



 Catalyst for success

# Global Community Engagement Campaign

| Catalyst for Change Campaign  
2024 – 2025 Report

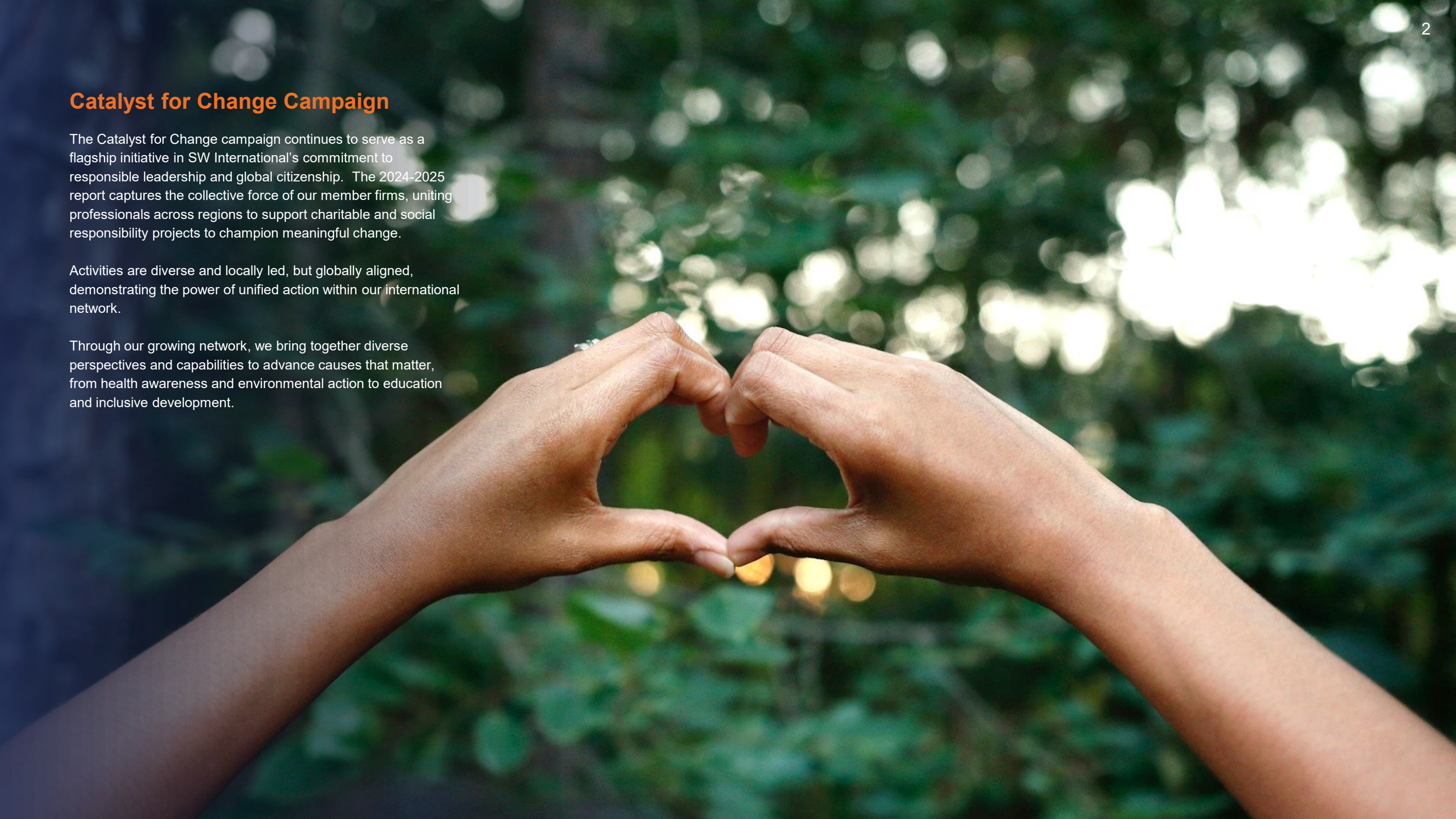


## Catalyst for Change Campaign

The Catalyst for Change campaign continues to serve as a flagship initiative in SW International's commitment to responsible leadership and global citizenship. The 2024-2025 report captures the collective force of our member firms, uniting professionals across regions to support charitable and social responsibility projects to champion meaningful change.

Activities are diverse and locally led, but globally aligned, demonstrating the power of unified action within our international network.

Through our growing network, we bring together diverse perspectives and capabilities to advance causes that matter, from health awareness and environmental action to education and inclusive development.





## Empowering All for a Shared Future

This year's campaign is guided by the theme "Empowering All for a Shared Future".

Empowerment is more than a principle—it's a call to action. It encourages individuals and communities to equip with the resources, knowledge, support, and voice they need to create lasting change for themselves and for others. By fostering collaboration across our international network, we can help build a shared future where progress is inclusive, sustainable, and collectively owned.





## Driving Impact Through the SDGs

The wide-ranging efforts of SW member firms are presented within the five pillars of our campaign, illustrating how local actions are shaping a global movement for positive change.

Each pillar is closely aligned with the United Nations Sustainable Development Goals (SDGs), translating global priorities into local actions.





## Our Commitment to Wellbeing of people

SW's commitment extends beyond health care access—it includes promoting physical vitality, mental resilience, and emotional wellbeing for individuals across all walks of life. We also recognise that wellbeing also depends on feeling safe, valued, and supported.





## One Foot Forward for Mental Health Australia

Our team raised over AUD \$9,278 and walked 1,571 km to support the Black Dog Institute, a not-for-profit global mental health research organisation connected to UNSW Sydney. With mental health issues and suicide tragically being a common cause of death among those aged 15-44 in Australia, the funds raised support critical research, which aimed at enhancing mental well-being for individuals impacted by these challenges.



**AUD \$9,278**    **1,571 km**

raised

walked





## Movember for Men's Health Australia



For the 8th consecutive year, the Australia team participated in Movember, raising awareness and funds for men's health issues. Our team members took on the task of growing moustaches or moving 60km to show support and encourage men to prioritize both their physical and mental health. Since 2003, Movember has supported over 1,250 men's health projects globally, revolutionizing health research and redefining the approaches to men's health.



8<sup>th</sup>

consecutive year supported

60 km

walked



# Blood Donation Australia

A huge round of applause for our Australia team or their blood donation drive! 20 incredible donors from across our offices came together to donate blood through the program of Australian Red Cross Lifeblood. Their actions contributed to life-saving efforts and promoted the supply of clean and safe blood.

Lifeblood, supported by the Australian government, is dedicated to delivering life-saving blood, plasma, transplantation, and biological products that drive exceptional health outcomes. Our support to Lifeblood helps to foster healthier communities and ensure universal access to essential healthcare.



20

donors





## Urban Trail Race Macau

SW Macau team proudly joined The Salomon King of Macao Hills Urban Trail Race, a 50-kilometre journey through the city's world heritage sites. This unique urban trail celebrated Macao's rich blend of Eastern and Western cultures while encouraging physical wellbeing and community connection.

SW Macau supported the event as a sponsor, also with colleagues actively participating as runners and volunteers behind the scenes. It was a day of joy, energy, purpose, and shared achievement, as our team helped promote healthier lifestyles and inclusive community engagement.

By taking part in this event, we reinforced our commitment to building a vibrant and resilient society where we live and work.

3 GOOD HEALTH  
AND WELL-BEING



11 SUSTAINABLE CITIES  
AND COMMUNITIES



17 PARTNERSHIPS  
FOR THE GOALS



50 km

completed





## Our Commitment to Community

Everyone deserves dignity, security, and opportunity. SW is dedicated to caring for vulnerable groups, regardless of circumstance, recognising the need for resources and long-term solutions.





# Vinnies CEO Sleepout Australia

Cheers to our Australia team in a powerful display of our social responsibility and community commitment. 11 leaders from Australia participated in the Vinnies CEO Sleepout, spending a cold night sleeping rough to raise funds and awareness in the fight against homelessness.

This marked the 8th consecutive year that the Australia team supported this meaningful cause. With collective efforts, the team generated a donation reaching AUD\$50k+. The funds raised were directed towards the implementation of preventative programs, the provision of beds and meals, and other essential services, with the aim to break the cycle of homelessness in Australia.

1 NO POVERTY



2 ZERO HUNGER



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



17 PARTNERSHIPS FOR THE GOALS



11

leaders

8<sup>th</sup>

consecutive year supported

AUD \$50k+

raised





# Elderly Care Home Outreach China

SW China has taken meaningful steps to uplift and empower local communities—demonstrating how corporate responsibility translates into tangible, people-centered impact.

In Ningxia (Yinchuan), the SW China team partnered with a local elderly care home to organise a heartfelt community outreach event dedicated to supporting senior residents.

Through the provision of in-kind donations and time spent engaging with the elderly, the initiative fostered a spirit of intergenerational connection and mutual care. It also reinforced the deeply rooted values of compassion, dignity, and respect for ageing populations, reminding us that community strength lies in how we care for its most vulnerable members.



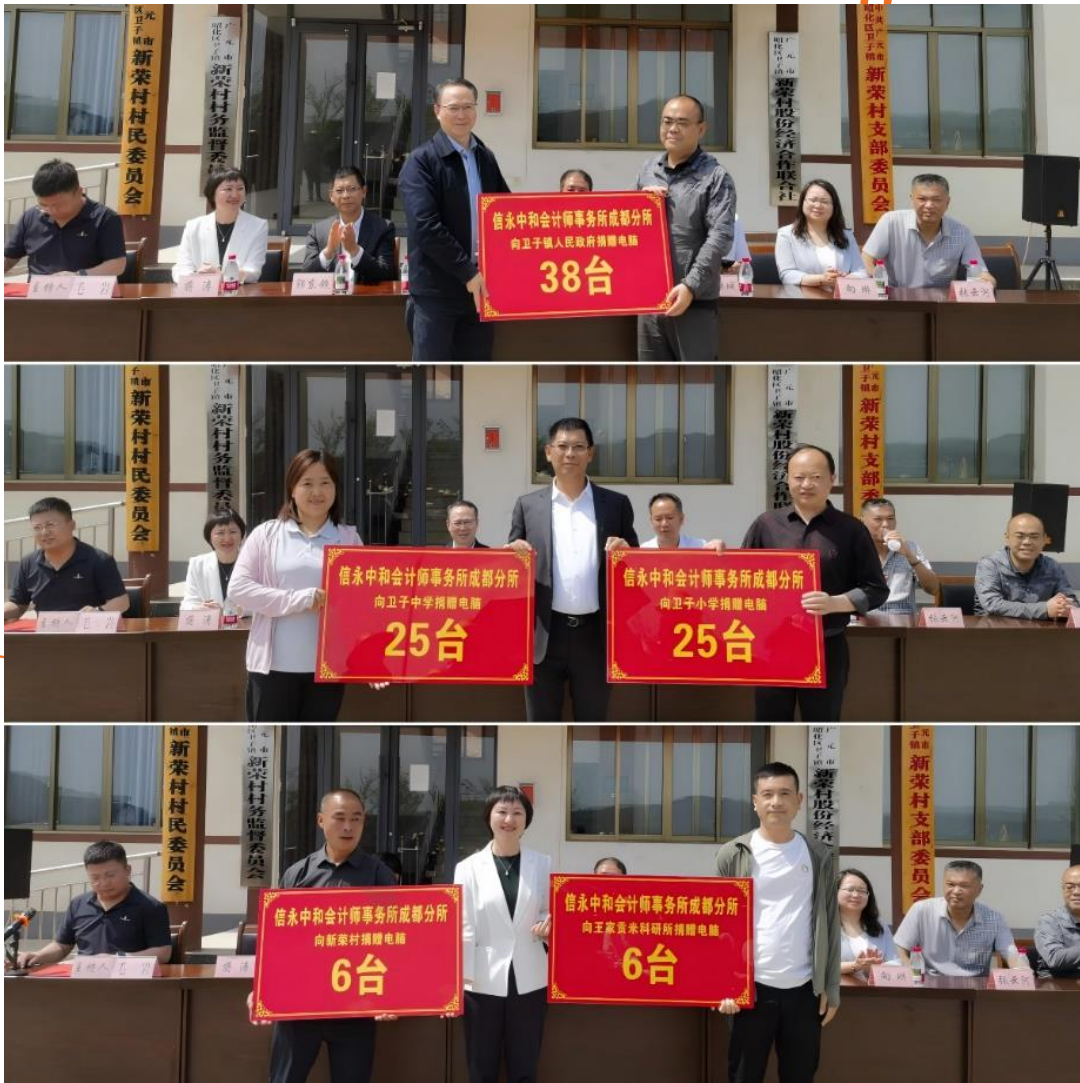


# Rural Community Outreach China

In Sichuan, our SW China team took part in a rural revitalization programme led by the Sichuan CPA Association, aimed at improving the urban-rural education gap and promoting inclusive development. As part of this initiative, the team donated 100 laptops to support digital learning in remote and underserved communities. These resources are helping to improve access to quality education, particularly in areas where digital infrastructure and learning tools are limited. In addition to enhancing general learning capacity, the programme also included financial training for students.



100  
laptops donated







## Our Commitment to Sustainability

SW's approach to sustainability is multi-dimensional. We support efforts to preserve natural ecosystems, reduce waste, and promote responsible consumption. Recognising the global challenges, we actively engage in initiatives that contribute to a community where economic progress and environmental stewardship go hand in hand.



## Ocean Conservation Indonesia

In partnership with Dedikasi Pemuda Negeri, a youth-focused service organisation, SW Indonesia continues to advocate for sustainability through an impactful marine conservation program.

The team actively participated in Transplantation of Coral Reefs and Seabed Reforestation, as well as Coastal Area Cleanup, promoting sustainable habitats and preserving the health of marine ecosystems. These efforts highlight the importance of collective action in restoring natural habitats and supporting a cleaner, more resilient environment.





# Nature Hike Macau

SW Macau stepped into the great outdoors on a nature hike that brought the team together to reconnect with nature and promote well-being in a thoughtful and sustainable way. Guided by the principles of Leave No Trace, the team took conscious steps to minimize their environmental impact, carrying out all waste, staying on designated trails to protect vegetation, and respecting wildlife along the way.

This experience was more than a hike—it was a shared moment of reflection, health, and environmental responsibility.

Every mindful step reflects our commitment to being a Catalyst for Change—for our planet and our people.





## Mountain Clean-up Taiwan

SW Taiwan team organized a mountain clean-up event at Guanyin Mountain. Armed with tongs and gloves, our team worked together to clean the trail leading to Yinghan Peak, collecting and properly disposing of litter that harms the natural beauty of the area.

Working side by side, the team combined hands-on efforts to protect local ecosystems, reduce waste, and promote sustainable resource management.

Let's continue to integrate sustainability and social responsibility into our everyday actions.





A group of people are walking on a vibrant, multi-colored carpet that resembles a rainbow. The carpet has stripes of pink, blue, teal, green, yellow, and orange. The people are seen from the waist down, wearing various types of clothing like jackets, trousers, and shorts. One person in the center is wearing a prosthetic leg. The scene is outdoors on a paved surface.

## Our Commitment to Diversity and Inclusion

SW values the unique perspectives, backgrounds, and identities of people and believe that an inclusive environment leads to stronger collaboration, innovation, and impact. We champion diversity and inclusion across culture, ethnicity, gender, age, ability, and more, advocating for equal opportunities for all.



## Bauhinia Charity Run Hong Kong

As part of our global commitment to fostering diversity, equity, and inclusion, we are proud to spotlight SW Hong Kong for their impactful role in leading the Bauhinia Charity Run.

The run began at the iconic Golden Bauhinia Square, a landmark symbolizing unity and progress in Hong Kong. This significant starting point set the tone for a meaningful event that raised funds for Hong Kong Rehabilitation Power and PHAB Community Limited, promoting the values of equal opportunities and dignity for all including individuals with disabilities.

Both beneficiaries are charitable organisations, empowering individuals with disabilities and illnesses to achieve economic self-sufficiency, independent living, and full integration into society.





# Women Empowerment India


At SW, we believe that diversity and inclusion are essential to building stronger teams and thriving communities. Our team at SW India hosted a heartwarming and inspiring event to celebrate the incredible women who make a difference every day.

From thoughtful gifts and motivational stories to engaging conversations and a shared lunch, the celebration offered a meaningful moment to recognise the strength, resilience, and positivity that women bring to our workplace.

This event reflects our core value of empowering women and our continued commitment to fostering equal opportunities across our global network.


5

GENDER  
EQUALITY




8

DECENT WORK AND  
ECONOMIC GROWTH



10

REDUCED  
INEQUALITIES







A photograph of a library interior. In the foreground, a person is kneeling on the floor, reading a book. In the background, other people are standing and looking at books on the shelves. The shelves are filled with books of various colors and sizes. The lighting is warm and the atmosphere is quiet and studious.

## Our Commitment to Learning and Development

Learning is a lifelong journey and a powerful driver of personal and professional growth. SW makes learning and development efforts spanning multiple areas—including education, entrepreneurship, and employment. We support creating pathways that nurture talent and drive long-term, sustainable impact.



# Bridging Education & Industry China

In support of our community-focused initiatives, SW China has been deepening our partnerships with leading academic institutions to align academic development with industry needs, helping students to get equipped for meaningful and future-ready careers.

4
QUALITY EDUCATION


8
DECENT WORK AND ECONOMIC GROWTH




Recent initiatives included:

- We signed a Memorandum of Understanding (MOU) with the International Business School at Beijing Foreign Studies University to foster talent development and explore future employment pathways;
- We entered into a partnership with the School of Accountancy at Beijing Wuzi University to advance curriculum development and internship opportunities;
- Our Shenzhen office connected with Hong Kong Metropolitan University to explore students' career aspirations and offer more targeted internship and job opportunities.

At SW, we believe that talent is the engine of a professional ecosystem. These efforts reflect our long-term commitment to nurturing the next generation of professionals and fostering deeper connections between academia and industry.





## Youth Empowerment Program Indonesia

Our Indonesia team collaborated with Dedikasi Pemuda Negeri, a youth-focused organization dedicated to empowering Indonesia's next generation of leaders and change-makers.

Together, we delivered a series of impactful programs, including teaching initiatives to enhance student reading proficiency and the revitalization of school libraries to create more engaging and resource-rich learning environments. By equipping students with stronger literacy skills and improving access to quality reading materials, these initiatives help lay the foundation for lifelong learning and personal growth.





# Charity Ride Malaysia

Our member firm in Malaysia, ShineWing TY Teoh, co-organized a Charity Ride in Kulai, Johor, raising funds in celebration of Foon Yew High School's 111th anniversary. The roar of engines filled the air as an incredible lineup of supercars took the stage. But beyond the cars, it was a day dedicated to supporting education—every donation collected went toward enhancing the school's learning resources and supporting its overall development.

Foon Yew High School is one of the largest Chinese independent high schools in Malaysia. This meaningful initiative highlights the power of community-driven efforts, empowering students with access to quality learning environments and promoting lifelong learning opportunities.







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