

COMMUNITY CAPITAL

MANAGING COMMUNITY CAPITAL - MAKING THE RIGHT MOVE AT RIGHT TIME



Right Solutions

Right Value

Right Direction

Right Experience

Right Vision

Right Strategy

Introduction

INTRODUCTION

At LBF, we consider the goodwill of the community to be a key asset for it is what validates our social license to operate.

WHY DOES LBF CONNECT WITH THE COMMUNITY?

- ▶ To understand the significant societal challenges and establish collaborations that will aid in the sustainable empowerment of communities

WHY DO COMMUNITIES CHOOSE LBF?

- ▶ To obtain the support of a reliable corporate entity with the capacity to take meaningful action to resolve community issues

1 COMMUNITY ENGAGEMENT STRATEGY

LBF places a significant emphasis on Corporate Social Responsibility (CSR) as we strive to act as a catalyst for social change. Our CSR approach extends beyond traditional philanthropy and focuses on facilitating systemic change that yields sustainable outcomes in the long run. In this regard, we leverage our extensive expertise in financial services, our widespread reach throughout Sri Lanka, the knowledge of our skilled personnel, and our leadership in innovative technology.

Even as business returns to normal in the post-pandemic era, LBF will continue to maintain a hybrid approach combining both physical and digital engagements to support our CSR strategy. We expect this “phygital” CSR strategy to underpin LBF’s efforts to drive broader systemic change in the years ahead.

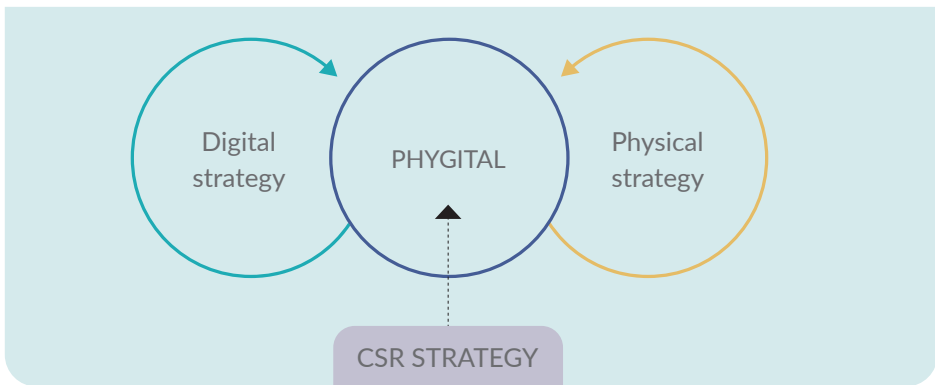
Among the goals of LBF’s community wellness initiatives are to offer assistance when necessary essentials to meet the most pressing needs of the entire community.

2 CSR GOVERNANCE

LBF’s CSR strategy is governed and managed by a dedicated sustainability team. Under the guidance of the Company’s senior management team, the sustainability team is responsible for identifying sustainability initiatives, developing projects that align with LBF’s six CSR pillars, and ensuring that the projects are executed efficiently to achieve the desired outcomes. The sustainability team takes on the crucial role of overseeing the management and implementation of LBF’s CSR strategy.

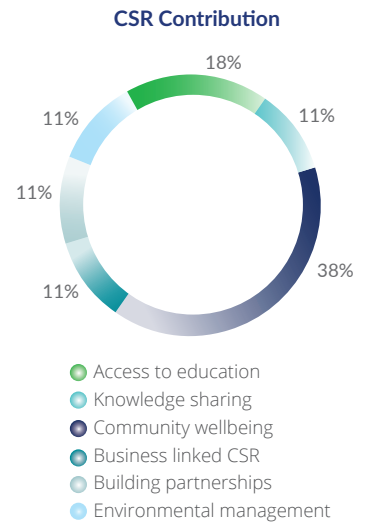
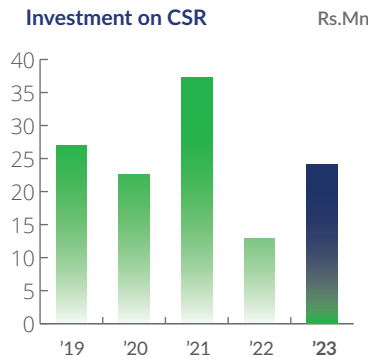
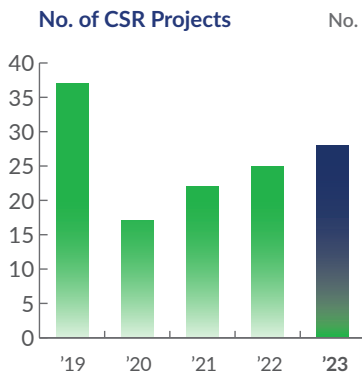
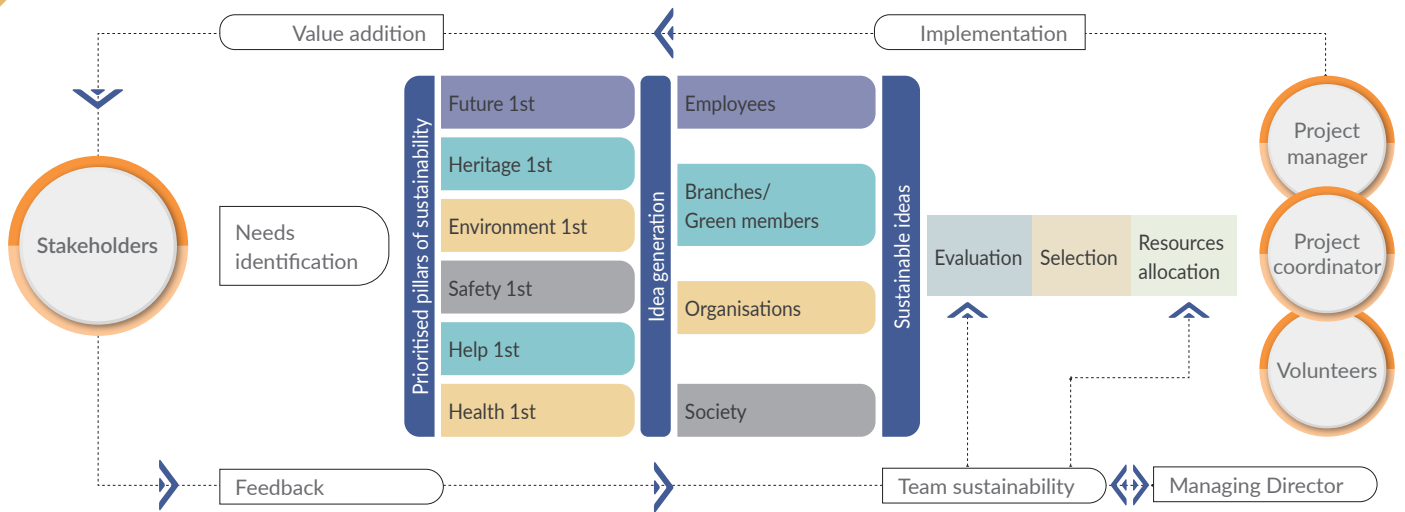
3 EMPLOYEE VOLUNTEERISM

LBF is committed to promoting employee volunteerism opportunities that give employees a sense of fulfilment by contributing to the greater good of the wider community. We encourage our employees to get involved in our CSR activities based on the principles of doing more, doing better, and reaching further to uplift lives and promote positive mindset changes. Moreover, we believe employees who participate in volunteer activities often share their experiences with others, leading to improved employee engagement, job satisfaction, and commitment to our mission. LBF provides the necessary support, training, and resources to facilitate volunteer activities and ensure that they are executed effectively.

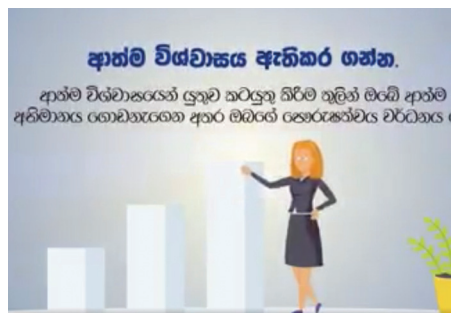


SOCIAL AND RELATIONSHIP CAPITAL

4 CSR MANAGEMENT FRAMEWORK



Customer awareness



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5 CSR CONTRIBUTION

1

Access to education

At LBF, we firmly believe that a high-quality education at all levels is the key to reducing inequality and promoting sustainable socio-economic development over the long term. To this end, our CSR strategy emphasises access to education, intending to address the pervasive knowledge gap in Sri Lanka. As a socially responsible financial institution, we recognise that we have a significant role to play in enhancing digital literacy across society, which would enable the creation of self-sustaining communities capable of driving economic growth.



Project	Description	Achievements	Employee volunteerism (Hours)	2022/23 Expenditure (Rs.)	SDG focus
Schools and academic education					
LB Sisu Shakthi	Donating school books, equipment and school bags to the selected under privileged schools	<ul style="list-style-type: none"> ▶ 5 Schools selected for 2022/23 ▶ Creating an education mindset to the students ▶ Uplifting education opportunities of the society 	8,064	925,000	
Awareness programmes	Social media awareness programmes, covering importance of education	<ul style="list-style-type: none"> ▶ Provide guidance to enhance the capacity ▶ Ready the future leaders of the Sri Lanka 	183	-	
"Ma Dakina Lokaya"	Art competition for kids in celebration of Children's day	<ul style="list-style-type: none"> ▶ Provide mental stimulation to improve psychological well being of children ▶ Encourage the development of aesthetic talent among children ▶ 200 candidates participated of which 10 were selected as winners 	560	40,000	
Distribution of dry rations for School students	Donation of dry rations to students who are suffering from healthy requirements in the economic challenging period	<ul style="list-style-type: none"> ▶ Provide accesses to education ▶ Establish pleasant environment for kids to learn 	63	80,000	
Customer education					
Education on financial management	Conducted video series on social media to build awareness of the financial management under the topics of building investment habits, developing your savings habit, golden rules for strong financial security	<ul style="list-style-type: none"> ▶ Enhance the savings habit of the customers and non-customers ▶ Provide the wealth maximization opportunities ▶ 5 video clips 	108	-	



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2

Knowledge sharing

We believe that the youth are the driving force behind our country's future growth trajectory, and empowering them is crucial to achieving this goal. At LBF, we have a well-defined agenda focused on providing the necessary guidance and support to shape the next generation of innovators, business professionals, and corporate leaders.



Project	Description	Employee volunteerism (Hours)	2022/23 expenditure (Rs.)	SDG focus
Developing business to next levels				
Business development	Video series on social media to build awareness on business development focusing on topics such as - how to build and develop a business on social media, utilise hidden skills to earn an income, and how to identify customers (03 video clips, average more than 3,000 viewers)	560	-	  
Women empowerment				
Celebration of International women day	Creating powerful women with innovation and digital transformation for gender equality online presence to AI based image concepts	48	-	
Developing start-up business and budding entrepreneurs in Sri Lanka and Myanmar	Physical and digital awareness, including a video series for women entrepreneurs to support women's empowerment	512	-	  























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3

Community well-being

LBF's community well-being activities are aimed at providing support as and when needed in order to address the most pressing needs of the community.

Project	Description	Employee volunteerism (Hours)	2022/23 expenditure (Rs.)	SDG focus
Community support				
Donations for victims in Nawalapitiya	Donation of dry rations and support to the flood affected areas in Nawalapitiya	182	40,000	 
Gewathu Wagawata Athwelak	Distribution and sale of agricultural products for LB staff at the reasonable price to encourage the home gardening concept and enhance the mental relaxation	144	-	  
Community awareness				
Unknown stories in known cars	Video series on social media to build awareness on different type of motor vehicles (06 video clips, average more than 20,000 viewers)	176	-	
Cultural awareness programmes	Social media awareness programmes covering cultural, religious and international days celebrations to strengthen the cohesivity and pass the knowledge to next generation (5 video clips)	96	-	 
Awareness on first aid treatment	Providing knowledge and the importance of the first aid and explained the necessities	84	-	
Health habits	Awareness building on importance of cycling	90	-	
Home gardening tips	Social media awareness programmes covering gardening techniques, topics and methods for strengthening the home gardening concept among the community and transform the inorganic cultivation to organic cultivation	144	-	  
LB Abhipra	Video series of the celebrities to encourage the entrepreneurship among Sri Lankans by showcasing their entrepreneur skills (10 Video)	1,452	1,730,000	  
LB Digi Lanthe	Digital app development for digital game to enhance digital literacy and the customer engagement	384	110,000	 
Building ethics and values				
Protect the culture	Developed and rolled out a video series and awareness on customs related on cultural festivals to contribute towards safeguarding Sri Lanka's culture and heritage	30	-	 






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4

Build partnerships

We recognize the power of strategic partnerships with like-minded organisations, as they can lead to synergies that significantly amplify the impact of our community initiatives. We actively seek to establish value-adding partnerships, as appropriate, based on the scope and scale of the projects we undertake.

Project	Description	Employee volunteerism (Hours)	2022/23 Expenditure (Rs.)	SDG focus
With universities				
Fusecura'22 Business case study competition	LBF in partnership with Accountancy department of University of Sri Jayewardenepura to jointly conducted the Fusecura'22 business case study competition, an Inter- University Competition to develop youth entrepreneurs (120 contestants from 10 universities participated in the Inter-University Competition)	224	600,000	
With charity organisations				
Blood donation campaign	In line with 4th Anniversary celebration kekirawa branch conducted a blood donation campaign and LBF corporate office joined hand with Senehasa Padanama has been organised another a blood donation campaign to supported to diminish the shortage of blood and build up the brand as responsible corporate citizen among the community (75 donors)	136	60,000	
With career development partners				
LB career support	"LB Career Fair" series in partnership with University of Kelaniya to increase the participation in career development (212 participants engage with the programme)	54	-	





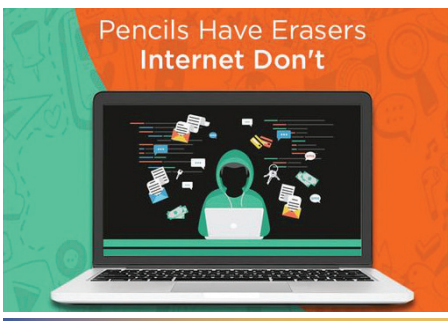
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5

Business linked CSR

Rather than being disconnected from the company's operations, strategic CSR is integrated into the company's overall strategy and aims to create shared value for both the company and the community.

Project	Description	Employee volunteerism (Hours)	2022/23 Expenditure (Rs.)	SDG focus
Focus on core business				
IT open day	Provide opportunities to young graduates and the undergraduates to experience the corporate world	256	-	
LB auto review	Video series on social media to build awareness on vehicle buying trends, care tips etc. (3 video clips)	384	60,000/-	
Cyber security				
Cyber security awareness	Conducted awareness campaigns on social media to enhance the knowledge of cyber security tips on fraudulent e-mails, cautious of the portable devices and sensitive information (12 awareness campaigns conducted)	88	-	



6 VALUE CREATION THROUGH COMMUNITY CAPITAL

VALUE FOR BUSINESS PARTNERS	VALUE FOR LBF	VALUE FOR SOCIETY
<ul style="list-style-type: none"> ▶ Reduced inequalities ▶ Sustainable communities ▶ Development of the rural economy 	<ul style="list-style-type: none"> ▶ Improved brand equity ▶ Increased brand recognition and awareness of products and services ▶ Creating a pool of future potential stakeholders 	<ul style="list-style-type: none"> ▶ Association with a trusted financial partner ▶ Ability to benefit from sound investment advice ▶ Enhanced trust in the financial services industry