

CSR Initiative of the Year



Fabrice Benard, CEO of Generali Insurance Malaysia Berhad & Country Head for Generali entities in Malaysia

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Launched in 2017 as Generali’s global flagship initiative, the Human Safety Net (THSN) is a global movement of people helping people. It extends Generali Malaysia’s ambition to be a trusted Lifetime Partner to the most vulnerable in our communities, working with 64 partners in 24 countries and has so far positively impacted the lives of more than 200,000 people.

In Malaysia, THSN started in 2018 with a focus on supporting vulnerable families with young children (0-6 years), benefitting 531 families through the Family Empowerment Project with Yayasan Generasi Gemilang, a charitable organisation that focuses on improving education and nutrition for vulnerable communities in Malaysia.

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This year, Generali Malaysia joined 24 countries in Generali’s annual global fundraising activity and continued the meaningful initiative with Yayasan Generasi Gemilang through Project Makan Sihat – a company-wide fundraising activity aimed at raising funds for children and high-need families in PPR Lembah Subang.

The programme aimed to improve the nutrition and health of high-need families and children below the age of three who are suffering from the triple burden of malnutrition – undernutrition, hidden hunger, and micronutrient deficiency.

Within a month of the launch, Generali Malaysia raised over RM273,000, surpassing the initial goal of RM150,000 and was ranked second globally in the THSN 2023 Global Challenge. Raised as a part of a collaborative effort among the management team, employees, agents, partners, and vendors, the funds were used to provide monthly food boxes to 256 families living in PPR Lembah Subang.

On August 6, 2023, Generali Malaysia also joined Yayasan Generasi Gemilang in a special Project Makan Sihat Workshop to educate underserved mothers about ‘Budget & Menu Preparation’. Generali Malaysia believed this could empower the mothers to make better food or lifestyle choices to benefit their family’s nutrition.

But the effort does not stop here, and Generali Malaysia aims to amplify its efforts and continue empowering the communities as part of its year-long agenda. Taking a step further, Generali Malaysia is currently planning more awareness campaigns, workshops, and family support groups together with Yayasan Generasi Gemilang as part of its commitment towards the underserved families.