

# CSR ASIA STRATEGIC PARTNER

Corporate Social Responsibility in Asia  
Business Solutions for Global Challenges



Join Asia's CSR network

# CSR Asia Strategic Partner Programme

The CSR Asia Strategic Partner Programme is a network of companies endeavouring to build CSR capacity in their companies through partnership. Our Strategic Partner Programme provides support and networks for companies to engage with social and environmental challenges. Partners share good practices, challenges and build a network of colleagues in their industry, country and region.

- ✓ Strengthen in-house CSR capacity
- ✓ Receive on-going expert support
- ✓ Network with other leading companies in Asia
- ✓ Promote good CSR practice
- ✓ Demonstrate leadership in CSR

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Access and benefit from complimentary expert advice, training and research

## Capacity Building

### One Day with Director

Full fee paying Strategic Partners are entitled to have a CSR Asia Director spend one day working on CSR related issues in the organisation. It can be used to conduct a board training, stakeholder engagement, in-house workshop or as part of a consultancy project.

### Relationship Manager

One dedicated member of staff at CSR Asia will be the Strategic Partner designated relationship manager. The relationship manager will be the primary contact point for Strategic Partners to manage and maximise their benefits.

### One Free Training Pass

CSR Asia offers a range of regular training courses throughout the region. Strategic Partners are entitled to designate an individual member of staff and choose a training course to attend per partnership year. Current training course offered can be found on [www.csr-asia.com](http://www.csr-asia.com)

### Quarterly CSR Asia Directors' Online Briefing

Strategic Partners are entitled to participate in quarterly online briefing led by a Director of CSR Asia to update Strategic Partners on latest CSR issues.

### Discounts

Strategic Partners are entitled to 20% discounts to all CSR related consultancy services, training courses, topical one day events organised by CSR Asia, and the annual CSR Asia Summit.

### Access to Dedicated Research

CSR Asia conducts research exclusively for Strategic Partners. *CSR in 10* and *Who is Getting it done?* are two research currently conducted.

## Optional Benefits

- Field trips and study tours

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Benefit from sharing your challenges and learning from leading organisations across Asia in a confidential space through exclusive access to:

## Network

### Peer Groups

Peer Groups provide a confidential space for Strategic Partners to share ideas, discuss issues, solve challenges, lessons learned and showcase best practices. Topics for Peer Groups are provided by Strategic Partners and CSR Asia acts as facilitators to convene online meetings or email discussions.

### Annual CSR Asia Stakeholder Forum

The Annual CSR Asia Stakeholder Forum (ASF) is held in conjunction with the annual CSR Asia Summit. The ASF bring together Strategic Partners and stakeholders to discuss challenges for the future.

### Strategic Partner Website

Strategic Partners have access to a dedicated website containing information on members, case studies, research findings and access to CSR Asia database.

## Optional Benefits

### Premium Roundtables

A confidential space to share and build capacity on special topics. Membership costs USD3,000, which includes dedicated expertise and toolkits.

- Community Investment Roundtable
- Climate Change Roundtable

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Benefit from 40,000 monthly website visitors and over 10,000 subscribers of our free weekly newsletter

## Promote

### Case Study

Strategic Partners can promote their CSR efforts and write a case study for the newsletter and member only site to promote learning and discussions.

### Logo Promotion

CSR Asia website registers on average over 40,000 unique hits per month. Logos of Strategic Partners will be placed on the site to promote their efforts to improving CSR in their organisation.

## Optional Benefits

- Discounts for advertising in the CSR Asia website and newsletter

## Frequently Asked Questions

### Should we join if we do not currently have a well developed CSR strategy?

Benefits of the Strategic Partner Programme provide on-going support and advice to companies, so there is even more reason for companies moving towards integrating CSR in their corporate strategy to join. The CSR Asia Strategic Partner Programme is designed to help companies develop and embed CSR into their business strategy.

### How is the CSR Asia Strategic Partner Programme different from other CSR networks?

CSR Asia's Strategic Partner Programme has its roots firmly in Asia and is one of the largest CSR managed network's in Asia. Since our beginnings in Hong Kong in 2004, our presence in Asia now reaches across seven cities in six countries. With partners in Vietnam, Bangladesh, Australia and Europe, our understanding of country specific CSR issues and sector expertise is second to none.

### Do my offices operating around the world benefit from the Strategic Partner Programme?

Yes, this is one of the added values of the Strategic Partner Programme. Offices of Strategic Partners operating in any of the countries where CSR Asia has a presence can utilise the programme's benefits, and can also call upon the local office for informal advice or information.

### We already have a robust CSR programme so why do I need to join the programme?

The CSR Asia Strategic Partner Programme helps companies with an in-depth CSR programme to keep on top of new developments. The Strategic Partner Programme can assist companies to maintain this position by working together as a network to find solutions to long standing issues and set new CSR agenda for the region.

### In what ways does the Strategic Partner Programme increase my visibility in the region?

CSR Asia's website receives 40,000 unique hits per month and our free weekly newsletter has a circulation of over 10,000 readers worldwide. By featuring case studies of Strategic Partners on our website, newsletter, our annual Summit, and in CSR Asia corporate materials, we help companies demonstrate their effort to operate in a responsible manner.

### Is the Strategic Partners fee tax deductible?

Each country will have different tax laws. Please consult with your finance department to check if this is applicable in your country of operation. Participation in the Community Investment Roundtable is tax deductible for companies registered in Hong Kong.

#### Annual Strategic Partner Fees\*:

USD6,000 for companies, government and inter-government organisations<sup>†</sup>  
USD3,500 for academic institutions  
USD1,000 for SMEs (under 250 employees) and NGOs

\*Due to currency fluctuation, please contact the local office for current local fees

<sup>†</sup>Only Full Fee paying Strategic Partners benefit from the One Day with Director

# 4 Reasons why you need a comprehensive CSR strategy in Asia:

**Your changing workforce:** The arrival of Gen Y into the workplace means that staff are interested in a wide range of experiences and want to work for companies that they trust. At the same time, along your supply chain, migrant workers are becoming more demanding and have more choice of employment opportunities. Understanding values, respecting human rights, and adopting new ways of doing business helps companies attract, retain talent and protect their reputation amongst an increasingly demanding and mobile workforce.

**Climate change:** Asian economies will have an increasing role to play in curbing greenhouse gas (GHG) emissions. Governments, investors and brand name customers are demanding increased transparency with respect to the impact of your operations and your supply chain on climate change. This means having a climate change strategy and collecting data on environmental impacts and documenting greenhouse gas emissions. Such an approach creates business value and will be a key component of sustainable business strategy in the future.

**Communications in a wired world:** With increasing internet connectivity and the growing power of social media, brands and the reputations of companies are increasingly under attack when they are perceived not to be responsible. Communications should be based around principles of accountability and transparency. Disclosure of material issues is central to building trust. Understanding product responsibility, ensuring the protection of human rights and engaging key stakeholders will help companies reduce reputational risks that global connectivity can bring.

**Community investment:** Ensuring that your business is run in a way that benefits local communities is key to gaining a social license to operate. Although the poverty rate has fallen over the last decade, Asia still has the highest number of poor people in the world. Innovative approaches to poverty alleviation is at the heart of many companies' CSR. Developing innovative products, services and community investment programmes that address economic, social and environmental needs creates new market opportunities and delivers measureable impacts towards addressing human development needs.

## Some of our Strategic Partners



As at July 2011

For a complete list of current CSR Asia Strategic Partners and information on the benefits of the programme, please contact the closest CSR Asia office. Alternatively, you can visit our website [www.csr-asia.com/casp.php](http://www.csr-asia.com/casp.php) or email [casp@csr-asia.com](mailto:casp@csr-asia.com).



# CSR ASIA

## About CSR Asia

CSR Asia was built on a vision to provide companies and their stakeholders with timely and reliable information, training, research and consultancy services to promote sustainable business practices. We have a simple definition of Corporate Social Responsibility. It is a company's commitment to operating in an economically, socially and environmentally sustainable manner whilst balancing the interests of diverse stakeholders.

## Our Offices

### Bangkok

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