

Topics include

CSR in the
Global Economy

Identifying
CSR issues

Getting
employee buy-in

Corporate Image
and
reputation risk

CSR in
supply chains in
Asia

Partnerships and
Stakeholder
Dialogue

Case study:
Coca-Cola in India

Building better
business in China

Accountability and
Transparency

Brand Reputation

Capacity Building

Becoming a CSR
leader

Case study:
Disney in Hong
Kong

The next steps for
CSR in China

Corporate Social Responsibility Training



Building better business through CSR

A two day intensive course

Primary working language will be English

26-27 May 2006

Beijing, China

Course leaders: Richard Welford and Stephen Frost, CSR Asia

This is an intensive course aimed at CSR managers, NGOs interested in engaging the business sector, representatives of business associations, consultants and anyone interested in raising their awareness and knowledge about the issues and best practices involved with CSR. While the main focus will be on China we will also take a look at CSR in the wider Asian region and also learn how foreign companies view CSR. The central theme will examine how to build better business in China via CSR.

Key benefits of attending the event:

- ◆ Understand the context of CSR in the global economy
 - ◆ Identify the issues in China
 - ◆ Motivate staff by involving them in CSR initiatives
- ◆ Protect and enhance your brand and reputation through CSR
 - ◆ Develop trust through stakeholder engagement
 - ◆ Learn about the next steps for CSR in China

CSR Asia

Suite A, 13th Floor, Unionway Commercial Centre, 283 Queens Road Central
Sheung Wan, Hong Kong
Tel: +852 3579 8079
Fax: +852 3579 8080
enquiry@csr-asia.com
www.csr-asia.com

GTZ Beijing Office

Sunflower Tower Room 1100, Maizidian
Street 37, Chaoyang District, Beijing
100026 PR China
Tel: +86 10 8527 6123
Fax: +86 10 8527 5272
Andre.Lieber@gtz.de
www.gtz.de/china

Building better business through CSR - Course Programme

Day 1 (May 26)

MORNING

The context of CSR in the Global Economy: What are the major challenges and issues?; What are the drivers for CSR in the Asian region?; What are the demands being made from developed countries? What issues could damage you and your company in the future?

Discussion and exercise on identifying issues: What are the issues affecting companies in China?; What are likely to be the issues emerging over the next few years?; How can issues be prioritised?

Engaging employees in CSR initiatives: Why should you include your staff?; What are the benefits for employee engagement?; Evaluate what your staff think; Good employment practices and non-discrimination; Employee volunteering.

AFTERNOON

CSR, corporate image and reputation risk in China: How do you link your brand and reputation to CSR?; What can you do to enhance reputation through CSR?; The rise of BBS criticism; The role of the NGO/media; Environmental and social reporting

Case study: Coca Cola in India: Overview of real case; What are the lessons learned?

Managing CSR along supply chains in Asia: What are the supply chain issues?; Codes of conduct and implementation; Factory inspections and auditing; Capacity building for managers and workers; Supply chain management.

Day 2 (May 27)

MORNING

Partnerships and stakeholder dialogue: How to develop partnerships and affiliations; Identifying your stakeholders; How to engage in successful stakeholder dialogue; Maintaining and open and transparent stakeholder engagement; Partnerships in practice: What works and why?

Case study and group exercise designing indicators for a stakeholder dialogue based on the development of the Ngong Ping Cable Car: Real case example; Developing CSR indicators and tracking performance; Lessons learned from the process.

Building better business in China: Product responsibility; Ethical marketing; Tax liability; Local CSR standards; Tackling environmental issues

AFTERNOON

Case study: Disney in Hong Kong

Communicating the message and building the brand: CSR as a driver for brand and reputation; The building blocks of reputation; Accountability and transparency; Gaining a competitive advantage through CSR

Identifying priorities for the future and building capacity: Developing transparency; Tracking issues; Becoming a CSR leader; Embedding CSR into the organisation; Continuous improvement

Final Discussion Panel: What are the next steps for CSR in China (private sector, government and civil society?)

About your course leaders

RICHARD WELFORD

Richard Welford is a deputy director of the Corporate Environmental Governance Programme (CEGP) at the University of Hong Kong. Richard is an economist by training and has expertise in international business, having lived and worked in both Europe and Asia. Aside from being an academic, he has extensive business and consultancy experience. In his capacity as a CSR expert, he has written 15 books and over 100 articles relating to globalisation, international business, environmental management, human rights and CSR.

STEPHEN FROST

Stephen Frost is a Research Fellow at the Southeast Asia Research Centre (SEARC) at the City University of Hong Kong. He holds a PhD in Asian Studies from Murdoch University in Australia and worked for Asia's oldest and most respected labour NGO – the Asia Monitor Resource Centre (AMRC) – in Hong Kong for three years prior to joining SEARC.

About CSR Asia

CSR Asia provides information, research, training and analysis of CSR issues in the Asia Pacific region. Founded by Richard Welford of the Corporate Environmental Governance Programme (CEGP) at the University of Hong Kong and Stephen Frost of the South East Asia Research Centre (SEARC) at the City University of Hong Kong, CSR Asia is headquartered in Hong Kong and has offices in Singapore and Shenzhen.

About GTZ

The Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH is a service enterprise for development cooperation with world-wide operations. Owned by the Federal Republic of Germany, the organization operates as an enterprise with a development-policy mandate: to improve and sustain the living conditions of people in partner countries and to conserve the natural resources on which life depends. GTZ has been engaged in China for more than twenty years.

Cost

The course costs US\$500. This includes morning and afternoon refreshments and lunch on both days but not evening meals, transport and accommodation. A number of places for students and NGOs are also available at a reduced price.

Registration

Applications should be sent as a letter outlining why you are interested in CSR in Asia and what you hope to get out of the course. This should be sent to Leia Harfoot at lharfoot@csr-asia.com