

VERITAS e-news is a monthly on-line publication of features, news and events at VERITAS, a premier architecture and design firm based in Kuala Lumpur, Malaysia. VERITAS e-news has a subscriber base of 3000 readers.



In this month's e-news, we are delighted to feature an in-depth expose of our Corporate Social Responsibility (CSR) initiatives and other non work-related programs at VERITAS. These have become an integrate, part of VERITAS Design Group for many years.

At VERITAS, Corporate Social Responsibility (CSR) is reflected in the collective commitment and accountability of all its business operations. Due to the diverse business nature of the Group and its widespread design operations, VERITAS continuously strives to inculcate and embed CSR into its value chain, taking into consideration its responsibilities and the expectations of its stakeholders. It is a commitment that goes beyond regulatory compliance and ethical business behaviour.

We shall also feature other interesting happenings here at VERITAS.

## MAIN NEWS

### • VERITAS FUND for EXCELLENCE (VFE)

**VFE** Over the years, VERITAS' commitment towards CSR initiatives has continued to expand, improve and enlarge. Today, VERITAS' CSR framework is one that is dynamic and incorporates not only operational responsibility but also shared value creation. Our core businesses are tied to a unifying objective and pledge; to ensure business sustainability without compromising the rights and needs of future generations.

The VERITAS Fund for Excellence or VFE is a fund which was founded in 2004 by the VERITAS Design Group to further our core values of Integrity, Design, Environment, Audacity and Service. It arose from a vision to encourage more design students and educators to excel in their respective fields and eventually contribute further toward nation building. Since 2004 we have contributed in many ways including the projects mentioned below:



- Refurbishment of Kg Medan Flats
- VFE "25 Trees for 25 Years"
- VERITAS Excellence Scholarship Programme Collaboration with TAYLOR'S University
- International Study Trip
- Assembly of Landscape Architecture Students Malaysia (Alam)
- Magok Competition
- BEACH CLEAN UP
- VFE 100 Trees
- Bukit Nanas Forest Reserve Design Competition
- Malaysian Nature Society Pavilion - Lake Gardens, Kuala Lumpur

### • VERITAS CARE SCHEME

**CARE** COST AWARENESS by RESPONSIBILITY towards the ENVIRONMENT. The CARE scheme was launched 2007 and has been practiced by VERITASians ever since.

- How CARE is practiced in VERITAS?
- Recycle all the papers, plastic and aluminum cans
  - Benchmark electricity consumption by average usage per month. Then, for a particular month, if the usage is less than this average cost, the Company reimburses the savings to the Care Fund.
  - Encourage more drivers (those who are given Company Petrol Cards) to switch their bigger cars to smaller cars. Penalties are imposed depending on engine capacity and these funds are deposited into the CARE fund.
  - Encourage carpooling or to take public transport as monies saved from paying to the Car Park Management shall be re-imbursed to the CARE FUND.
  - Money saved in the CARE FUND is to be used to incentivize VERITASians (currently only those VERITASians who use public transports receive it).

Through our social responsibility initiative the VERITAS Fund for Excellence (VFE), we will keep on trying to contribute to environmental sustainability while giving back to society a part of what we have received in terms of support and goodwill.

### • VERITAS LECTURE SERIES (VLS)

The lecture series was founded in 2007 as a one-day event that delivers a lecture or series of talks. The main objective of the series is to present useful industry information and unique learning experiences to our Clients about subjects of relevance to the design and property development industry. The VLS event is a yearly event that touches on architecture and design related subjects.



VERITAS Lecture series events have covered many topics throughout the years including those mentioned below:

- 2007: INAUGURAL VERITAS LECTURE SERIES: "Branding for Real Estate Developers"
- 2008: VERITAS LECTURE SERIES 1 - "PAM 2006 Contracts for Architects"
- 2009: VERITAS LECTURE SERIES 2 - "Sustainable Design"
- 2010: VERITAS LECTURE SERIES 3 - "PAM 2006 CONTRACT - Main Changes Affecting Developers & Consultants"
- 2011: VERITAS LECTURE SERIES 4 - "Property Market Outlook in the Klang Valley for Developers & Consultants"
- 2012: VERITAS LECTURE SERIES 5 - "Branding for Developers & Consultants"
- 2013: VERITAS LECTURE SERIES 6 - "Very Tall Buildings for Developers & Consultants"

### • VERITAS Social & Sport Club (VSSC)



The VERITAS Social & Sport Club offers VERITASians a fun outlet through recreational sport leagues, outdoor adventure, tournaments, and social events. Throughout these years, the VSSC has actively organised numerous fun-filled programs from extreme sports-white water rafting, amazing race, sporting events - badminton, ping pong, futsal, bowling, international marathon running, karaoke tournaments, social events- buka puasa, VERITAS annual dinners, family trips and many more.



### • VERITAS EXCEPTIONAL SERVICE PRACTICES (VERITAS ESP)

The Veritas ESP is a set of guidelines that started in 2009 and is practiced diligently by VERITASian "front-line" service providers, it enhances the overall experience which our Clients receive. This has set us apart from our competitors and results in lasting, mutually rewarding relationships with our other VERITASians. Principals, Architects or Designers, Project Managers and other VERITASians who regularly interact with Clients always keep these guidelines in mind, and refer to them often. A few examples of ESP are:-

- Behaviour and Attire - To be punctual, and to revert to silent mode or switched off during formal meetings. Encourage to dress professionally and smart casual on Fridays and encourage the importance of carrying VERITAS Branded items at all time.
- Communication Protocol - E-mails are to be responded within 48 hours, diplomatic and straight to the point, telephone calls and letters should be short and simple. It emphasises VERITASians have good customer relations by creating good rapport with clients.
- Project Overall Process or Stages - Throughout Project VERITASians are encouraged to know your client's organization and their work related needs.

At VERITAS we are constantly reminded of what are you doing today to inspire the best from your people to deliver exceptional customer service? Do you really know how your customers feel about doing business with you? Do they remain loyal by chance or do their encounters with your people motivate them to return again and again?

### so WHO are the NEWCOMERS at VERITAS?

Welcome on board new VERITASians:



Project Architects Alif Arif Iskandar Bin Abd Wahab and Steven John Bull; Assistant Architects Margherita Mosanghini and Afiq Dinie Bin Dahman; Project Coordinator Issac Sebastian for VERITAS Architects Kuala Lumpur.  
Intern Interior Designer Abdul Jailil for VERITAS Architects Johor.  
Senior Landscape Executive Abdul Hakim Datu' Abdul Hamid for VERITAS Architects Landscape.  
Assistant Town Planner Muhammad Firdaus Bin Hasan and Intern Nur Asheila Azlan for VERITAS Planning.  
Junior Designer Navinesh Vasanthan and Junior Draftperson Thiruakarasu Sivalingam for VERITAS Interior.

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We hope you enjoy this month's VERITAS e-news!  
And please don't hesitate to contact us if you would like to know more about any of the stories featured here.

## Where are We FEATURED?

### • MALAYSIAN TATLER - VERITAS Raya Party

VERITAS Design Group was featured in the November issue of the Malaysian Tatler Magazine. The management of VERITAS organized a Hari Raya Open house at the Kuala Lumpur Golf and Country Club Poolside at Bukit Kiara on the 5th of September 2013.

### Is there anything HAPPENING?



### • AUSTRADE - Aged Care : Empowering the Elderly II

VERITAS Australia Principal Anton Alers gave a talk at Austrade - Aged Care : Empowering the Elderly II that was held on 29th November 2013 at Kuala Lumpur Convention Centre. He spoke intensively on Planning and Design of Aged Care Facilities.

### • MSC MALAYSIA EVENT



VERITAS Group President David Mizan Hashim gave a presentation at a MSC Malaysia event that was held on 14 November 2014 at the One World hotel. He gave a talk on "Adventures in the Export of Design Services: the VERITAS Experience" focusing on VERITAS' global presence. The event was well attended by senior officers / directors from the government sector (MDeC, MIDA, Matrade etc), GLCs and of course the leaders of the top Malaysian outsourcing vendors.

### • UITM - VERITAS Design Practice Talk

VERITAS Principal Zainal Ab Aziz and VERITAS Architect Taufiq and Jonathan Lowe gave a talk on "VERITAS Design Practice, Apprenticeship & Aspiration" at UITM on 30th October.

### • Taylor's University Career Talk

VERITAS Head of Corporate Communications Komathi Ramakrishna gave a talk on 12th November 2013 to a group of Interior Architecture students at Taylor's Lake side campus, Subang. She shared her knowledge on "Acquiring The Right Skills For Interviews & EQ and Ethics at Work". VERITAS is well-structured organization with defined career paths. With a diverse range of services, a career in VERITAS comes with opportunities to enrich one's self with knowledge on the many aspects of architectural practice and operations.

### • AMAZON.COM



We are pleased to inform that the VERITAS 1987-2012 Monograph can now be purchased on-line at amazon.com. The book is sold for USD70 at amazon.com; but now till end of the year 2013 the book is on sale and you may purchase them at USD50 only.

The VERITAS Monograph charts the evolution of our work over the last 25 years between 1987 to 2012. With a foreword by architectural critic Robert Powell, it features projects of a wide range of size and type, encompassing architecture, interior design, landscape design, planning, quantity surveying and environmental consultancy services throughout Malaysia and the Asian region. VERITAS has grown over the last 25 years into a unique multi-disciplinary organization, with offices in 5 countries, most recently in Portland, Oregon in the USA. We are diversified in our outlook, cultural persuasions, nationalities and approach to design. As one of the largest and most prolific design firms in ASEAN, we hold as one of our larger goals the building of bridges between East and West.

We hope that you take this opportunity to purchase this copy of our latest monograph at amazon.com at a discounted rate and we thank you for your support.

## BIRTHDAY GREETING

Nurfazlina Abdul Raffar, Arzuan, Shahrol, Pan Chee Seng, Zawika Binti Ab. Kadir, Syed Salem B. Syed Abu Bakar, Azalina Shafini Binti Shaari, Sarah Bt Kamal Hamidon, Philippa Shew Carveth, Chui Yee Kwan, Saiful Azhar B Md Hilmi, Julian Saw Chern Yann, Wong Cheng Fai, Nurul Ain Ishak, Lum Lai Wan, Mohd Norazizan B. Ariffin, Michael Tan, Suhaimi Bin Mohd Yunus, Julian Saw Chern Yann, Siti Norjihan Jamaludin

## BUNDLE OF JOY



Congratulations to our VERITAS Kuala Lumpur staff Shereena Binti And Rahim and her husband Bakri Abdul Rahni on the arrival of their lovely baby girl, Damia Hannah born on 20th of November 2013. Best wishes to the proud parents!!

## WEDDING ANNOUNCEMENT



We would like to congratulate our draftperson, Muhammad Hafizi Bin Kamaruddin and his new bride Aishah Binti Samsuddin on their recent marriage. The 'Bersanding' ceremony was held on the 23 November 2013 at the groom's residence in Kuala Kubu Bharu. Best wishes to the newly wed couple!!

## QUOTE OF THE MONTH



"Never esteem anything as of advantage to thee that shall make thee break thy word or lose thy self-respect."  
- Marcus Aurelius Antoninus