

ONE

Minute Giveback

A CSR initiative supported by Sorfin Yoshimura

20 May 2019

Mike Halls, Editor, Batteries International posed some questions to our ONE Minute Giveback partner Scott Fink, Sorfin Yoshimura.



How did you first hear of One Minute Giveback and what prompted your interest in?

Sorfin Yoshimura had an interesting sponsorship last ABC in KL. We have been thinking about some other creative sponsorship ideas which would support the local communities that we are fortunate enough to travel to for these events. Bali, and Indonesia in general, has had the misfortune of some destructive environmental events in recent years and that struck a specific chord with us.

The One Minute Giveback was conceived by the ABC folks as we were discussing the idea of philanthropy.

What made you decide to participate?

We believe in our responsibility to pay homage and give thanks to the communities welcoming us into their homes for these events. We are thankful for our relative good fortune and feel it's important to share back.

In your opinion, what makes it different from other times of charity giving?

As an industry, we have the good fortune to travel to different places each year to connect, do business, and try to continue driving the industry forward.

I believe we have a strong tight knit community as an industry, and I think this "One Minute Giveback" initiative will show a strong collective message of gratitude from a us all to the local community housing us for these days.

How were the local Bali charities chosen? Is there any one that you prefer more?

ABC team took the lead here, so I can only thank them for their meticulous vetting process in finding worthy charities to support. Our criteria was only that the charities were local and impactful; and we wanted of course to ensure that any contributions we offered would directly support the causes intended.

Is it true you'll be as happy to receive a one hygiene pack as several if we all give?

I think it's critical to acknowledge that we are guests in another's home. Charity is a way to do that. Whether spending a moment of time to pack a bag pack or give some spare change or perhaps a big check; the gesture is exactly the same.

The moment we show gratitude by giving to these charities, we are enriched by that sense that we have considered others. Individually and as an industry I believe this is something we can all get behind!

On a separate note, I am hopeful that this is so well received by the industry that it becomes a staple for all ABC and ELBC conferences moving forward. That will show us that this has succeeded to

positively impact the community of Bali along with continuing to make me proud to be a part of the lead acid battery industry.

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