



PETRONAS

Nomination Category: Corporate Social Responsibility in Education

Nomination Statement:

PETRONAS, the national oil company of Malaysia has, since its establishment on 17 August 1974, transformed from being a mere manager and regulator of the country's upstream sector to become an integrated oil and gas multinational corporation. Ranked on the FORTUNE Global 500®, the PETRONAS Group has ventured into more than 30 countries and was reported in the Financial Times as one of the "New Seven Sisters" of the most influential oil and gas companies in the world from countries outside the Organization for Economic Cooperation and Development (OECD). With a proven track record in integrated petroleum operations and a strong commitment to make meaningful contributions to the host countries where we operate, PETRONAS is being increasingly accepted as a preferred strategic partner. We are guided by our Corporate Sustainability Framework and the PETRONAS Guidelines for Business Conduct in our CSR initiatives. Epitomising PETRONAS' key Corporate Social Responsibility (CSR) thrust in the areas of education and capability building, and our objective to contribute to the well-being of the people and the nation, the programme engages rural and urban poor schoolchildren, during their formative years (10-12 years of age), who have the potential to excel but are hampered by lack of access to educational resources and suffer from low self-confidence. Since 2002, PBPP with the support of the Malaysian Ministry of Education, has engaged 36 schools in 7 states involving over 3,000 students, producing 213 top scorers in the 2007 Ujian Penilaian Sekolah Rendah (Primary School Assessment Examination) in Malaysia. The main challenge is sustaining the pool of trained facilitators in a particular location due to staff mobility. PETRONAS, therefore, ensures that there is a continuous flow of communication, training and staff programmes to get more PETRONAS staff to participate and contribute to the programme, thereby maintaining as well as in some cases increasing the pool of trained facilitators at the respective PETRONAS Operating Units (OPU). PBPP is a structured, long-term integrated education support programme providing free tuition in English, Science and Mathematics in selected schools in Malaysia located within a 5-10 km radius of PETRONAS' Operations. These are complemented with motivational fun-filled sessions and various supporting activities conducted by PETRONAS staff who excite a sustained interest in learning for these children and infuse within them self-confidence and character to achieve their dreams while encouraging them to be more interactive and communicative. A longitudinal study conducted on the effectiveness of PBPP by Universiti Kebangsaan Malaysia from 2006 to 2008 found a positive increase of 4.24% to 20.65% in each of the students' psychological and thinking skills, namely their motivation, aspiration, self-confidence, communication, information processing, deductive thinking, information gathering and creative thinking. This lays a strong foundation for their long-term academic pursuits, social development as well as in developing their career interests. The study recommended that the programme be emulated by other Government-linked companies through their CSR initiatives.