

## CSR Initiative of the Year



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**Mr. Fabrice Benard**  
 Chief Executive Officer of Generali Insurance  
 Malaysia Berhad & Country Head of Generali  
 Entities in Malaysia

**G**enerali Malaysia took this year’s award for Corporate Social Responsibility Initiative due to its volunteering and community support, which it says are integral to its “lifetime partner ambition, forging deep connections with the communities we serve and enriching us personally and professionally”.

For close to two centuries, the Company has grown in tandem with the communities it serves globally, fostering trust and empowering individuals to create a safer, more sustainable future.

“Our commitment to protecting lives and supporting aspirations ensures we do not just serve the community—we live, learn, and grow within it,” said Fabrice Benard, Chief Executive Officer of Generali Insurance Malaysia Berhad and Country Head of Generali Entities in Malaysia.

In 2024, the Generali Malaysia Run was launched with the theme ‘Run with a Purpose.’ The inaugural event, held on May 19 at Dataran Putrajaya, was more than just a run – rather, it was a movement for a noble cause uniting 12,000 participants across three distance categories - 6km, 12km and 21.1km.

Runners from all walks of life gathered not only to run for better health, but also to promote three larger, macro-level causes: education, environment and health risk prevention.

“They were not only empowered to choose their T-shirt[s] based on their preferred [non-governmental organisation] and cause, but also encouraged to learn more about the social causes through a line-up of engaging activities held during the run day,” Fabrice said.

Runner support was overwhelming: the Generali Malaysia Run 2024 successfully raised over MYR105,000 (US\$23,736) for three vital NGOs: PINTAR Foundation – which supports education for underprivileged children; Malaysian Nature Society – a body promoting environmental conservation; National Cancer Society Malaysia – whose aim is to raise awareness and provide support for those affected by cancer.

The event also showcased a heartwarming display of solidarity as 10 cancer survivors from the National Cancer Society Malaysia participated in the 6km run, providing inspiration to cancer patients and their families of the importance of resilience and determination in facing such conditions.

The run also served as a powerful platform to support The Human Safety Net (THSN) Global Challenge Fund – a global flagship initiative aimed at unlocking the potential of people living in vulnerable circumstances.

Through THSN, Generali Malaysia successfully raised MYR 354,513 (USD\$78,739.10) to support early childhood education for its NGO partner Suriana Welfare Society Malaysia through its Project Bright Beginnings programme.

“This meaningful collaboration delivered a transformative impact, benefiting eighty children aged three through 6 years old and their families in the underserved community of PPR Kg Muhibbah [an apartment complex located in Kuala Lumpur],” the Company said.