized ④ To enhance sales revenue through CSR
⑤ To improve employees' solidarity and morale ⑥ Due to CEO's will
⑦ Others ()

Q24 What is the decisive factor for your company to participate in CSR activities?
Please choose 2.

- ① CEO's will ② Shareholders' resolution ③ Consensus of employees
④ Social mood ⑤ Tax benefits ⑥ Others ()

Q25 What is the greatest external stumbling block in your company's CSR pursuit?

- ① Lack of laws and institutions related to CSR
② Lack of interest and support from central or local government
③ Social bias against CSR
④ Lack of competency of NPOs including philanthropic organizations(social welfare facilities, civic groups, NGO, etc.)
⑤ Others ()

Q26 What is the greatest internal stumbling block in your company's CSR pursuit?

- ① Lack of employees and expertise
- ② Lack of information on CSR activities
- ③ Lack of CEO's interest
- ④ Lack of cooperation among departments
- ⑤ Lack of budget
- ⑥ Lack of dedicated team or staff
- ⑦ Others ()

VI. CSR Performance

Q27 How does your company evaluate its CSR performance?

- ① Has own evaluation index and system for self-assessment
- ② Receive external evaluation(expert or institute)
- ③ Receive both internal and external evaluations
- ④ No evaluation system for CSR
- ⑤ Others ()

Q28 How effective were your company's performance in the following areas?

Please check on where you think best describes the performance.

Areas	Not at all	Not really	Somewhat	Very much	Don't know
1. Improved company's revenue and management results	①	②	③	④	⑤
2. Improved corporate culture, such as enhanced solidarity among employees	①	②	③	④	⑤
3. Improved reputation, such as corporate image	①	②	③	④	⑤

VII. Perception on government's CSR policies

Q29 The Korean government gives tax benefits to companies participating in CSR activities. Are you aware of such institution?

- ① I am well aware
- ② I know such policy exists
- ③ Don't know

Q30 If the government increase tax benefits for CSR activites, does your company have plans to increase scale of donation?

- ① Will maintain current level
- ② Will donate more than now
- ③ Don't know

VIII. Perception on fundraising and public goods organizations

Q31 Do you know about The Beautiful Foundation's CSR program?

- ① Not at all
- ② Have heard about it
- ③ Know somewhat
- ④ Know very well

IX . Respondent's profile

Q1 What department are you part of in your company?

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

Q2 What is your position in your company?

- ① Employee ② Assistant manager ③ Manager
④ Director ⑤ Executive

Q3 How long have you worked in your company?

_____ Years _____ Months

Q4 How long have you been in charge of current role(CSR related)?

_____ Years _____ Months



Researchers

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Researcher, The Center on Philanthropy at The Beautiful Foundation

Dong-woo Han

Professor, Graduate School of Social Welfare, Kangnam University

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



Choi-Hyeji

Professor, Graduate School of Social Welfare, Seoul Women's University
Researcher, The Center on Philanthropy at The Beautiful Foundation

Educational Background

February, 1992	B.A., Ewha Womans University
February, 1994	M.A., Ewha Womans University
August, 1998	M.S.W, Washington University
August, 2002	Ph.D, Washington University

Educational Career

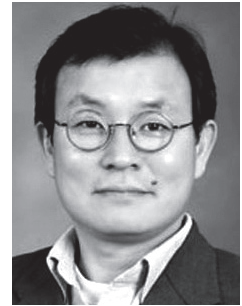
March 2006-Present	Professor, Seoul Women's University
2003-2006	Assistant professor, Konkuk University

Research Career

1999-2002	Research Assistant, Washington University -The Black Caregiver Project-
2002-2003	Research Faculty, Hallym University

Publication

2015	Study on Potentiality of Age Integration as an Alternative Paradigm for Aged Society Korean Journal of Social Welfare
2015	How does welfare state colonize the private spheres Korean Journal of Social Welfare
2015	Age integration, where are we? Social Welfare Policy
2015	Study on the Causal Relationship between Human Capital", Social Capital, and Depression Mental Health and Social Welfare
2015	Study on the factors affecting the level of human rights perceived by social workers Journal of Critical Social Policy
2015	Profile and typology of political involvement by social workers Democratic Society and Policy Studies



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

Education

February 1987	B.A., Department of Social Welfare, Yonsei University, South Korea
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

2000-Present	Researcher, Social Welfare Research Institute, Kangnam University
1998-Present	Member, Social Welfare Committee, People's Solidarity for Participatory Democracy
1999-Present	Member of Board of Directors, The Korean Society for Welfare Administration
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 118 Giving Korea 2013
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



Introduction : The Beautiful Foundation

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 : The 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:

I 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.

I 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.

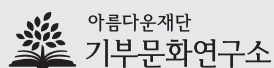
I Giving Korea, an international symposium on giving culture

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.

I 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.bfdata.org).



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