

CSR Asia Training Course

From Ideas to Action

8-9 May 2008, Hong Kong

CSR ASIA

www.csr-asia.com



Course overview:

This is an intensive introductory course aimed at new CSR managers, NGOs interested in engaging the business sector, representatives of business associations, consultants and anyone interested in learning about the issues and best practices involved with corporate social responsibility.

Its focus is on identifying CSR issues and then effectively dealing with them in an effective and transparent manner. It stresses the benefits of engaging with CSR issues and there are a number of case studies and examples of CSR that will be studied, including two presentations from companies with a history of CSR involvement.

The programme looks at the context of CSR in the Asia-Pacific Region, with an emphasis on Hong Kong, engaging employees in CSR initiatives, corporate image and reputation risk, managing CSR along supply chains, partnerships and stakeholder dialogue, overcoming barriers to CSR, identifying priorities for the future and building capacity in an organisation.

Topics include:

Current trends and drivers of CSR
Environmental management and natural resources
Developing brands and image through CSR
Labour standards and labour laws

CSR standards and legal aspects of CSR
Reporting and disclosure
Overcoming barriers to CSR
CSR in difficult industries and crisis management

Course Leaders :

Richard Welford - Chairman, CSR Asia

With 15 books and over 100 articles on sustainable development and globalisation to his name, Richard Welford is a leading authority on corporate social responsibility from an academic and business perspective. An economist by training, he has consulted internationally for business on CSR issues for the past ten years. Richard is in demand internationally as a speaker on environmental management, human rights and CSR. He is Co-founder and Chairman of CSR Asia and lives in Hong Kong.

Stephen Frost - Director, CSR Asia

Stephen Frost is an assistant professor at the Department of Asian and International Studies at City University of Hong Kong. He holds a PhD in Asian/Communication studies from Murdoch University in Australia and has previously worked for Asia's oldest and most respected labour rights NGO - the Asia Monitor Resource Centre (AMRC) - in Hong Kong for 3 years prior to joining City University. Stephen is Co-founder and Director of CSR Asia.

Date: 8-9 May 2008

Venue: Hong Kong (To be confirmed)

Fee: HKD3,600 / USD450 (or HKD2,880 / USD360 for CSR Asia Strategic Partners)

Registration: Please email Jimmy Huen at marketing@csr-asia.com or call (852) 3579 8079 for further enquiries.

The course fee includes training, refreshments and lunches.

Participants are responsible for transport, accommodation and other meals.

Terms and Conditions

Delegates within an organisation may transfer places without any charge. Cancellations after **24 April 2008** will incur an administrative charge of 25%. Cancellations made after **1 May 2008** will be charged the full fee. All cancellations must be made in writing or the full fee will be charged.

The organiser reserves the right to make changes to the programme without prior notice.

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