

# CSR Asia Annual Report

CSR<sup>ASIA</sup>

1 Jan 2009 – 31 July 2010

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# A message from the chairman

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As ever, 2009 and the first half of 2010 seemed to pass by very quickly. This is probably because CSR Asia was busier than ever before. We expanded our staff numbers increasing our capacity to deliver quality research, consultancy and training across the Asia-Pacific region. We put in place a new management structure consistent with a growing organisation and firmly established ourselves as the leading CSR organisation in Asia.

Despite difficult economic times, we expanded our business during the year, launched new training courses and in October 2009, held the most successful CSR Asia Summit to date in Kuala Lumpur. Since the end of 2008 we have increased the number of CSR Asia Strategic partners and put in place a solid foundation for our Community Investment Round Table through the valuable support of the founding members.

Our hard-working staff are our greatest asset. We have a committed team of people who are excited about the contributions that they can make in the field of CSR. Although we have found it increasingly difficult to identify high quality human resources we have nevertheless still managed to expand our teams across all of our offices. We recognize that recruiting and retaining the best talent is vital to our success.

At the end of 2009 we appointed Leena Wokeck to run our new Bangkok based joint venture activity with the Asian Institute of Technology (AIT). The new CSR Asia Centre at AIT (CSRACA) opens up new opportunities for us in Thailand and the Mekong sub-region where we have already started working with businesses and other agencies. It also gives us an opportunity to expand the training side of our work through a partnership with a recognized provider of high quality courses in the region. Our intention is to roll our new innovative short courses and summer schools as well as develop a professional Master's degree program in CSR.

We have ambitious plans for 2010 opening not just one more office, but three and an even bigger and better Summit! Our Sydney office had its official launch in May and caters to Australasian businesses seeking to understand CSR in Asia, while our Tokyo and Europe offices will have their official launch in August. We will continue to expand our activities in Asia through these new offices in Australia and Japan. Perhaps most excitingly we are opening an office in Europe, based out of Edinburgh, because we see great opportunities to take the knowledge we have from Asia back to companies and other organisations in Europe. It is interesting to note that when we started CSR Asia, our intention was to give Western CSR programs an Asian flavour. We are now in the business of taking those Asian experiences back to the West.

There is a lot to learn.

We hope that you will continue to join us on this exciting journey.

Richard Welford

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これまでと同様に2009年と2010年前半はあっという間に過ぎていきました。これはおそらく、CSR Asiaがこれまでにないくらい忙しかったからだと思います。スタッフの数も増え、質の高い調査研究、コンサルティング、トレーニングをアジア太平洋地域全体でカバーできるように拡大できました。アジアでのCSRを主導できるような機関となるべく、組織としても成長できるように新しい経営構造を構築しています。

経済停滞の時期にあっても、2009年10月のトレーニングコースの刷新や、クアラルンプールでの過去最大級のCSR\_Asiaサミットの成功など、CSR Asiaはビジネスを拡大しております。2008年末から「CSR Asia戦略的パートナー」の会員数を増やし、設立委員メンバーの多大なご協力を得て「コミュニティ投資ラウンドテーブル」のための基金を立ち上げることができました。

CSR Asiaは有能なスタッフに恵まれ、それがわれわれの財産となっています。CSRの分野で貢献できることに喜びを感じるスタッフが一丸となっています。アジア地域では有能なスタッフを見出し採用するのは次第に困難になってきていますが、それにも関わらず、各地のオフィスが拡大できています。有能なスタッフの採用と維持は、CSR Asiaの成功のために不可欠と認識しています。

2009年末に、バンコク拠点とするアジア工科大学（AIT）とのジョイントベンチャーをスタートし、リーナ・ウォケックが代表に就任いたしました。このAITのCSRアジアセンター（CSRACA）はタイとメコン準地域でのビジネスの機会の創出に貢献しています。また、このAITとの協働は、CSRAsia高水準のコースを提供している団体ということの裏付けとなり、トレーニングの依頼も多くなっています。AITではCSRのサマースクールや修士コースなどの新しい試みを協働して行っています。

2010年は飛躍の年として、各地に3つものオフィスを開設いたしました。シドニーは5月に、東京と、欧州は8月にたちあがりました。シドニーと東京のオフィスを通じて、アジアでの活動を強化していきます。また、欧州にオフィスを開設した理由ですが、CSRはヨーロッパ発祥のもので、いまやアジアでのCSRの知見はヨーロッパでも非常に関心が高いからです。CSR Asiaがサービスを開始したときには、CSRはヨーロッパ発祥のもので、アジアのテイストを加えることで現地化していったのですが、今ではアジアでの経験がヨーロッパで広く求められているというのは、とても教訓に満ちています。

今後ともCSR Asiaをどうぞよろしくお願いたします。

Richard Welford

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时间转瞬即逝，转眼间便到了2010的下半年。而我们企业社会责任亚洲（CSR Asia）也比以往都更加忙碌：从2009到2010年，我们扩充了团队，提升了实力，以向亚太地区提供高质量的研究、咨询及培训；随着机构的不断发展壮大，我们也引入全新的管理体制，进一步巩固亚洲地区企业社会责任领域中的领先地位。

尽管处于全球经济发展困难的时期，但我们仍顶住压力，扩大业务，推出了新的培训课程，并于2009年10月在吉隆坡举办了史上最成功的企业社会责任亚洲峰会。在我们的初始会员的大力支持下，从2008年底起到现在，企业社会责任亚洲战略伙伴持续增长，为社区投资圆桌会议奠定了坚实的基础。

勤劳的员工是我们最宝贵的财富。我们拥有一个全员热心投身企业社会责任事业的坚实团队。尽管高质量人才愈发供不应求，但我们仍能全线扩大了各个办公室团队。因为我们知道，招聘并留住最优秀的人才才是我们成功的关键。

2009年底，我们委任丽娜·沃卡克（Leena Wokeck）管理我们与亚洲理工学院（Asian Institute of Technology--AIT）在曼谷成立的合资机构。新成立的CSRACA中心（CSR Asia Centre at AIT）为我们在泰国及湄公河流域开拓了新商机及与其他机构更密切的交流与合作。通过与当地知名的优秀培训机构合作，我们找到了在当地开展企业社会责任培训的机遇：我们将推广相关的创新短期课程及暑期班，并建立专业的企业社会责任硕士项目。

我们2010年的宏伟计划的其中一点是，成立新办公室—不仅是一个，而是三个！悉尼办公室在五月正式成立，东京及欧洲办公室也相继在8月启动。在澳洲及日本成立新办公室，是我们在亚洲地区活动的延续；更令人振奋的是我们欧洲办公室的建立，从中我们看到了我们把亚洲的经验带回给欧洲的企业及机构时显示出的巨大机遇。有意思的是，在企业社会责任亚洲（CSR Asia）成立之初，我们希望通过借鉴西方国家的经验，发展有亚洲特色的企业社会责任项目。但现在，我们则是把亚洲的经验带回到西方国家去。未知的领域依然宽广，我们希望探索的旅途中有你一路同行。

Richard Welford

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Tahun 2009 dan separuh pertama 2010 telah berlalu dengan amat pantas. Ini mungkin kerana CSR Asia lebih sibuk daripada sebelum ini. Kami telah menambah bilangan kakitangan kami serta meningkatkan keupayaan kami untuk menawarkan penyelidikan, perundingan dan latihan yang berkualiti bagi rantau Asia Pasifik. Kami telah wujudkan satu struktur pengurusan baru yang konsisten dengan sebuah organisasi yang berkembang pesat dan menjadikan diri kami sebagai organisasi CSR utama di Asia.

Walaupun keadaan ekonomi kurang menentu, perniagaan kami telah berkembang sepanjang tahun, dimana kami telah melancarkan kursus-kursus latihan baru dan pada bulan Oktober 2009, kami telah mengadakan CSR Asia Summit yang paling berjaya setakat ini di Kuala Lumpur. Sejak hujung tahun 2008, kami telah menambah jumlah CSR Asia Strategic Partners dan mewujudkan satu asas yang kukuh bagi Community Investment Round Table melalui sokongan berharga daripada ahli-ahli pengasas kami.

Kakitangan kami yang tekun ialah aset terbesar kami. Kami mempunyai satu pasukan yang komited dan teruja dengan sumbangan yang boleh mereka salurkan dalam bidang CSR. Walaupun kami merasakan semakin sukar untuk mengenal pasti sumber manusia yang berkualiti tinggi, kami masih berjaya mengembangkan pasukan kami dalam setiap pejabat. Kami mengakui bahawa

mengambil dan mengekalkan bakat yang terbaik amat penting untuk kejayaan kami.

Pada akhir tahun 2009 kami telah melantik Leena Wokeck untuk menjalankan operasi baru kami di Bangkok, suatu aktiviti usahasama dengan Asian Institute of Technology (AIT). CSR Asia Centre yang baru di AIT (CSRACA) telah membuka peluang-peluang baru bagi kami di Thailand dan kawasan Mekong di mana kami sudah mula bekerja dengan perniagaan-perniagaan dan agensi-agensi lain disini. Ia juga memberi kami satu peluang untuk mengembangkan bahagian latihan kami melalui suatu perkongsian dengan sebuah institusi yang diakui berkualiti tinggi di rantau ini. Matlamat kami ialah untuk menyediakan kursus-kursus jangka pendek berinovatif yang baru dan 'summer school' serta membangunkan program ijazah Master Profesional dalam CSR.

Kami mempunyai rancangan yang besar untuk tahun 2010, bukan sahaja membuka satu lagi pejabat, tetapi tiga, malah mengadakan Summit yang lebih besar dan lebih baik! Pejabat kami di Sydney telah dirasmikan pada bulan Mei dan pejabat kami di Tokyo dan Eropah akan dirasmikan pada bulan Ogos. Kami akan terus mengembangkan aktiviti-aktiviti kami di Asia melalui pejabat-pejabat baru kami di Australia dan Jepun. Mungkin yang paling mengujakan kami adalah membuka pejabat di Eropah adalah kerana kami melihat peluang-

peluang besar untuk berkongsi pengetahuan kami tentang Asia dengan syarikat-syarikat dan pertubuhan lain di Eropah. Ini sesuatu yang menarik kerana semasa kami memulakan CSR Asia, matlamat kami ialah untuk memberi program CSR di Barat suatu citarasa Asia. Sekarang, kami boleh berkongsi pengalaman Asia itu dengan Barat. Masih banyak yang perlu lagi dipelajari.

Kami berharap anda akan terus bersama kami dalam perjalanan yang mengujakan ini.

Richard Welford

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**This report has been designed to answer questions we are regularly asked about CSR Asia and to provide additional information.**

What questions does this section of the report answer?

- What period of time does this report cover?
- What is the report boundary?
- Where can I find your annual reports?
- Who should I contact with questions about this report or about CSR Asia?

This report is different from our previous three in that the period of time encompassed is more than a calendar year. With respect to all information and data, this report covers the period 1 January 2009 to 31 July 2010 with the exception of our environmental data and website statistics. The environmental data covers the period 1 January 2008 to 31 December 2009 to allow for a year on year comparison as, in last year's report, we disclosed results of the audit for the year 2007. The case study with respect to our environmental impact is based on the 2009 Summit. Our website statistics are for the calendar year 2009.

Our reasons for extending our usual reporting period are due to practical considerations and respect for work life balance: during the time we usually release our report the CSR Asia team responsible for the report content were

on maternity leave. However, despite a later publication date, the extended period covered in the report means that content is timely and relevant.

What is the report boundary?

This report covers our offices in Asia only. Specifically it excludes our offices in Sydney, Australia and Edinburgh, UK. At the time of writing the report the legal entities in Australia the UK were still in the process of registration.

Where can I find your annual reports?

If you would like to access the CSR Asia reports for 2006, 2007 or 2008 they can be found on our website: <http://www.csr-asia.com/aboutus.php#7>

Who should I contact with questions about this report or about CSR Asia?

If you have any further questions about this report or about CSR Asia in general please contact Executive Director, Erin Lyon. Erin is best contacted either via email: [elyon@csr-asia.com](mailto:elyon@csr-asia.com) or through the Singapore or Tokyo office. Alternatively, details of all of our offices can be found here: <http://www.csr-asia.com/contactus.php>

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**What questions does this section of the report answer?**

- What do you do?
- Where do you work?
- What is your legal structure and governance?
- How do you generate revenue?
- How many people work at CSR Asia and what is the workplace like?
- What's new since you last reported?
- How do you integrate sustainability into your organisation?

**What do you do?**

We are Corporate Social Responsibility (CSR) specialists operating in the Asia-Pacific region. In relation to CSR, we provide: advisory services, training, research on sustainable business practices and CSR intelligence that is specifically relevant for the Asia Pacific region. CSR Asia has a regional network of offices, staffed by a team of experts, ensuring that our clients keep ahead of the CSR issues as they evolve in the Asia-Pacific region. More about what we do can be found on our website here: <http://www.csr-asia.com/service.php#4>

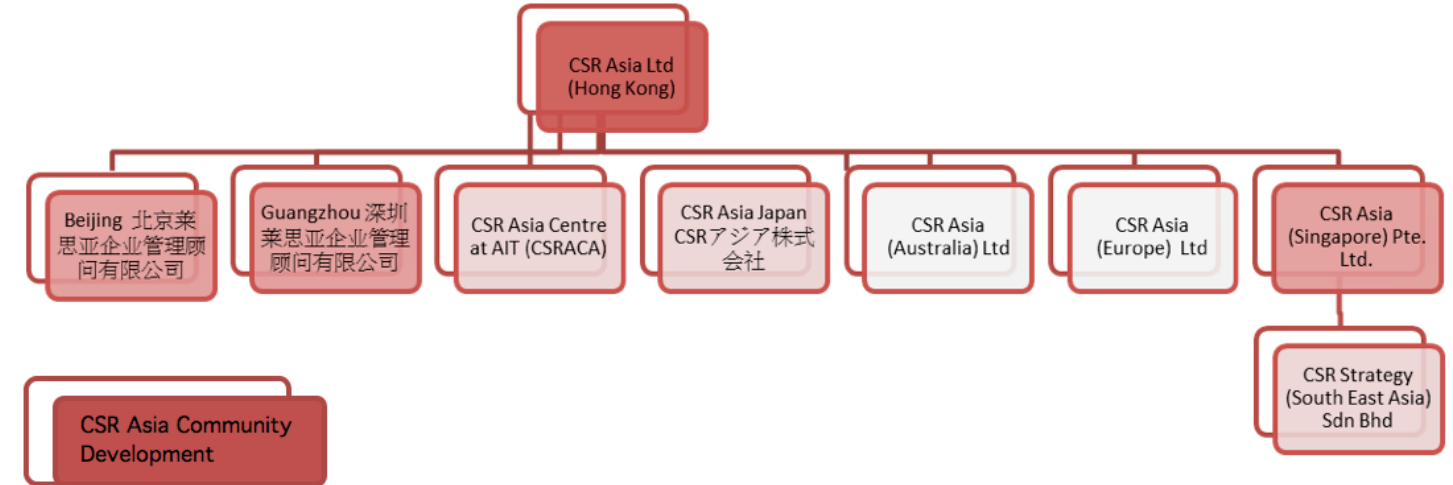
**Where do you work?**

Whilst we have offices in China, Hong Kong, Japan, Malaysia, Singapore and Thailand our work goes beyond just the countries in which we have a physical presence. A link to all of our office details can be found here: <http://www.csr-asia.com/contactus.php>  
In the past year as well as working on projects in the countries in which we have offices we have also undertaken work in Brunei, Colombia, Indonesia, France, Papua New Guinea, Philippines, Solomon Islands and Vietnam.

**What is your legal structure and governance?**

Our current legal structure and ownership is as follows:

**Structure**



**Ownership**

Colour	Description
	CSR Asia Ltd (Hong Kong) owned by Richard Welford, Stephen Frost, Erin Lyon, Michelle Brown, Brian Ho, Laura Crow, Chenyan Liu and Jacqui Dixon. CSR Asia Community Development Foundation was registered as a Hong Kong Society in January 2008.
	Legal entity 100% owned by CSR Asia Ltd
	Legal entity owned by CSR Asia Ltd and other shareholders. CSR Asia Centre at AIT (CSRACA): 50% CSR Asia Ltd 50% AIT CSR Asia Japan: 33.3% CSR Asia Ltd, 33.3% Makiko Akabane, 33.3% Erin Lyon CSR Strategy (South East Asia) Sdn Bhd 50% CSR Asia (Singapore) Pte Ltd, 50% Rikke Netterstrom.
	Legal entity in the process of registration and not covered in this report. CSR Asia (Europe) Ltd: 60% CSR Asia Ltd., 40% Michelle Brown

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## Governance

We have changed our governance structure since our last report. In June 2010 Rikke Netterstrom was appointed to sit on the board of CSR Asia Ltd. As of 31 July 2010 the board of CSR Asia Ltd is as follows.

CSR Asia board position	Name	Other positions held
Chairman	Richard Welford	Non-executive director Responsible Research (resigned July 2010) <b>Executive Director of European Research Press Ltd</b> , trading in Hong Kong as ERP Environment <b>Professor, Hong Kong University</b> Professor, Asian Institute of Technology Professor, University of the South Pacific
Executive Director	Stephen Frost	Non-executive director Responsible Research (resigned July 2010) <b>Advisory Board of the Global Social Compliance Programme GSCP</b> Part-time lecturer at City University of Hong Kong <b>Honorary Institute Associate of the Asia-Pacific Institute of Business at the Chinese University of Hong Kong</b> Visiting professor at the Guangdong University of Foreign Studies
Executive Director	Erin Lyon	Non-executive director Responsible Research (resigned July 2010) <b>GRI Stakeholder Council Member (Mediating Organisations)</b> Adjunct Faculty at Singapore Management University (SMU)
Executive Director	Rikke Netterstrom	

We constantly review the membership of our board but have decided not to make any further changes during this reporting period.

During the period of this report we have also indicated which other positions our board members held. In 2008, Richard Welford, Stephen Frost and Erin Lyon established Responsible Research as some of the founding shareholders and by 2010, together with the other board members of Responsible Research, decided that both CSR Asia and Responsible Research are dependent on, and have a duty to promote, good governance. Given the developing nature of both businesses and the activities undertaken, to ensure that there was absolutely no possibility of a conflict of interest for any party, resignation from the board of Responsible Research was the prudent and appropriate action to take. CSR Asia continues to have a strong relationship with Responsible Research and indeed is the sole distributor of the Asian Sustainability Rating™ (ASR™) for companies. More on Responsible Research <http://www.responsibleresearch.com/> and the ASR <http://www.asiansr.com/>

We have also improved our internal governance systems to accommodate the growth in the organisation. We have created a Management Committee which comprises the directors of each country office and the director of the Community Investment. This Management Committee meets on a monthly basis and is designed to provide strategic direction to CSR Asia and to ensure alignment between its offices and teams.

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### How do you generate revenue?

At the inception of CSR Asia it was agreed that the organisation would need to be self-sustaining. We do not therefore rely on any donations or grants to carry out the work that we do. Our ongoing activities are funded through our advisory services and contract research work, training, the Summit and annual subscription fees from our Strategic Partners programme. All income generated is used to cover staff costs, business travel, office expenses, marketing and information provision, the free information and events we provide as well as funding 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 will re-evaluate this decision not to publicly publish our accounts on an annual basis. Next year we plan to disclose a high level overview of our revenue by service offering.

Each CSR Asia office, with the exception of the CSR Asia Centre at AIT (CSRACA) and the CSR Asia Community Development Foundation is registered as a company in the country in which it operates and as such we produce local statutory accounts to comply with legislation in the countries in which we operate.

### How many people work at CSR Asia and what is the workplace like?

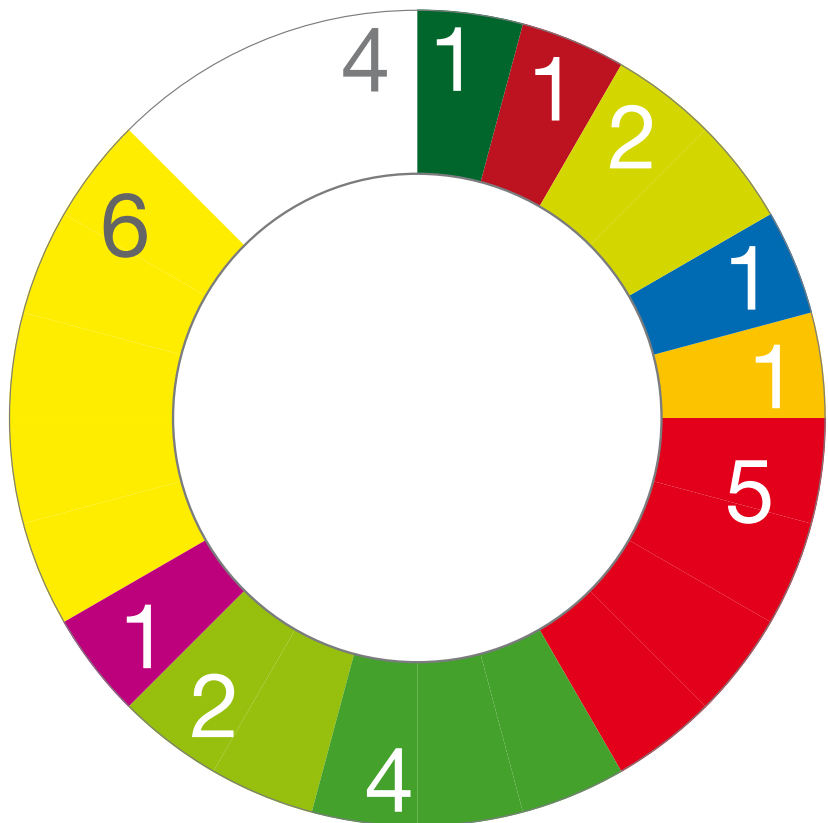
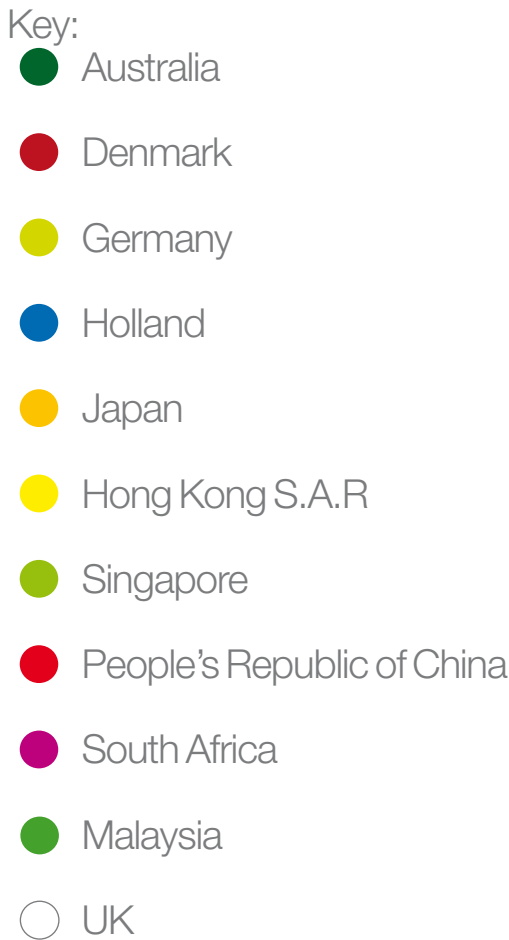
As at 31 July 2010 CSR Asia had twenty eight staff with a spread of nationalities representing our organisation's broad geographic spread. With the exception of two members of staff all are full time employees.

As a specialist CSR advisory organisation people are our key asset. They are on the ground in each country, and with their diverse backgrounds are the key to being able to provide targeted CSR Intelligence for our partners and quality services to our clients.

In our last report we stated that we intended to survey CSR Asia staff to see how human resource management could be improved. We have now implemented a confidential annual staff survey to track sentiment across the team. We have also put in place a more thorough review process and have set up a structured feedback mechanism. Each office where there are two or more members of a team also has an employee handbook which details all of the CSR Asia policies, staff benefits and working practices.

As we grow we are committed to an annual review of the employee handbook and to respond to any issues identified by the annual staff survey. Our goal going forward is to work on a cross office team building plan and to provide continued exposure for colleagues of the different business environments and countries we operate in.

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



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## What's new since you last reported?

Since our report for the year 2008 we have opened offices in Tokyo, Japan and have established our joint venture in Thailand, the CSR Asia Centre at AIT with the Asian Institute of Technology (AIT). Since we last reported we have also hired seven new people - a headcount increase of 33.3 %.

## What challenges do you face?

Our reporting period includes the time commonly referred to as the “financial crisis”, characterised by spending cuts by companies across all industries. It underlines the growth in CSR, the strength of our service offering and the resilience of our business model that during this time we remained focused on delivering value to our clients. Indeed, we were able to expand our business and maintain the number of strategic partners that we work with. The geographic location of our offices in parts of the world still experiencing relatively high levels of growth ensures that our business continues to thrive.

Finding qualified staff is still our top concern. Staff retention has to date been good, however identifying potential talent with the passion and interest to work for a dynamic social enterprise is always a challenge.

Within specific countries there are also occasionally unique trials. We work as a team to meet these challenges and support each of our offices as the need arises.

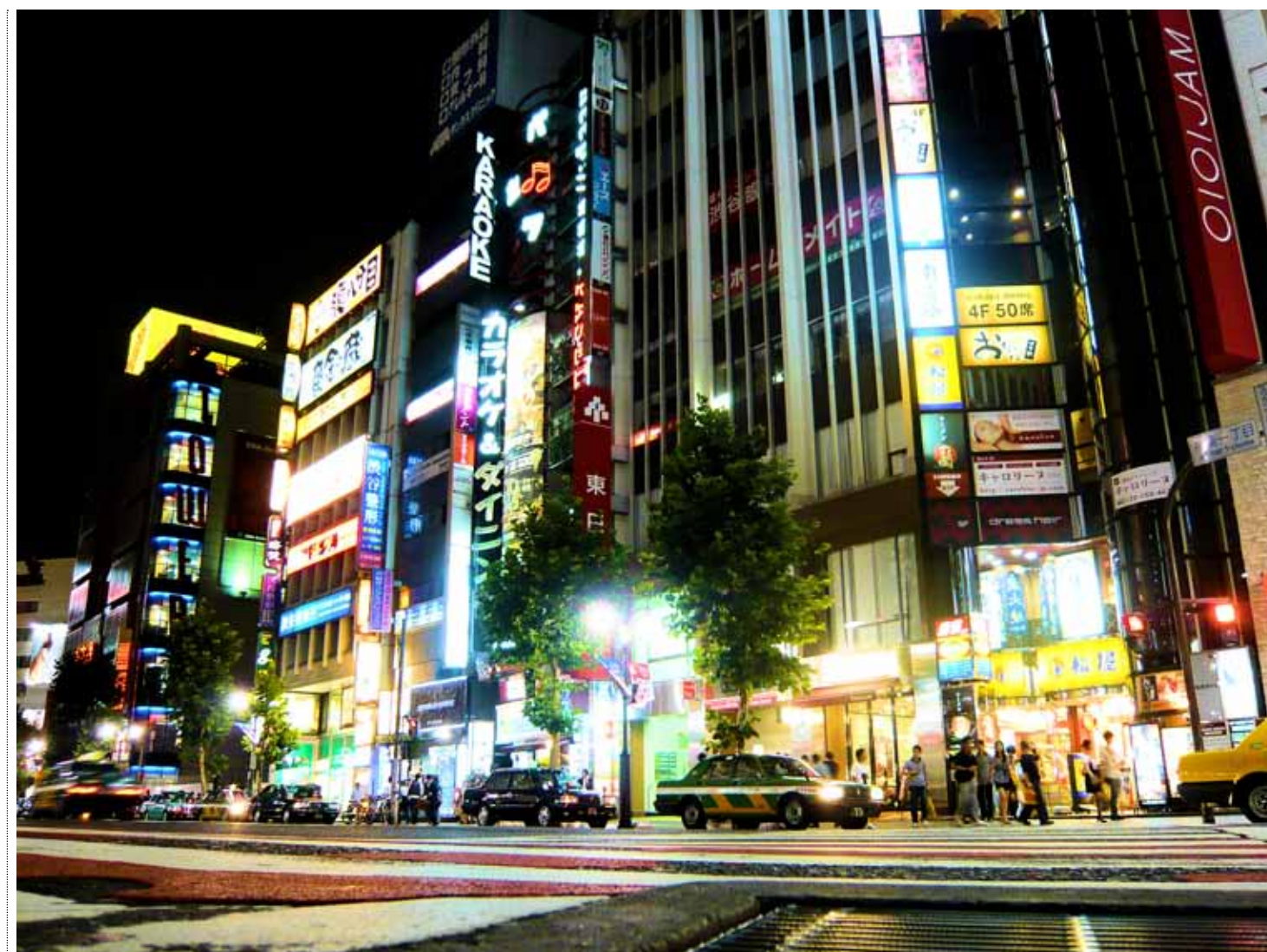
## How do you integrate sustainability into your organisation?

Each office is responsible for making key sustainability decisions as they impact the office directly. These include decisions about for example the office furniture we buy, the IT equipment we chose, the flights that we agree to take for work purposes and the benefits and support we provide for the people in each office.

At CSR Asia we are in the fortunate position to have people in the organisation who are acutely aware of sustainability issues and are empowered to make the right choices.

We also have policies where we feel they are necessary to underline our commitments and the way we think we should do business around the region. This information is both in our employee handbook and communicated down from our office directors.

Still we need to make improvements, our work now takes us around the globe and how we address the need for travel over the long term beyond our current efforts to reduce unnecessary flights is an issue for much further consideration.



New offices in Tokyo opened.

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This section of the report outlines how we work to promote sustainable business practices. Specifically it provides further details on:

- CSR Intelligence
- Summit
- Our Strategic Partners (CASP)
- Community Investment Roundtable (CIRT)

We work to promote sustainability in a variety of ways. We promote CSR and better sustainable business practices through:

- the CSR Intelligence we provide remotely – the *CSR Asia Weekly* Newsletter and the CSR research we post on our website,
- the in-person promotion at the monthly briefings and annual summit and
- through the external commitments of our directors.

This section provides further details about the reach of this promotion. Our impact is obviously harder to measure and going forward we are looking for ways to quantify and evaluate the impact of the work we do to ensure it remains targeted and relevant.

**“Over 60,000 hits per week to the CSR Asia website [www.csr-asia.com](http://www.csr-asia.com)”**

**CSR Intelligence**

The website: We have built the content of our website over the past seven years. We have consistently delivered timely updates and analysis of the latest CSR issues in Asia via our blog and *CSR Asia Weekly* and have provided the latest CSR developments in Asia for businesses and their stakeholders all over the world. In 2009 we were able to better monitor our website hits through the installation of Webalizer, a server-sided web stat tool to monitor website traffic. In our 2008 report we said that we had 4,000-5,000 hits per week, this data was collected using SiteMeter. With both our increased presence and better monitoring system we are delighted to report that in 2009 our hits averaged 60,238 per week. Nearly two thirds of the hits on our website are from readers who are based in Asia. We envisage that this will increase in the coming years as we provide more content in local languages. A full breakdown of our readers by country is provided right.

**Top viewers by country 2008**

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

**Top viewers by country 2009 (% only available from 2009)**

1. US (27%)
2. China (20%)
3. Hong Kong (18%)
4. Japan (16%)
5. Singapore (15%)
6. India (1%)
7. Thailand (1%)
8. UK (1%)
9. Indonesia (1%)

**“72% of CSR Asia website readers are based in Asia”**

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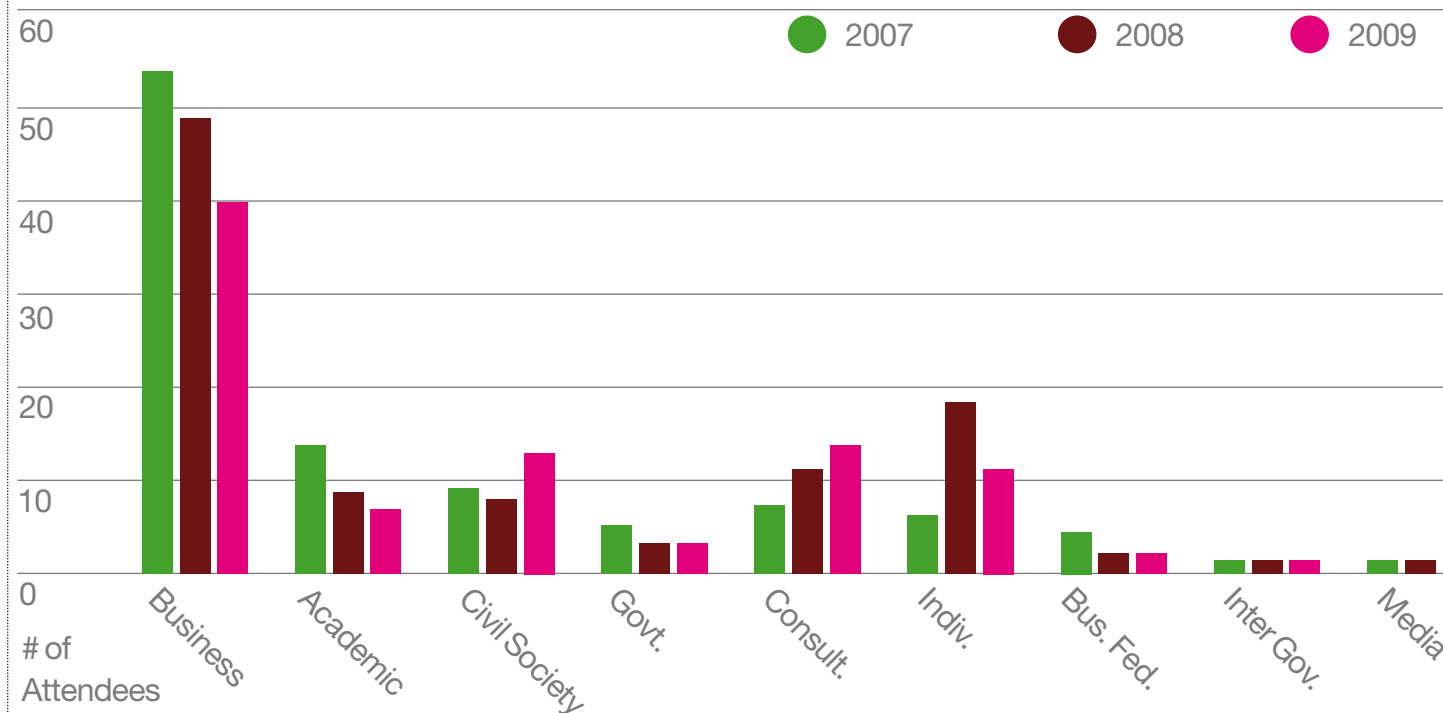


## Briefings

Since 2007 we have been organising free monthly briefings which focus on a variety of CSR issues. As we have opened offices in new locations we have been able to organise more briefings. In 2009 the briefings were once again kindly supported by Hewlett Packard. The briefings are an excellent forum for both sharing, learning and networking. Over the years we have been tracking the number of attendees and the profile of those attendees. In 2010 we are aiming to hit a total of over 1,000 people attending these briefings throughout the year. The numbers right are the number of unique attendees who attend the briefings throughout the year (which means we don't count repeat attendees).



Location	Registrants 2007	Registrants 2008	Registrants 2009
Hong Kong	291	263	370
Singapore	319	262	307
Beijing			240
Kuala Lumpur			20
<b>Total</b>	<b>610</b>	<b>525</b>	<b>937</b>



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## Research

Throughout 2009 we were commissioned to undertake CSR research. This research enabled us to deliver much needed information to our clients but also to help build a greater understanding of CSR in the Asia Pacific region.

As well as research we also assisted clients with handbooks and guidance materials. Clients included Companies, Associations, Non-Governmental Organisations and Governments. The research that we were able to make publicly available included:

### Making Climate Your Business: Private Sector Adaptation in Southeast Asia



This report commissioned by the Swedish International Development Cooperation Agency (SIDA) and written with World Resources Institute (WRI) focuses on business in Southeast Asia and how businesses can contribute to climate change adaptation. It demonstrates that business action is critical for assuring successful adaptation across society. While governments and

NGOs in the region are engaging with climate change, much of the business sector is yet to recognise its role. There are nevertheless some examples of good practice from the private sector included in the report.

### Sustainability Reporting: The Rise of the Report and the Regulator



The report, commissioned by the Association of Chartered Certified Accountants (ACCA) and undertaken by CSR Asia, provides an analysis of companies producing reports, describing their sustainability strategies, performance data and targets (Sustainability Reporting) in selected member countries of the Association of South East Asian Nations (ASEAN) countries (Indonesia, Malaysia, Philippines, Singapore and Thailand). The report also examines regulatory demands and voluntary guidelines for Sustainability Reporting in each selected country and outlines the usage of globally accepted standards and linkages to stakeholder expectations.

### CSR Asia Oxfam Corporate Social Responsibility Survey of Hang Seng Index Constituent Companies 2009



This report marks the completion of the second survey of the Hang Seng Index constituent companies in 2009. The survey focused on companies demonstrating the implementation of CSR initiatives through provision of substantial supporting evidence. Based on the feedback from companies in the first survey process, the 2009 questionnaire was adapted to be shorter overall, yet more rigorous. The scoring criteria were stricter, requiring much more evidence from companies for any points to be given. Oxfam Hong Kong hopes that this revised methodology will set a higher benchmark and a platform for continuous dialogue with companies on improving their CSR practices in the long run

### Thought Leadership

We continue to build our Thought Leadership research. From 2010 the Thought Leadership we produce will only be available to CSR Asia Strategic Partners.

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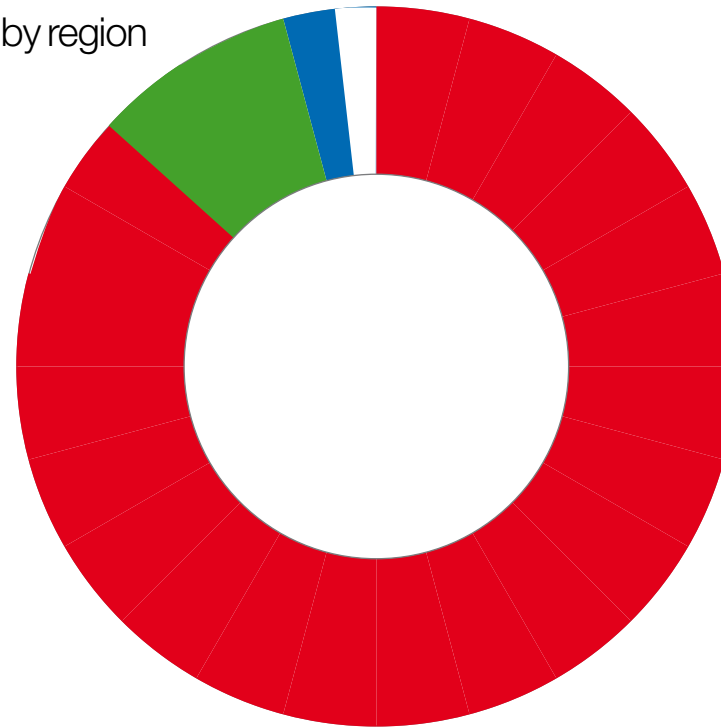
## The Summit

The 2009 Summit was held in the centre of Kuala Lumpur, Malaysia. The Summit is targeted at global and Asian experts and practitioners in the fields of social, environmental and corporate governance issues.

The 2009 Summit event attracted 300 delegates from 32 countries and regions. The majority of our delegates come from within the Asia-Pacific region, and many are corporate representatives. There are also a good number of representatives from the NGO and other sectors to contribute to the dynamic discussion.

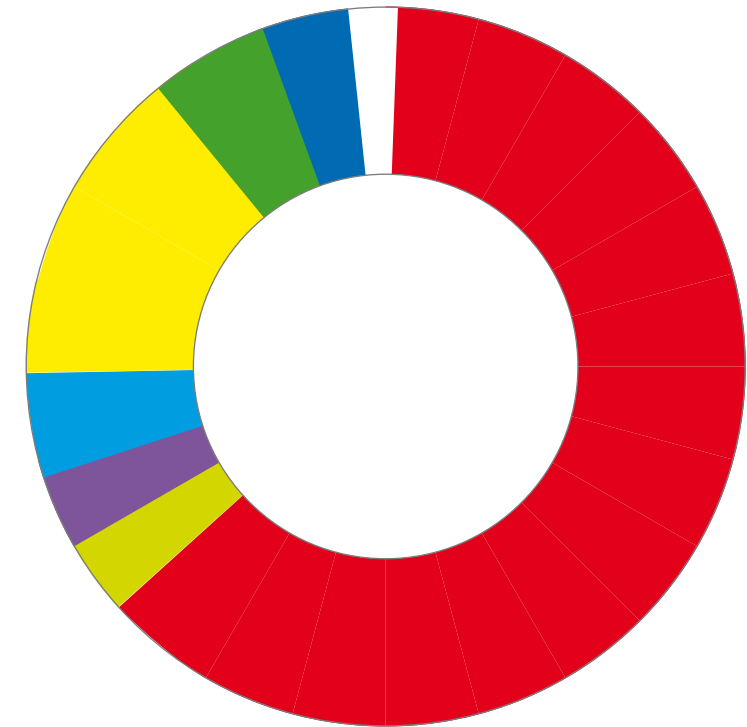
Delegate breakdown by region

- Asia-Pacific 92%
- Europe 6%
- Middle East 1%
- Americas 1%



Delegate types

- Company 69%
- NGO/NPO 14%
- Internationals Organisation 5%
- Other 4%
- Individual 3%
- Student 2%
- Government 2%
- Academic 1%



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## Reducing the environmental footprint of the CSR Asia Summit 2009

### Minimising Transportation Impact

The Summit venue was strategically located within Kuala Lumpur's main Golden Triangle business and commercial centre - well connected to the local public transportation system and within walking distance of all major tourist attractions.

### Minimising Resource Use

- Most of the marketing materials were electronic; printing was avoided as far as possible.
- Delegate packs and handouts were printed double sided on recycled paper or paper that is third party certified for being sustainable.
- Bottled water, disposable plates, cups, napkins, and utensils were avoided.
- Wherever possible, biodegradable or recyclable items were used.
- Menus served during the Summit were mainly based on local products and included a variety of vegetarian meals.
- Air-conditioning was kept at a moderate temperature.

### Offsetting Carbon Emissions

We purchased offsets for all emissions resulting from our CSR Asia Summit 2009. These included emissions from pre-event preparations, printed materials, event venue, travel activities, catering and accommodation of all participants will be offset by our Carbon Offset Sponsor, First Climate.



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## CSR ASIA STRATEGIC PARTNER

### CSR Asia Strategic Partners

We continue to see an increase in the number of CSR Asia Strategic Partners (CASP). At 31 July 2010 we had 63 Strategic Partners.

We continually strive to ensure that we are providing relevant and timely information to our Strategic Partners. Since the inception of our CASP programme we have held our fee constant at USD5,000 whilst increasing the number of benefits available. Again during this reporting period we increased the benefits available to partners.

This year we also conducted a survey of our partners to ensure that we were delivering what was needed and to see what further support was required. We reported back on these survey findings in the Quarterly Review that is available only for these partners.

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)

## CSR ASIA COMMUNITY INVESTMENT ROUND TABLE

**CSR Asia Community Investment Roundtable**  
The Community Investment Roundtable continues to be CSR Asia's member based initiative to make corporate community investment in Asia more

strategic and more effective. The roundtable allows companies to:

- Share and disseminate best practices on community investment strategy
- Understand and communicate the impact of business in the community
- Explore ways to maximize the benefits of corporate initiatives

At 31 July 2010 we had 13 members of the Community Investment Roundtable. We have continued to organise quarterly confidential member meetings, to provide members with a confidential space to share, discuss and learn. During the reporting period CSR Asia has organised six CIRT events: twice in Hong Kong, twice in Kuala Lumpur and twice in Beijing, to ensure continuing focus on strategic community investment for companies who are not members of the Roundtable. These events were organised in close cooperation with our member companies.

A preliminary website for the CIRT was developed which includes information on community investment and community impact. There is a members only section to access current measurement tools along with detailed briefings on 13 countries in the Asia-Pacific .

In 2010 and 2011 we will aim to grow our membership base of the CIRT by continuing to provide companies with learning on best practices, impact measurement tools and by expanding

our products and services in this field to keep up with global developments. We will continue to organise company-only events and ensure these events will be tailored to local needs and issues. CSR Asia is a licensed partner of the LBG (London Benchmarking Group) in the region. The LBG provides companies with a tried and tested methodology for valuing their community investment. A current list of our CIRT members and the benefits we provide to them can be found here [www.csr-asia.com/CDF](http://www.csr-asia.com/CDF)



**CSR Asia Community Development Foundation**  
Our Community Investment Roundtable is part of CSR Asia's Community Development Foundation, which was founded in 2008. In 2009 we received recognition and 'charitable status' from the Inland Revenue Department in Hong Kong. The overall objective of the Foundation is to contribute to alleviating poverty and suffering in Asia. During this reporting period, the activities of the CSR Asia Community Development Foundation have focused on getting the CIRT off the ground as the first step in meeting our objectives as a Society in Hong Kong. All revenues from CIRT membership fees go to the Foundation.

Going forward, and depending on available resources, we will develop further activities for partnerships for poverty alleviation and community

development. We will build further linkages with local government and we wish to harness the strengths and the expertise of business in a way that achieves maximum impact.

Find more information on the Foundation here [www.csr-asia.com/CDF](http://www.csr-asia.com/CDF)

From 2010 the Foundation will provide a standalone report of activities and finances.

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An internal best-practice analysis has shown that various measures to reduce carbon emissions, waste generation, use of electricity and consumption of resources are in place at our offices throughout the region. However, given the diverse office culture and different point of departures of our offices there is no concerted approach in place. While we own our office space in Hong Kong, offices elsewhere are leased. This leaves us with limited opportunities to influence the environmental footprint of our work space. Hence we will focus our efforts on behavioural changes and have developed a list of environmental measures to be applied across all offices.

## Reducing our carbon footprint

This year we are reporting greenhouse gas emissions for electricity use, paper consumption and business flights. The audit covered our office operations in Beijing, Hong Kong, Kuala Lumpur, Guangzhou, and Singapore. We are aiming to expand the scope of our audit and are putting measures in place to gather reliable data on water consumption and business taxi travel going forward. As we rely on third party data in these areas, we were not able to gather relevant accurate data in 2009.

With the opening of our office in Kuala Lumpur, emissions have increased in 2009 compared to 2008 and we expect further increases in 2010 as our business grows. This underlines the need for us to make all necessary efforts to further reduce our carbon footprint.

At CSR Asia we acknowledge the 'Carbon Management Hierarchy' which prioritises the avoidance, reduction and replacement of emissions over offsetting. We directly reduce emissions through replacing as many flights as possible with the use of teleconferencing and by implementing a range of measures aiming for a more sustainable use of resources and electricity and reduced waste generation.

We recognise that our CSR Asia Summit represents our largest contribution to global greenhouse gas emissions, drawing delegates from all over the world. We have therefore intensified our efforts in reducing the environmental footprint of our CSR Asia Summit 2010.

Tonnes of CO2 emissions	2008	2009
Electricity use	23.95	20.7
Paper consumption	1.02	1.36
Business flights	48.43*	56.71*
<b>Total</b>	<b>73.4</b>	<b>78.77</b>

\* excluding summit air travel