



# Planet and Society

GRI indicators:

302-4 | 305-5 | 413-1

Sustainability is central to our operations. Thus, we play our part in giving back to society and actively addressing urgent climate issues by monitoring and managing our carbon footprint. We go a step further by empowering Cambodians to look at positive and sustainable ways to help their families and communities through corporate social responsibility (CSR) initiatives in the fields of education, community sports, tech innovation, and the environment.



Issue	Context	Approach	Outcome
 <p><b>Climate change</b></p>	All businesses have a responsibility to reduce their greenhouse gas emissions to mitigate climate change.	We monitor our carbon emissions and employ technologies to reduce our carbon footprint.	<b>We have steadily reduced our carbon emissions.</b>
 <p><b>Contribution to society</b></p>	Our business depends on our customers. We have a duty to give back to society in a sustainable manner.	We support various educational and sporting programs targeting young Cambodians.	<b>We have improved the social well-being of individuals in our communities.</b>
 <p><b>Tech innovation</b></p>	As a technology-based company, we have the capability to contribute to programs that encourage technology development.	We organize and support various programs that encourage technology development and innovation.	<b>Increased competence in the areas of ICT and innovation.</b>

**Humanitarian Support**

Smart Axiata's 1 Million USD COVID-19 Relief Fund 

Smart Axiata Flood Relief Fund 

Launched 5G technology at two main hospitals treating COVID-19 patients 

SMS blasts to 7.5 million subscribers 

**Tech Innovation**

SmartSpark 

Smart IoT Challenge Hackathon 

UNDP Cambodia Bluetribe program 

Provided up to **66,000 USD** in matching donations to the **Smart Axiata Flood Relief Fund**

Solar grids at **210 sites** produced a total of **386MWh** (megawatt per hour)

Launched the Smart Axiata's **1 Million USD** COVID-19 Relief Fund

**Mitigating Environmental Impacts & Empowering Cambodian Society**

**>1%** of annual revenue allocated to CSR initiatives

Piloted the **Smart IoT Challenge Hackathon** to boost digital innovation among youth

Created the **Smart Good Citizen Award** to recognize the country's model citizens as part of our **Rise Together** campaign

**Education**

 Sipar

 Let's Read

 FUSAAC's annual Major and Career Fair

 SmartEdu Scholarship Program

 Smart Digital Literacy Program

**Environment**

 Implemented a solarize sites initiative

 Lower fuel consumption

 Outdoorization

 Smart Employee Volunteer Program



# Our Impact Stories

1

## FUSAAC's annual Major and Career Fair went digital with Smart Axiata's support



The Fulbright and Undergraduate State Alumni Association of Cambodia (FUSAAC), in partnership with Smart Axiata, launched its annual Major and Career Fair online. The premise of FUSAAC's Major and Career Fair, which has been organized every year since 2009, remained much the same, with the exception that the digital library is now available to a much larger audience across Cambodia due to the constraints of the COVID-19 pandemic.



The online initiative was endorsed by the Ministry of Education, Youth and Sport and supported by the US Embassy as well as Smart Axiata.

Digital library featuring **100 videos & podcasts with 450,000 total views**



Covering a wide range of **STEM subjects and professions**



Counseling services



Reached an audience of **1,634,000**



Total video views **450,000**



[Click to view Major and Career online series](#)

**Despite the COVID-19 restrictions, we were still determined to go ahead with an online version of the Major and Career Fair to share useful information online and help students decide their academic majors or future careers, with financial support from Smart Axiata.**



**Hor Tony**  
FUSAAC Program Coordinator



# Our Impact Stories

## 2 SmartEdu Scholarship Program



The SmartEdu Scholarship Program is part of the tripartite memorandum of understanding (MoU) signed by Smart with the Ministry of Education, Youth and Sport and the Ministry of Post and Telecommunications. This is the fifth cohort of high school students that has been offered SmartEdu scholarships since 2016.

**300,000 USD worth of SmartEdu scholarships**



**Supporting digital & ICT innovations**



**Development programs & opportunities to participate in CSR programs**



**We want to encourage Cambodian youth to pursue higher education and equip themselves with skills and competencies so that they can become actively involved in advancing the Kingdom's digital economy.**



**Koam Tivea**  
Head of Corporate Affairs at Smart Axiata



**Hean Mayleang**  
Roaming Officer at Smart Axiata and 2016 SmartEdu scholarship recipient

**I have grown so much by collaborating with so many talented people in this program. Most importantly, I have been given the opportunity to work in a position that provides regular challenges and incredibly rewarding work.**



**Suy Kosal**  
Manager of ITM Leadership Program and 2016 SmartEdu scholarship recipient

**SmartEdu is a life-changing opportunity. This scholarship has given me more than just an education; it has fueled my passion to serve the community, especially in the ICT industry.**

# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund



Smart Axiata has thrown its weight behind helping Cambodians cope with the health, social, and economic impacts of the pandemic by establishing the 1 Million USD COVID-19 Relief Fund. The Fund was established to support initiatives across four themes: ICT for education, crisis management, social distancing, and personal hygiene. Funding requests are approved by a multi-stakeholder group comprising representatives from Smart Axiata, Axiata Group and independent Cambodians following a thorough review by an internal committee.

To date, we continue to invite any organization that is aligned with our goal of improving the resilience of the nation and our communities during these difficult times.



### The projects we support

We are proud to support many important initiatives that are making communities more resilient to the negative effects of the COVID-19 pandemic.



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund





# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### I SEA Globe Presenting timely news about COVID-19



Given that a pandemic of this scale had not been experienced in recent times, the sharing of timely, trusted, and valuable information was critical for Cambodians to make informed decisions. Smart Axiata contributed to the Focus Cambodia website to enable a team of journalists to continue creating high-quality content about the pandemic and future scenarios, which was broadcast through multiple platforms.

**100 articles published in both English and Khmer on the Ready for Tomorrow website**

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**100 posts across the website and social media**

[Click to view article](#)



**Reached almost 1 Million Cambodians**



During the COVID-19 crisis, we realized that many rumors were going around and we recognized a gap in trustworthy information on this important topic.

**Borin Sopheavuthtey**  
Reporter

### II Friends-International Improving hygiene knowledge



Friends International, together with its local NGO partners, has been working to support and protect marginalized children and families during the COVID-19 crisis across seven provinces of Cambodia. Smart Axiata ensured the sustainability of their efforts to upskill ChildSafe Agents to make sure that accurate information on COVID-19 prevention was being shared. In addition to this, the Agents also impart knowledge on how to spot fake news on digital platforms.

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**2,522 ChildSafe Agents were upskilled**



**More than 7,000 educational materials in the form of notebooks, calendars, posters, and hygienic products were distributed.**



With funding from Smart Axiata's 1 Million USD COVID-19 Relief Fund, we are able to upskill our community-based ChildSafe Agents across seven Cambodian provinces. The agents will educate communities about protecting themselves and others from COVID-19, how to prevent its spread, and what to do if someone develops symptoms.

**Vann Khemreth**  
ChildSafe International Technical Coordinator



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### III Insite Pasteur Du Cambodge Contributing to the frontline battle



Institute Pasteur du Cambodge is a research and public utility institute under the patronage of the Cambodian Ministry of Health, and during the pandemic, it has helped to increase the country's testing capacity. Smart Axiata contributed to this noble effort as the institute worked closely with the Cambodian Communicable Control Department to roll out diagnostic testing on January 14, 2020.

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[Click to view article](#)

IPC tested passengers from the MS Westerdam cruise ship in February 2020 (1,615 samples)



IPC received recognition as a WHO Global Referral Laboratory for COVID-19 in April 2020



More than 200,000 COVID-19 RT-PCR tests conducted by January 2021



The Smart fund finances part of our surveillance activities, and this activity is essential to containing COVID-19. The priority for the Ministry of Health today is to avoid imported cases.

**Christophe Mousset**

Director of Administration and Finance at Institute Pasteur du Cambodge

### IV Bayon Education and Development and Sala Bai Supporting distance vocational learning



The Bayon Pastry School is a branch of the local NGO Bayon Education and Development (BED) and provides vocational training in the pastry industry to women from underprivileged communities. During the pandemic, it was unable to conduct physical classes. Therefore, Smart Axiata supported the school by providing digital devices and mobile credit to enable the continuation of classes via e-learning.

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The students benefited from an average of 22 hours of classes per week for three months



26 students at BED graduated in December 2020, and 15 of them were able to secure jobs



186 students from 15 different provinces and cities, including teachers and facilitators, were able to stay connected with one another and continue the classes



Helping our students develop vocational skills is very important for economic recovery and employment creation. We're grateful for Smart Axiata's support in helping us get the resources and materials we needed.

**Chan Sokha**

Head Teacher at Sala Bai



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### V Transcultural Psychosocial Organization Promoting mental health and coping skills of vulnerable individuals



The Transcultural Psychosocial Organization (TPO), with the support of Smart Axiata and in partnership with the Banteay Meanchey provincial department, designed and implemented an integrated crisis management program to help support impacted migrants and their families.

[Click to view video](#)

More than **115,000** beneficiaries through a Facebook campaign



69 awareness campaigns reaching **3,602** community members



Assisted **400** individuals through phone and Facebook counseling



Fortunately, through Smart Axiata's COVID-19 Relief Fund, the TPO has been able to provide counseling – free of charge – through hotlines, as well as train local people and officials from those communities to identify people suffering from poor mental health and help them access TPO services during this difficult time.

**Taing Sopheap**  
TPO Program Coordinator

### VI Open Institute Creation of 1,000 videos



Smart Axiata helped to facilitate the collaboration between the Open Institute and the Ministry of Education, Youth and Sport (MoEYS) to develop online video content for the national e-learning platform targeting Grade 12 students. The content enabled current students to continue their studies during the pandemic and will serve as a valuable resource for future Grade 12 students. The videos were disseminated through MoEYS's e-learning platform, its Facebook page, and television channels.

A total of **1,000** videos for nine subjects were created for Grade 12 students, with four or five videos being released daily

Each video garnered about **1,000** daily views

[Click to view video](#)



**75** additional videos were created featuring questions that had appeared in previous examinations and demonstrating how they were solved



The videos are not only for the pandemic. Having these videos now, the ministry has become much more resilient and much more prepared for another possible situation, and for promoting digital learning in the future.

**Javier Sola**  
Director of the Open Institute

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# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### VII Young Entrepreneurs Association of Cambodia Access to Finance Program



With funding from Smart Axiata's 1 Million USD COVID-19 Relief Fund, YEAC introduced the Access to Finance Program for SMEs in Cambodia to improve the readiness of micro, small, and medium enterprises (MSMEs) in the future and mitigate the negative outcomes of the pandemic.

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**181 MSMEs** received training to improve their financial capacity



**66 companies** have completed the program



**51 MSMEs** have participated in the Access to Finance Workshop



**21 MSMEs** submitted loan applications to banks



**7 MSMEs** have successfully obtained funding



We really appreciate the contribution that Smart Axiata has made to our country's business community. The qualified SMEs for this project will be able to receive loans with low interest rates without administration fees.

**Neang Sovatha**

Program Coordinator with YEAC

### VIII Impact Hub Phnom Penh Business Resilience online course

IMPACT HUB

Impact Hub Phnom Penh has rolled out a business awareness course specifically aimed at startups to help them become more resilient, especially during difficult economic times. The Business Resiliency for Startups program provides business resilience training and support for businesses, at scale, online. Through online modules, videos, and a virtual community, Impact Hub plans to support as many businesses as possible across the country. Most of the content is filmed in English and then translated into Khmer, with localized content added.

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[Click to know about the course](#)

The course has been launched and now has **456 participants**, of whom **44%** are female



**58 businesses** have been able to re-establish themselves



**6 online webinars** and **5 mentorship sessions** have been held thus far



The goal of the Business Resiliency for Startups program is to provide knowledge to entrepreneurs across Cambodia and help them build sustainable and resilient businesses that can overcome crises such as the COVID-19 pandemic.

**Olivia Hough**

Managing Director of  
Impact Hub Phnom Penh



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### IX East Meets West Good health is only a tap away



The pandemic created an opportunity to raise greater awareness about personal hygiene. Smart Axiata supported the East Meets West Foundation (EMWF) to organize a personal hygiene awareness program that also provided mobile taps for financially challenged families in five provinces.

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Supplied mobile hand washing devices with taps to **5,000** poor and vulnerable households



Trained **725** youth and partner hygiene promoters



Purchased **20,000** face masks for hands-on training and household education



None of this would have been possible without the assistance of Smart Axiata. We are really thankful for the support provided by Smart, which helps us equip people in their fight against COVID-19. This is a very good model for businesses in Cambodia.

**Kim Hor**

Country Director of East Meets West

### X Community Advancement Organization Local Farming and Food System Resilience Program



The Community Advancement Organization (CAO), with the support of Smart Axiata, rolled out an agricultural training program to mitigate the negative economic impact of the pandemic on rural families. The program equipped impacted villagers in the Svay Rieng province with farming skills, seeds, and livestock to help them produce their own food, thereby improving their self-sufficiency and resilience.

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Provided starter kits comprising seeds and equipment to train the trainers, impacting **156** families



Extended starter kits for livestock rearing to an additional **304** families



Provided training in the areas of growing vegetables, organic fertilizers, and natural pesticides, impacting **488** participants



Smart Axiata is once again showing its commitment to empowering the Kingdom's rural and urban communities.

**Yann Kosal**

Program Manager of CAO

Smart Axiata is creating economic opportunities for families in rural areas by giving a hand up, not a handout.

**Enn Phanny**

Agriculture teacher at CAO



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### XI Save the Children Protecting children's learning during the COVID-19 pandemic



Save the Children in Cambodia, in partnership with the MoEYS and UNICEF, implemented a guided virtual learning program targeting schoolchildren in 15 remote communities in Kampong Cham. The program helped to ensure that the children continued their education despite the pandemic. Smart Axiata played a role by providing tablets, smartphones, and SIM cards with mobile and data credit to teachers, parents, and caregivers.

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Trained **140** teachers and parents along with **281** participants on how to use e-learning materials



Supported the establishment of groups on social media platforms



Supported Children's Councils, which had **165** members



We will also leverage social media to ensure teachers, parents, and caregivers are connected, motivated, and equipped to continue distance learning, as well as provide access to e-learning materials to children in remote areas.

**Elizabeth Pearce**

Country Director of Save the Children

### XII Angkor Hospital for Children Combatting the COVID-19 child nutrition crisis



The pandemic has overburdened healthcare systems, disrupted routine health services, stalled food systems, and caused income loss. This has prevented many, especially women and children, from accessing nutritious diets and essential nutrition services, including those for the early detection and treatment of malnutrition. To help overcome this, the Angkor Hospital for Children (AHC) organized a series of activities to prevent malnutrition among the children in Siem Reap province during the pandemic.

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AHC found **55** Severe Acute Malnutrition (SAM) cases and **126** Moderate Acute Malnutrition (MAM) cases



Conducted **653** nutrition sessions and **221** cooking demonstrations, impacting **3,827** caretakers



Provided **7,506** food packs to **689** affected families



Such generous funding will allow AHC to treat around 800 malnourished children, educate over 1,000 families about proper diets, and identify nearly 40,000 children who are at risk of malnutrition in local communities. This is an example of wonderful support and a great model for giving back to the community by Smart Axiata.

**Dr Ngoun Chanpheaktra**

Hospital Director of Angkor Hospital for Children