

# CSR Asia

## Annual Report 2008

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This report is a record of the activities of CSR Asia in 2008. This is our third Annual Report and represents our commitment to being transparent and accountable to our stakeholders. Annual Reports for 2006 and 2007 can be found on our website in the about us link at [www.csr-asia.com/index.php](http://www.csr-asia.com/index.php).

We welcome feedback on both this document and the work that we do at CSR Asia. This report is brief with only key information detailed here. Our website is referenced where appropriate and we would encourage you to visit the website for further information [www.csr-asia.com](http://www.csr-asia.com)

For more information or to discuss the work we do a named contact point is detailed below, or you can contact individuals or offices here [www.csr-asia.com/contactus.php](http://www.csr-asia.com/contactus.php)

Erin Lyon  
Executive Director  
195 Pearl's Hill Terrace  
02-23A  
Singapore  
168976

Tel: +65 6438 0677  
Fax: +65 6438 6800  
[elyon@csr-asia.com](mailto:elyon@csr-asia.com)



# Chairman's statement

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2008 was an exciting year for CSR Asia. We continued to expand our business and, in particular, we opened new offices in Beijing and Kuala Lumpur. Brian Ho now leads our China team and has been working in Beijing to establish the office there. The Malaysian branch of our activities is headed up by Rikke Netterstrom who joined us in 2008 with enormous CSR experience including four years at The Body Shop as Head of Ethical Policy.

The year also saw the establishment of the CSR Asia Community Development Foundation which was also granted tax exempt status by the Hong Kong Inland Revenue Department. We will be running our community investment activities through the Foundation and our aim for the future is to be able to have our own community investment projects run from that Foundation. We are hugely indebted to the founding members of our Community Investment Round Table who have helped us launch this new initiative.

Although we are a small organisation, we continue to be committed to playing our part in contributing to environmental protection, acting in a socially responsible way and managing of business according to sound governance principles. We strive to treat our staff in a fair way and encourage open dialogue about any concerns they have. We contribute to creating a vibrant CSR community in Hong Kong, Singapore, Kuala Lumpur and Beijing through our regular free briefings.

CSR Asia would find it difficult to deliver on all the other free contributions that we make to the global CSR community without support from our Strategic Partners. Our newsletter, in-house research and all the information on our website is supported by their financial contributions. Although the world is experiencing an economic crisis, most of them have continued to provide this support to us.

Despite the economic downturn in the second half of 2008 our business remains sound and we are still busy with our consultancy, contract research and training. Although we are not ignoring the threats posed by the recession, our plan is to increase our staffing levels, not reduce them, in the foreseeable future. Next year I hope to be able to announce the further expansion of CSR Asia through the opening of at least one more office.

This report lays out our key activities in 2008 and demonstrates our efforts to put in good CSR within our own organisation, as well as helping others do the same. We hope that it demonstrates that even relatively small organisations have a contribution they can make to sustainable development.

Richard Welford  
Chairman

# CSR Asia: A 'fourth sector' organisation

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CSR Asia belongs to the emerging 'fourth sector' and we describe ourselves as a social enterprise whose surpluses are principally reinvested for the purpose of creating a social value rather than being driven by the need to maximise profit for shareholders.

We run our organisation with professionalism and commitment so that we can create a financially sustainable organisation that does not rely on donors or funding agencies to promote responsible business solutions. Because of this we recognise a need to constantly stay relevant to the real and practical needs of business.

# People: The Foundation of CSR Asia

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Since our foundation in 2004 we have made it our business to recruit a diverse mix of energetic and passionate people to work alongside experienced CSR practitioners. Through high quality training and ongoing experience we aim to assist in the development of a local cohort of CSR experts who will, we hope, drive developments in the Asia Pacific Region.

At April 2009 our current staff structure is as follows.

Chairman  
**Richard WELFORD**

Executive Directors  
**Stephen FROST**  
**Erin LYON**

Country Directors  
**Brian HO**  
**Rikke NETTERSTROM**  
**Jacqui DIXON**  
**Marie MORICE**

Community Development  
Foundation Director  
**Michelle BROWN**

Community Investment  
Project Manager  
**Mabel WONG**

Project Managers  
**Jolly CHENG**  
**Anita WONG**  
**Poland LI**  
**Helen LANGENHORST ROETH**  
**Nurina ANUAR**

Knowledge Manager  
**Yoshi KO**

Marketing Manager  
**Jimmy HUEN**

Strategic Partnership Manager  
**Vijay RAMANI**

Project Coordinators  
**Peter ZHU**  
**Elyse CHEN**

Office Manager  
**Rohayu RAMLI**

Event and Administration  
Coordinator  
**Rex WONG**

Administrator  
**Scott LAM**



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Our staff profile is diverse. Below shows the various nationalities of our staff

Key:

- Australia
- Canada
- Denmark
- France
- Germany
- Hong Kong S.A.R
- Malaysia
- People's Republic of China
- Singapore
- South Africa
- UK



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- CSR Asia opened its first office in 2004 in Hong Kong and shortly after in Shenzhen. The Singapore office opened in 2005. By the end of 2008 we had opened offices in Beijing and Kuala Lumpur. In 2007 we also entered into partnership arrangements in Bangladesh, Thailand and Vietnam. We are looking to build on these partnership arrangements in 2009 both in terms of the work we undertake and the countries in which we have offices and associates.
- Our CSR Asia Strategic Partner Programme (CASP), launched in June of 2006, is a core component of our activities with a large increase in the number of partners. As of April 2009 we had 57 Strategic Partners.
- The services that we offer also increased dramatically in 2008. We rolled out comprehensive environment and community investment services and increased our research and thought leadership output.

# The highlights of 2008

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## The highlights of 2008

When we reflect on 2008 our highlight is the fact that we are able to continue and expand our work despite the global challenges presented by a recession. Companies who understand CSR recognise that now more than ever a strategic approach to CSR is vital and they continue to require quality services and support. Our highlights include

- The continued success and expansion of our CSR Asia Strategic Partner (CASP) programme;
- The increasing amount of media interest in the research and work that we do;
- Our Summit in Bangkok on the 2 & 3 November 2008;
- New offices opening in Beijing and Kuala Lumpur;
- Retention and increase in the number of staff performing at a high level; and
- An increase in the number of companies seeking training, advice and specialist CSR advice.

## The challenges of 2008

It became clear towards the end of 2008 that for many companies now is a time of great uncertainty. We expect that as we see a number of companies reduce their headcount, the CSR function may be effected. We face three key challenges in our operations.

- The quality of CSR information, service providers and conference organisers varies enormously. Some are excellent and we are happy to work with them. But others, which are of most concern, provide poor quality work, misleading or incorrect information and are damaging to the very understanding of CSR; and expenditures.
- Identifying potential talent with the passion and interest to work for a dynamic social enterprise;
- Managing our cash flow in an economic environment where organisations are taking longer to pay their bills, whilst at the same time needing money to invest in our future expansion plans.

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## Website

In 2008 we invested in revamping our website. In 2008 Site Meter reports that we generated 4,000 – 5,000 hits a week. The countries visiting our site most frequently were as follows:

- 1. US
- 2. Singapore
- 3. Russia
- 4. UK
- 5. China
- 6. Hong Kong
- 7. India
- 8. Japan
- 9. Malaysia

Whilst it is hard to measure the impact of the availability of information through our website we track our website statistics to determine whether the hits are increasing as an indication that we are providing material and relevant information.

## Newsletter

In 2008 we began to distribute our newsletter CSR Asia Weekly in HTML as well as pdf enabling more readers to access the information and opinions that we provide. We remain committed to distributing CSR Asia Weekly free to all readers for three weeks. After this time the information is compiled in our database which is accessible only by our Strategic Partners.

We are committed in 2009 to survey our readers to assess CSR Asia Weekly content.

## Briefings

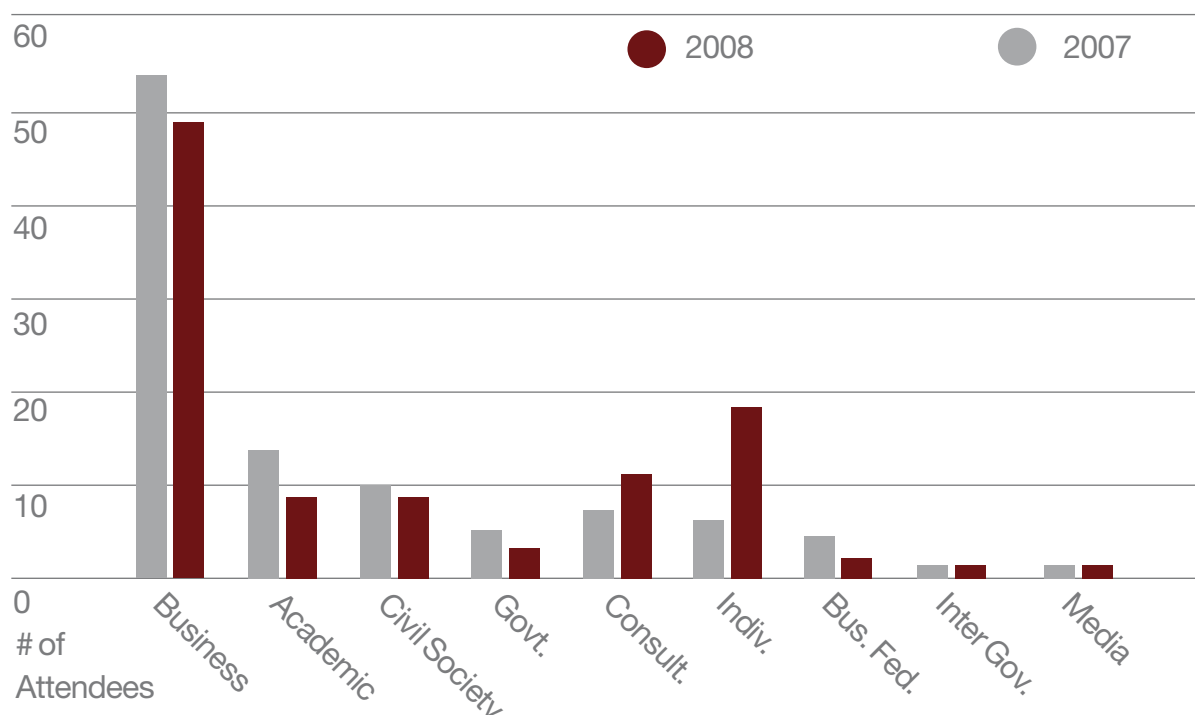
Sponsored by Hewlett Packard



Since 2007 we have been organising free monthly briefings in Singapore and Hong Kong. Numbers for each event are between 20-60 people. Attendance varies for different topics - environment is always popular as are the briefings where we present CSR Asia research findings. In 2009 we will also be running briefings in Beijing and Kuala Lumpur. Attendee numbers for the briefings are as follows:

Location	Registrants 2007	Registrants 2008	Total
Hong Kong	291	263	554
Singapore	319	262	581

Those attending the briefings are from the following sectors:



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## Thought leadership

As well as producing weekly news and analysis in CSR Asia Weekly we also work on specific regular research projects to help assess CSR in Asia and determine what key issues businesses need to address. In 2008 we increased the research we were able to conduct. Internally we produced the following reports. In 2009 we will increase the number of reports and increase the scope of the ones listed below.

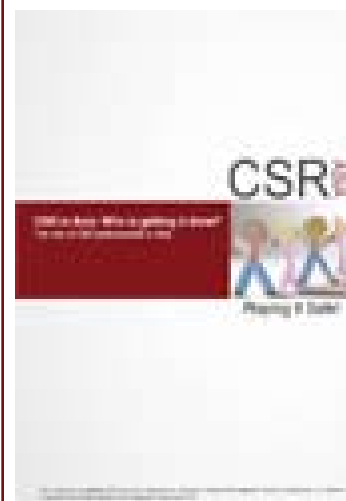


## CSR Asia Business Barometer: The State of CSR Disclosure in Asia 2008

The 'CSR Asia Business Barometer 2008' compares the Corporate Social Responsibility (CSR) disclosure of the 80 largest listed companies in Hong Kong, Malaysia, Singapore and Thailand. More companies are seeing the value of making commitments to responsible business practices and disclosing their practices. Publicly available reports based on a robust data collection and reporting framework can be an excellent communication tool to inform stakeholders of CSR strategy, approach and performance.

## The Future of CSR: Issues for the next decade

This is the research output of CSR Asia's project, CSR in 10, which examines the top ten issues emerging over the next ten years in the Asia-Pacific region. CSR in 10 helps businesses to track and prepare for the emerging trends over the next decade. To do this we interview over 50 stakeholders from business, NGOs, government and academia who are well known for their views and expertise on CSR to see what trends they think business in the region will have to deal with. They also outline how they expect businesses to respond to these trends. Their insights into the top ten issues facing business in a decade reveal what we all need to start thinking about and planning for now.



## CSR in Asia: Who is getting it done? The role of CSR professionals in Asia in 2008

This report allows those working in CSR roles within companies in Asia to understand how their role compares to others. It will enable those organisations working to support companies to understand what is needed to build capacity

and to review developments going forward. A survey was designed to determine the status of CSR professionals in Asia. Companies are increasingly recognising the strategic importance of building business practices that create sustainable bottom lines, sustainable global economies, environments and societies but how are they building capacity within their organisations to meet these challenges?

In 2009 we will be repeating all of this research as well as revisiting research on stakeholders' perceptions and prioritisations of different elements of CSR, which we first published in 2007.

## CSR Asia Community Investment Roundtable

In 2008 we established the CSR Asia Community Investment Round Table (CIRT). We also became the licensed provider of the LBG Model in Asia. CSR Asia's CIRT is a network of companies working to achieve a higher standard of performance with their community involvement and engagement. Participants join a growing international network of companies using the LBG Model to maximise the impact of corporate community involvement programs. In 2008 we recruited founding members for the CIRT and in early 2009 the CIRT website will go live. More on the activities of the CIRT here [www.csr-asia.com/ci.php](http://www.csr-asia.com/ci.php)

The activities of the CIRT are run through our CSR Asia Community Development Foundation. As a separate legal entity, with tax exempt status the activities and accounts of the Foundation will be reported separately.

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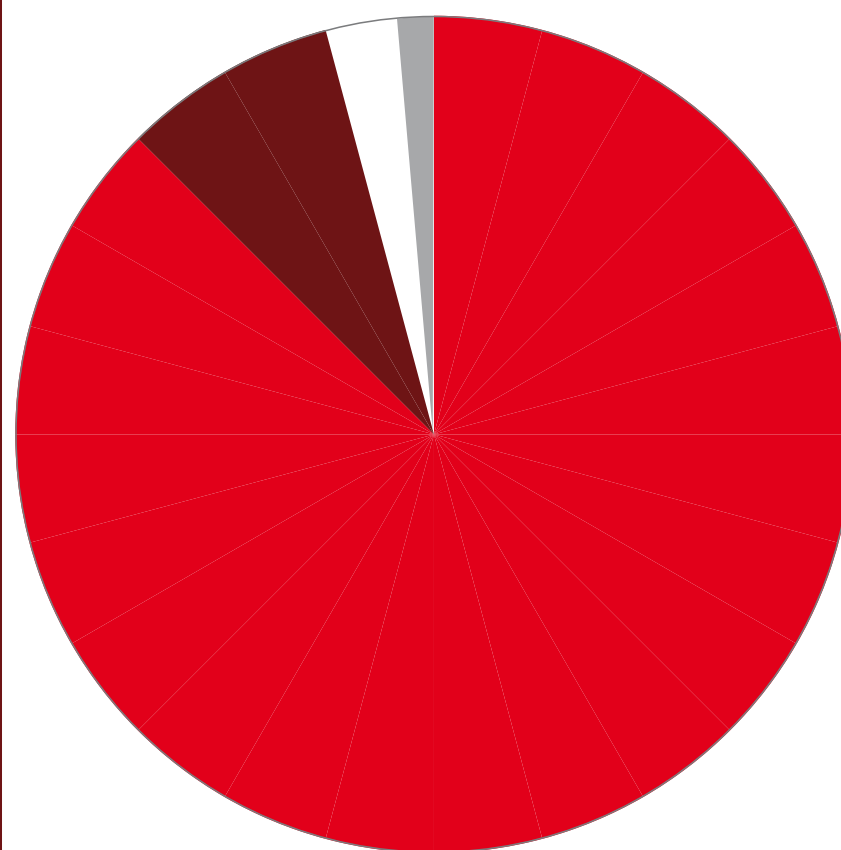
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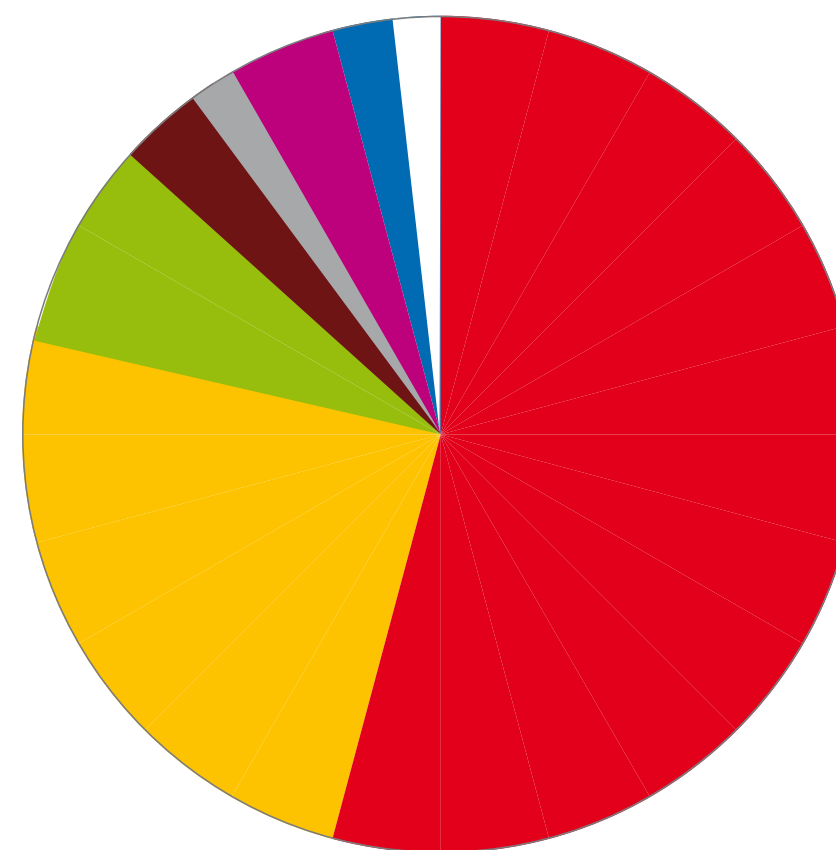
**CSR Asia Summit 2008**  
 Our Summit in Bangkok was a great success. A full review of the event can be found on the Summit08 website here [www.csr-asia.com/summit08/](http://www.csr-asia.com/summit08/)  
 Key data from the Summit was the number of attendees:

Delegate breakdown by region



- Key:
- Asia-Pacific — 273 delegates 92%
  - Europe — 14 delegates 5%
  - Americas — 8 delegates 3%
  - Africa — 1 delegate 0%

Delegate types



- Company — 57%
- NGO/NPO — 25%
- Academic — 9%
- Government — 2%
- Inter-governmental (IGO) — 1%
- Student — 4%
- Individual — 1%
- Other — 1%

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### CSR Asia's CSR Principles

As a social enterprise that promotes CSR we seek to manage our own business activities in a way that benefits the environment and society. These CSR principles outline our ongoing commitment to make a positive contribution wherever we do business.

#### Business conduct

We are committed to ensuring that our business is managed in a way that obeys the law and goes further in adhering to rigorous ethical and professional standards. We strive for high levels of honesty, accountability and transparent decision-making in all our activities.

**Clients:** We seek to provide our clients with services of the highest quality. We communicate with our clients with integrity and care and seek to build long lasting relationships.

**Human resources:** We aim to be responsible in the way we treat our staff. We aim to provide fair employment and fair remuneration, free of discrimination. We treat our staff as an asset and seek to provide good promotion prospects and a work-life balance.

**Stakeholders:** We aim to be an open and transparent organisation, receptive to the demands and aspirations of a broad range of stakeholders. We regularly engage in dialogue with our stakeholders in order to help inform our policies and practices.

**Health and safety:** We provide a working environment which is secure and we

make health and safety issues a priority for all business operations. We aim for ongoing improvement in health and safety performance and in people's quality of life.

**Community:** We strive to be a good corporate citizen, recognising our responsibility to work in partnership with others to help develop the communities in which we operate.

**Environment:** We aim to make contributions to improving the environment which we all share and work in playing a full part in meeting our own responsibilities to protect nature and promote environmental education.

**Human rights:** We are committed to respecting the rights of our staff and aim to promote human rights within our sphere of influence.

#### Plans for 2009

As the number of staff at CSR Asia increases in 2009 we will undertake a staff survey to determine how we can improve our Human Resource management.

#### Working with others

CSR Asia is a signatory of the United Nations Principles for Responsible Investment [www.unpri.org/](http://www.unpri.org/); CSR Asia is an Organisational Stakeholder of the Global Reporting Initiative [www.globalreporting.org/Home/BottomBlock2/JoinGRIOS.htm](http://www.globalreporting.org/Home/BottomBlock2/JoinGRIOS.htm); and CSR Asia is a Core Partner of the Global Partnership Network [www.csr360gpn.org/](http://www.csr360gpn.org/). CSR Asia is a signatory of the Global Compact.

### Our impact on the environment

This year we have decided to specifically report on our environmental impact.

#### Climate change and greenhouse gas emissions

In 2008 CSR Asia completed a greenhouse gas (GHG) emissions inventory for the calendar year 2007. We are committed annually to collate this data to report and determine ways in which we can make improvements. Our inventory is in line with the internationally acknowledged 'Corporate Accounting and Reporting Standard' of the Greenhouse Gas Protocol and with the 'Guidelines to account for and report on greenhouse gas emissions and removals for buildings in Hong Kong' published by the Hong Kong Environmental Protection Department (EPD).

The organisational boundaries of the inventory included all operations over which CSR Asia had financial and operational control at the time and therefore included CSR Asia offices in Hong Kong, Shenzhen and Singapore. Our Beijing and Kuala Lumpur offices opened during 2008.

The inventory was completed for the period January to December 2007 and includes all direct and to a certain extent indirect emission sources of CSR Asia's operations. Direct emission sources at CSR Asia's offices include air conditioning equipment only as we do not operate any stationary combustion sources or vehicles.

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Indirect emission sources accounted for include electricity use, air travel, employee commuting as well as paper and water consumption. Emissions associated to employee commuting were calculated for travel in private car and taxi only, as accurate public transport data was not available. Due to the lack of available data emissions from the use of refrigerants in CSR Asia's air conditioning units could only be estimated.

Under both the GHG Protocol and EPD guidelines indirect emissions other than those related to electricity are optional. We have decided to include the above emission sources as we take responsibility for these emissions and believe that they can be key factors in reducing our carbon footprint.

CSR Asia's total carbon footprint is around 48.16 CO<sub>2</sub>-equivalent (CO<sub>2</sub>-e) metric tonnes. The major emissions source is air travel which accounts for more than half of the total emissions (31 CO<sub>2</sub>-e metric tonnes).

Another major contributor to CSR Asia's carbon footprint is the use of electricity which led to 12.61 CO<sub>2</sub>-e metric tonnes and thus accounts for around 26 percent of total emissions.

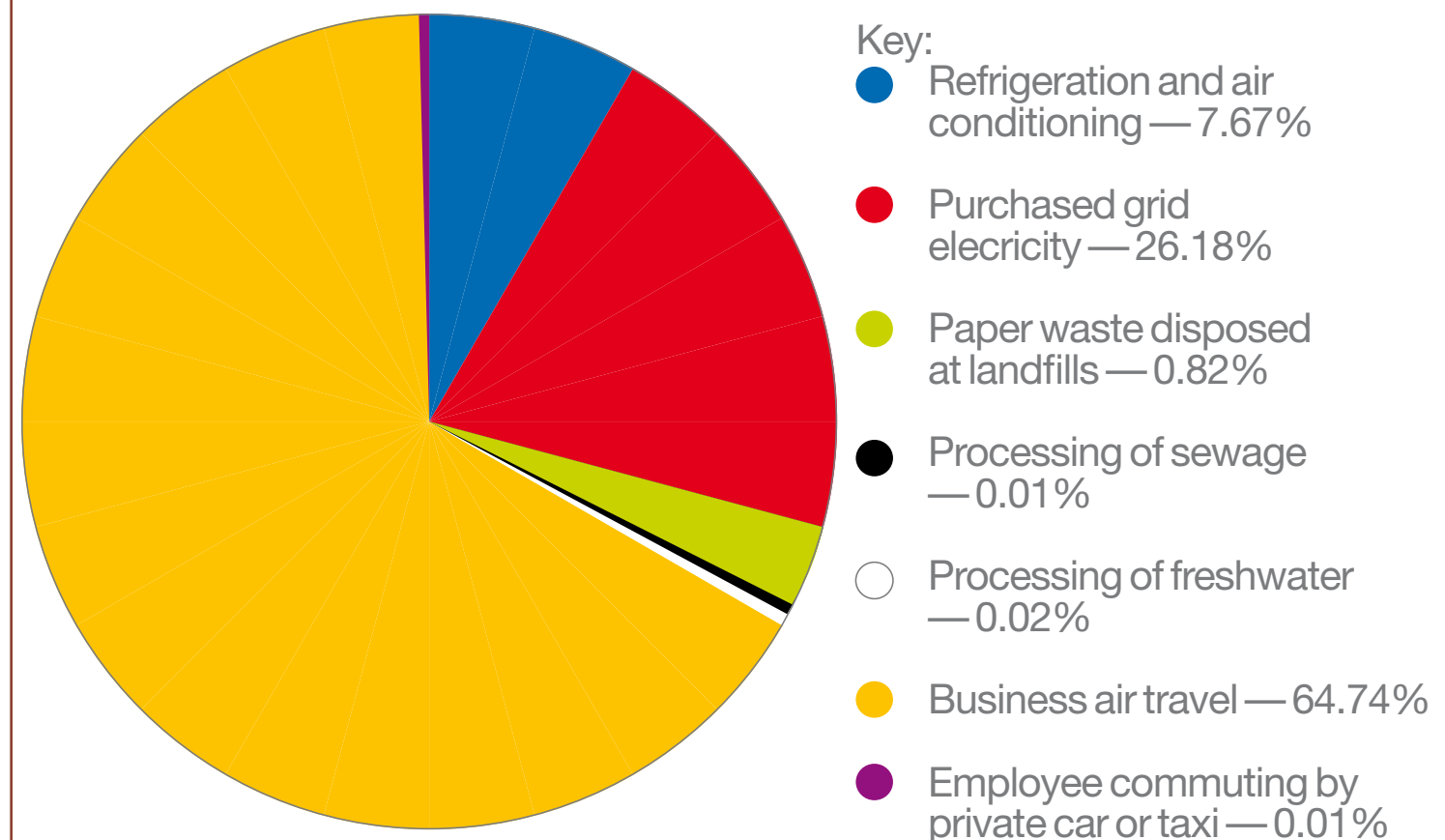
Emissions associated to other sources are rather low with refrigerant use accounting for 3.69 CO<sub>2</sub>-e metric tonnes (around 8 percent). Employee commuting and the use of paper and water resulted in emissions of less than 2 percent.

A number of assumptions and estimations were required for the calculation of our carbon footprint as data, in particular from third party players, was not readily available. For the inventory covering the calendar year 2008 we aim to work more closely with building managers and servicing contractors in order to gather more accurate data. We will also continue to up-date our set of emissions factors and calculation methodologies.

We also calculated and reduced the carbon footprint of our CSR Asia Summit

2008 which was held at the Campus of the Asian Institute of Technology (AIT) in Bangkok, Thailand. To reduce the carbon footprint we offset emissions related to energy use at event facilities and hotel rooms and from travel of delegates and organisers. Further, environmental concerns were taken into account when selecting key elements of the Summit including the venue, guest lodging, meals to be served during the event, tableware, Summit information materials, delegate packs, name badges and giveaways. A copy of the offset certificate for this event is available on request.

Emissions from the operation of our offices in Hong Kong, Singapore and Shenzhen in 2007



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### Our actions to reduce emissions and waste

CSR Asia acknowledges the 'Carbon Management Hierarchy' which prioritises the avoidance, reduction and replacement of emissions over offsetting. While we have offset our emissions related to air-travel we further aim to directly reduce these emissions through replacing as many flights as possible with the use of teleconferencing. We aim to reduce overall emissions through a range of measures including more sustainable use of resources and electricity and reduced waste generation.

In 2008 we set up a team of Environmental Champions in each office in order to develop staff awareness campaigns to introduce behaviour changes into day-to-day office life with the aim to reduce our emissions, waste and use of resources. The campaign will be implemented in the first quarter of 2009.

We are committed to continuous GHG emissions inventories in order to keep track of our emissions performance over time and to continuously reduce emissions. The inventory for the calendar year 2008 will include our new offices in Beijing and Kuala Lumpur.

We further aim to formulate and implement environmental policies and expand the scope of environmental reporting.

### Engaging others on the environment

The global agenda is now more and more addressing environmental issues such as climate change and the water crisis. As the leading provider of business solutions to global challenges in Asia, we keep track of global developments and use our expertise, capacity and outreach to raise awareness of these issues.

In 2008 we have continued to provide free CSR briefings to the business community and general public. An increasing number of our briefings pay tribute to the increasing importance of the environmental challenges that business needs to address including climate change and the emerging water and food crisis.

We have built partnerships with important environmental stakeholders including WWF, the Climate Group, and Reset Ltd. and we support their efforts to engage the business sector in environmental issues.

### Governance / Finances

Our ongoing activities are funded through our consultancy and contract research work, training sessions, Annual Summit and annual subscription fees from our Strategic Partners programme. All income generated is used to cover staff salaries, business travel, office expenses, marketing and information provision, the free information and events we provide and our business expansion plans.

For commercial reasons we have decided not to include a full set of financial accounts in this Annual Report. Our Strategic Partners are welcome to review our accounts on request and we review this decision not to publicly publish our accounts annually. Each CSR Asia office is registered as a company in the country in which it operates as such we produce accounts as required by the various company legislation in the countries in which we operate.

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## Ownership

In Hong Kong, Singapore and Malaysia, CSR Asia entities are registered as private limited companies. Our offices in China are operated as branch offices of our Hong Kong company. The shareholders of CSR Asia in Hong Kong and Singapore are Richard Welford, Stephen Frost and Erin Lyon. The shareholders of our Malaysia office are Rikke Netterstrom and CSR Asia (Singapore) Pte Ltd. We have reviewed our ownership structure in 2008 and in 2009 will offer key founding staff shares in CSR Asia and our Hong Kong entity will wholly own the CSR Asia company registered in Singapore.

## Board Directors

The board of directors of CSR Asia consists of:

Chairman – Richard Welford  
Executive Director – Stephen Frost  
Executive Director – Erin Lyon

## CSR Asia Strategic Partners

We continue to see an increase in the number of CSR Asia Strategic Partners (CASP). At the end of April 2008 we had 57 Strategic Partners.

We continually strive to ensure that we are providing relevant and material information to our Strategic Partners. Since the inception of our CASP programme we have kept the cost the same at USD5,000 whilst increasing the number of benefits available. A current list of our CASPs and the benefits we provide to them can be found here [www.csr-asia.com/casp.php](http://www.csr-asia.com/casp.php)

Income from our Strategic Partners enables us to undertake the free CSR services we provide as well as enabling us to provide services available only to our partners.

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### CSR Services

In 2008 the consultancy services we provided for companies and other organisations looking for assistance increased. The consultancy projects we delivered included:

- CSR strategy development
- CSR assessments and benchmarks
- Report writing and communications
- Stakeholder engagement
- Factory improvement training (FIT5)
- Community investment advice
- Environment and carbon footprint services
- Contract research

As we increase the number of staff at CSR Asia and the expertise develops within the team we have been able to increase the services we can offer. Our clients have included multinational companies, locally listed companies and SME's. We have also provided services to local and international NGO's, intergovernmental agencies and development organisations.

More about the services we offer and the clients we have worked with here [www.csr-asia.com/index.php](http://www.csr-asia.com/index.php)

### CSR Training

In 2008 we delivered both public and in-house training. The number of countries in which we delivered training courses increased as did the number of companies requiring specialist in-house training. A full outline of the training courses we offer are available here [www.csr-asia.com/training\\_info.php](http://www.csr-asia.com/training_info.php)

# Our vision for the future

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Almost five years after we first opened the CSR Asia office in Hong Kong we still have ambitious plans for the future.

We have been consolidating our presence in South East Asia with our offices in Singapore and Malaysia and a partnership in Vietnam. Malaysia will host our CSR Asia Summit in 2009. We hope to be able to announce exciting new plans for the expansion of our partnership with the Asian Institute of Technology in Bangkok in 2009. At the end of 2008 we also began discussions relating to establishment of a new partnership arrangement in the Philippines.

In China our business continues to expand and we are becoming recognised as a high quality service provider, not only by foreign multinational corporations but increasingly by local 'red chip' companies. In 2009 we plan to open a third office in mainland China.

Our activities in South Asia are limited to a close partnership with a local consultancy company in Bangladesh. We continue to assess the market in that region and are considering expansion there. However, given our other initiatives, uncertainty surrounding CSR in South Asia and our own limited capacity to engage with the region, such an expansion is unlikely to happen before 2010.

Our community investment initiatives will be further rolled out in 2009 and we

aim to become the leading organisation in helping companies manage and measure their community investment activities through the use of the LBG Model and our own Community Investment Scorecard.

We also have ambitious plans to increase the environmental services to companies in the region. The environment and climate change are seen as key issues for the coming decade and we want to be providing innovative, useful service offerings around carbon and water footprinting, in particular.

We aim to further develop our training activities. In 2008 we were involved in certificate and diploma courses and we see such developments as important in developing CSR as a profession. In 2009 we will be exploring the further development of qualification programmes and ways of helping CSR practitioners gaining increased professional recognition.

We are also aiming to increase the amount of contract research we do for governments, inter-governmental organisations, NGOs and the private sector. We will investigate further opportunities to make meaningful contributions over the role of the private sector in dealing with global challenges through research funded by donors.

More than anything, however, we aim to make a difference where we can by working closely with our Strategic

Partners and clients. We believe that the private sector has a huge role to play in helping to tackle the global challenges of our time. Our ambition is to actively help them in whatever way we can in that process. We are a small organisation, but we hope we have already made a difference through the range of activities described in this report. As we continue to expand in the Asia-Pacific region, we hope that you too might join us in our journey.