

Topics include

CSR in the Asian context

Identifying CSR issues

Getting employee buy-in

CSR and HRM

CSR and reputation risk

CSR along supply chains

Codes of conduct and implementation

Capacity building

Stakeholder dialogue

Developing partnerships

Overcoming barriers to CSR

Developing transparency

Becoming a CSR leader

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CSR ASIA TRAINING

Corporate Social Responsibility

From Ideas to Action

2-3 December 2005
Hong Kong

Course leaders: Richard Welford and Stephen Frost, CSR Asia

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, 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.

Key benefits of attending the event:

- ◆ Understand the context of CSR in the Asia Pacific region
- ◆ Identify the issues impacting your business and supply chain
 - ◆ Motivate staff by involving them in CSR initiatives
- ◆ Protect and enhance your brand and reputation through CSR
 - ◆ Develop trust through stakeholder engagement
- ◆ Network with potential partners to enhance your business
- ◆ Learn about practical CSR strategies from leading companies

CSR: From ideas to action - Course Programme

Day 1 (December 2)

MORNING

The context of CSR in the Asia-Pacific region: What are the major challenges and issues?; What are the drivers for CSR in the region?; What issues could damage you in the future?; How do you manage risks?

Discussion and exercise on identifying issues: What are the issues affecting your company and your country?; 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.

CSR and human resources: Paul Angwin, Manpower.

AFTERNOON

CSR, corporate image and reputation risk: How do you link your brand and reputation to CSR?; Reputation risk issues; What can you do to enhance reputation through CSR?; Avoiding bribery and corruption; Environmental and social reporting.

Case study: Gold Mining in Indonesia: Overview of real case; What are the lessons learned?

Managing CSR along supply chains: What are the supply chain issues?; Codes of conduct and implementation; Factory inspections and auditing; Capacity building for managers and workers; The shift from policing to engagement (implications).

Day 2 (December 3)

MORNING

Partnerships and stakeholder dialogue: How to develop partnerships; Identifying your stakeholders; How to engage in successful stakeholder dialogue; Maintaining an 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.

Dealing with CSR in 'difficult' industries: Tobacco, alcohol, gambling issues; Should we engage with 'sin' industries?; Socially responsible investment (SRI) approaches; Engaging with people who do not want to engage with you.

Can a tobacco company be a responsible corporate citizen?
Philip Morris.

AFTERNOON

Case study: Disney in Hong Kong

Overcoming barriers to CSR: Identifying barriers to the implementation of CSR; When and why does CSR fail?; Matching the rhetoric to the reality; Mobilizing resources.

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

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. Richard has carried out a number of surveys on CSR and sustainable development across the world making him one of the few people to be able to evaluate exactly the state of play with regard to Asia.

STEPHEN FROST

Stephen Frost is a Research Fellow in the Southeast Asia Research Centre (SEARC) at the City University of Hong Kong, and Director of CSR Asia, a Hong Kong-based provider of CSR information and training. His current research interests include labour relations and regulations, the effect of foreign direct investment on industrial relations, and corporate social responsibility in Asia. His most recent publications include articles on corporate codes of conduct in the Chinese toy sector, labour relations and regulations in Cambodia, Singapore and Vietnam, labour standards in China, mainland Chinese investment in Southeast Asia, and recent changes to the Chinese occupational health and safety regulatory framework. He is a co-editor of the Asia-Pacific Labour Law Review: Workers' Rights for the New Century, (AMRC, 2003). 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 – 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 has offices in Hong Kong and Shenzhen and plans to expand further around the region.

Cost

The course costs US\$750. This includes morning and afternoon refreshments, a full lunch and dinner on 2 December, but not other evening meals, transport and accommodation. A limited number of places for students and NGOs are available priced at US\$500.

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 Jonathan Hills at jhills@csr-asia.com.