

Learning Inspirations

LEARNING LINK APR-JUN 26

MIXING TECH, NATURE, AND CSR

In this age of AI and accessible technology, there is plenty of room for organizations to experiment. The traditional formulas for corporate social responsibility (CSR)—which often rely on standard, predictable routines—are no longer *the only* option.

We decided to deliberately incorporate modern digital tools into our CSR efforts. By using technology, our goal was to move away from standard one-off activities and focus on building a permanent resource for the community.

Here is a look at how our recent experiment unfolded, and why the main takeaway is about finding your own unique approach to a project.

What We Did: A Structured 4-Hour Session

We took our team to the Permai Rainforest in Sarawak for a structured, four-hour tree tagging session.



Often, environmental outings can suffer from logistical delays or a lack of clear direction. To avoid this, we collaborated closely with the resort and resident botanists before the event. They had already pre-mapped the area and earmarked specific jungle trails before we arrived on-site.

Because of this pre-planning, we did not waste any time. We split into small, guided groups after the briefing and hit the paths with clear direction. Over the course of four hours, our team worked alongside the experts to identify, and tag trees along the trail.

This single afternoon activity successfully combined nature, CSR, and technology into one seamless experience. It achieved our goals without requiring a long time commitment, and it left behind a lasting physical and digital legacy. Long after our team completed the session, this project continues to benefit nature lovers, hikers, and eco-tourists exploring the forest trails.



What We Used: Accessible Tools and Team Energy

A common misconception about innovation is that it could require a massive budget, maybe custom software development, or months of technical planning. Our experiment proved that you can achieve a high-impact outcome by relying on highly accessible, practical resources:

- **Avenza Maps App:** We utilized a professional offline mapping tool that works deep in the rainforest without cellular network coverage. This...

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..allowed us to digitally log and lock the exact coordinates of the trees we identified.

- **Sturdy Tag Stakes:** We placed durable physical markers by the trees, linking the physical jungle directly to our digital trail map data.
- **Botanist Expertise and Team Energy:** We combined the deep knowledge of the local botanists with the practical energy, curiosity, and hard work of our own participants.

The Key Point: There is No Single "Right" Way

Our time in the Sarawak rainforest showed us that useful resources are everywhere if you look for them. In our case, we used technology to upgrade the traditional volunteering experience, turning a simple afternoon activity into a lasting digital resource. While this specific tech-integration was a great success for us, it is just one of a myriad of ways to achieve a goal.

Our project was a success, but it is simply one example out of a myriad of ways to approach a goal. There are resources all around us. We chose to use technology to do things a bit differently, and it worked well for our team.



Whatever your goals are, we encourage you to find an angle that fits your specific style, utilize the tools available to you, and see what you can discover.

CELEBRATING OUR CYBERSECURITY TOP SCORERS

In our ongoing effort to ensure the safe and secure usage of technology across the Group, we recently concluded our Cybersecurity Awareness Training 2.0.

Maintaining a secure digital workplace requires continuous commitment from every single one of us. This edition of the training was designed to cover all bases across two distinct groups:

- **Full Training:** Dedicated to our new joiners, as well as employees who required a complete run-through of best cybersecurity practices.
- **Refresher Training:** Tailored for employees who successfully completed Phase 1 and needed to keep their cyber-defense knowledge up to date.

After tabulating the final results, CeDR is proud to recognize the individuals who achieved the absolute highest scores in both categories. To celebrate their diligence and perfect execution, special prizes were awarded to our top performers.

A big congratulations to our cybersecurity champions—thank you for leading by example and keeping our Group safe!

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The Top Scorers of Cybersecurity Awareness Training 2.0:



Not pictured

NAME	COMPANY
Poh Hai Shan	Posim Marketing
Tan Wen Jing	LGMS