



Year: 2014

Best Practice Category:
E-waste

Country of the Best Practice:
Singapore

Company name:
Crédit Industriel et Commercial

Industry: Banking

Workforce (2013):
Worldwide: 20,446
Asia Pacific: 218
Singapore: 186

Headquarter (country): France

Company Website :
<http://www.cic.com.sg/>

Company logo:



BEST PRACTICE TITLE : E-waste in Singapore

COMPANY NAME : CIC – Singapore Branch

BACKGROUND

Please briefly describe your line of Business. Who Initiated this Best Practice Project? What drove the company buy into this initiative?

In Asia, CIC offers Private Banking services, Corporate Finance, Structured Finance, Treasury services and assists French SMEs in their international development

Our e-waste project was initiated by the team in charge of CSR.
Our sustainability consultant helped us deploy the program.

E-waste is a serious environmental challenge and a growing concern globally. The banking industry generates a lot of e-waste by the nature of its business. Amongst various sustainable actions we undertook, e-waste became one of our priorities.

OBJECTIVE(S)

Which Best Practice objective(s) does the company want to achieve with Your Project?

Our main objectives were:

- To assess how our IT operations could manage e-waste more efficiently.
- To inform and educate employees about e-waste at the office and at home.

APPROACH

Which were the critical phases of Your Project implementation? Were other department(s) or function(s) involved in your project?

The critical phases were to:

- Engage MBFC towers to collaborate with our program and support our e-waste collection campaign held in May for 5 days.
- Get the buy-in from employees and our IT operations to participate.

RESULTS

Was your project successful? Which tangible results could be highlighted? Also please state any challenges and obstacles encountered if any.

Successes:

- MBFC joined forces by providing e-waste collection bin space and communicating our program to all tenants.
- We invited our employees to visit an e-waste recycling plant in Singapore and the feedback was extremely positive.
- Everyone learnt a great deal about how to recycle e-waste and what can be extracted and processed from e-waste.
- Employees brought e-waste from their own homes realizing how much e-waste



they had accumulated over the years. Their participation also helped people de-clutter their house while contributing to a better environment.

Challenges:

- Not many “verified” recycling plants in Singapore.
- To run e-waste campaign regularly with a stronger communication campaign to all tenants with building owners’ support.
- Get Singapore to address the e-waste topic as seriously as it is now addressing general waste recycling.

KEY SUCCESS FACTORS

CONTRIBUTION TO CORPORATE PERFORMANCE

Describe the concrete measurable benefits and outcome of Your Projects (if possible give numerical results)

About 1 ton of e-waste was collected on-site during the one week e-waste collection campaign at MBFC. This was the first campaign and we plan to drive such campaign regularly to not lose momentum, increase awareness and collect more e-waste.

ENVIRONMENTAL, SOCIAL AND GOVERNANCE BENEFITS

What are the social, environmental and/or governance benefit(s) and impact(s) resulting from your Best practice?

A positive impact is IMPACT as little as it may be or seem. The more we collect the more positive impact for all stakeholders to come. The key is to do it more than once!

PUBLICATION

- This Best Practice can be spread to FCCS website: **Yes**
- This Best Practice can be communicated to the World Forum Lille to spread to their website <http://www.worldforum-lille.org/>: **Yes**