

CSR FOCUS AREAS

Customer Satisfaction and Quality Management (Car Maker/ General Customers and Dealers)  
Employee Health and Safety Management  
Climate Change and GHG Management

Focus 04

Employee Value Creation  
Integrated Environmental Management  
Community Involvement and Development  
Transparency and Business Ethics  
Win-win Supply Chain Partnership

Managerial Issue	2018			2019			
	Goals	Achievements	Completion	Goals	Plans	Deadline	Responsible Team
Pursuing changes for a positive corporate culture	Improving organizational practices	<ul style="list-style-type: none"> <li>Conducted a survey on employee engagement diagnosis to identify organizational practices that need to be addressed</li> <li>Identified tasks for improvement and conducted pertinent activities (a total of 276 tasks from 62 departments)</li> </ul>		Improving organizational practices	<ul style="list-style-type: none"> <li>Provide a guide to revisit the previously-selected tasks at the company and department levels (identifying and monitoring tasks regarding organizational practices on meetings and reporting, leadership, and process)</li> <li>Interview the heads of departments/divisions</li> <li>Conduct an internal survey for evaluating the results</li> </ul>	Dec.	Proactive Culture Team
	Internalizing core values	<ul style="list-style-type: none"> <li>Raised awareness on our core values (70% in 1Q → 79% in 3Q)</li> <li>Launched an awareness campaign to promote the core values (a cup sleeve event, best practice workshop, and making posters)</li> </ul>		Internalizing core values	<ul style="list-style-type: none"> <li>Provide training on the Group mission and vision</li> <li>Identify the best practices of domestic and overseas subsidiaries</li> </ul>	Dec.	Proactive Culture Team
	Innovating the ways we work	<ul style="list-style-type: none"> <li>Operated the Less For Better campaign for work efficiency (managing work hours; and improving organizational practices on meetings and reporting)</li> <li>Ran a platform for presenting ideas and operated Proactive LABs for their implementation</li> </ul>		Innovating the ways we work	<ul style="list-style-type: none"> <li>Identify and implement tasks for improving the way we work</li> </ul>	Dec.	Proactive Culture Team
	Improving organizational practices on meetings and reporting	<ul style="list-style-type: none"> <li>Offered a guidelines to promote efficiency in meetings</li> <li>Monitored the results of employee satisfaction survey on organizational practices regarding meetings and reporting</li> </ul>		Improving organizational practices on meetings and reporting	<ul style="list-style-type: none"> <li>Upgrade a guide on increased efficiency in meetings and reporting</li> <li>Focus monitoring efforts on identifying meetings with low efficiency</li> </ul>	Dec.	Proactive Culture Team
	Adding "Mr. or Ms." as a suffix for every employee's name when addressing one another	<ul style="list-style-type: none"> <li>Launched a campaign to use 'nim (a title of respect)' when addressing one another and distributed campaign posters</li> </ul>		Adding "Mr. or Ms." as a suffix for every employee's name when addressing one another	<ul style="list-style-type: none"> <li>Continue and monitor the campaign</li> </ul>	Dec.	Proactive Culture Team
	Running the Proactive Friday and Strategic Sunday programs	<ul style="list-style-type: none"> <li>Operated the Proactive Friday programs in which employees planned and conducted creative activities</li> <li>Selected Corporate Culture Agents by organization</li> <li>Provided lectures and held town hall meetings on leadership for executives and team leaders</li> </ul>		Running the Proactive Friday and Strategic Sunday programs	<ul style="list-style-type: none"> <li>Launch and finance DIY programs</li> <li>Offer lectures and host town hall meetings on leadership for executives and team leaders</li> </ul>	Dec.	Proactive Culture Team
Training support for capacity building	Identifying and creating content for microlearning	<ul style="list-style-type: none"> <li>Developed 18 programs for microlearning</li> </ul>		Nurturing digital talent	<ul style="list-style-type: none"> <li>Develop and operate digital training programs for capacity building</li> </ul>	Oct.	Human Resource Development Team
	HRD innovation and change management	<ul style="list-style-type: none"> <li>Supported office and technical employees to set targets for capacity building and provided one-on-one feedbacks</li> </ul>		Training on mission/vision	<ul style="list-style-type: none"> <li>Develop and operate a curriculum utilizing the concept of gamification</li> </ul>	Aug.	Human Resource Development Team
Human rights and diversity	Strengthening due diligence on human rights management	<ul style="list-style-type: none"> <li>Published a guidebook to promote human rights management to all of our employees</li> </ul>		Publishing and distributing a translated version of the guide book	<ul style="list-style-type: none"> <li>Conduct improvement activities for human rights management through promotion and monitoring</li> </ul>	Dec.	Human Resource Management Team
	Promoting diversity	<ul style="list-style-type: none"> <li>Appointed female managers and hired 204 people with disabilities</li> </ul>		Conducting a diagnosis on human rights	<ul style="list-style-type: none"> <li>Identify human rights issues and improve worksites with higher risks</li> </ul>	Dec.	Human Resource Management Team
	Promoting flexible work hours	<ul style="list-style-type: none"> <li>Introduced flexible work hours at domestic plants</li> <li>Operated a working hour reduction system for childcare</li> </ul>		Promoting diversity	<ul style="list-style-type: none"> <li>Continue pertinent activities for its management and monitoring</li> </ul>	Dec.	Human Resource Management Team
Work & Life Balance	Promoting flexible work hours	<ul style="list-style-type: none"> <li>Introduced flexible work hours at domestic plants</li> <li>Operated a working hour reduction system for childcare</li> </ul>		Promoting flexible work hours	<ul style="list-style-type: none"> <li>Continue pertinent activities for its management and monitoring</li> </ul>	Dec.	Human Resource Management Team
	Operating in-house childcare centers	<ul style="list-style-type: none"> <li>Operated in-house childcare centers at worksites in Korea</li> <li>Provided financial aid to support employees with children at childcare centers or kindergartens</li> </ul>		Operating in-house childcare centers	<ul style="list-style-type: none"> <li>Maintain in-house childcare centers at worksites in Korea</li> </ul>	Dec.	Human Resource Management Team