



WCSR 2010

World Corporate Social Responsibility Symposium 2010

12th & 13th October 2010

Sheraton Imperial Hotel - Kuala Lumpur, Malaysia

Creating A Virtuous Marketplace Towards A Sustainable Future

KEY BENEFITS

- **Discovering** the key success factors of an ideal CSR Strategy
- **Exploring** practical methods to conduct compelling CSR Campaigns
- **Leaning** the benefits of CSR Branding and Cause Related Marketing
- **Grasping** feasible industrial approaches to protect the Environment
- **Examining** the impact of corporate responsibility in shaping the Society
- **Understanding** the advantages of corporate ethics on the Economy
- **Analysing** the paradigm of effective CSR Reporting
- **Acquiring** knowledge to overcome the challenges in carrying out CSR



"People are going to want, and be able, to find out about the citizenship of a brand, whether it is doing the right things socially, economically and environmentally."
 - Mike Clasper, President of Business Development, Procter and Gamble (Europe)

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Why You Should Attend?

The rising awareness of Corporate Social Responsibility (CSR) is changing the way businesses operate around the world. It is a driving factor that is shaping corporate strategies and business principles towards a more sustainable future. Business is no longer just about profitability, it is about the culture to create a compassionate marketplace. CSR acknowledges that companies have an impact on the society, environment and economy through their operations, products, services as well as through interactions with key stakeholders. It involves efforts to manage this impact in order to add value to the company and to improve social, environmental and economic wellbeing of the present and future. Hence, companies need to be proactive in their CSR initiatives in order to remain competitive in the industry.

Corporate Social Responsibility (CSR) is an essential business aspect that companies need to prudently strategise to ensure success and progress of the company's future direction. Approximately 80% of the top global brands are actively contributing towards CSR efforts, while many companies are still at the threshold of their CSR initiatives. This is the crucial time for companies to start or enhance their CSR programme, especially in the Asian region where most companies are still not exposed to the concepts of CSR or have not acquired the right knowledge to start a CSR campaign. The implementation of a proper CSR strategy will pave the way towards better business growth and sustainability. It provides better accountability of the Triple Bottom Line (TBL) that focuses on organisational success in improving the welfare of people, planet as well as profit and it is a good performance indicator in measuring the organisations wider impact.

The Corporate Social Responsibility (CSR) journey is a long path that requires continuous support from the corporate organisations. Environmental conservation efforts that have received enormous respond from corporate companies to prevent climate change includes carbon emission reduction, marine pollution control, wildlife protection, reforestation, waste management and other green energy technological improvisation. Social welfare contributions from corporate organisations towards social development includes sponsorship for education and culture, financial and technology assistants to less fortunate communities, relieve aid to victims of catastrophe, medical donations, health awareness and other initiatives to improve the lives of people. Economically, corporate organisations play an important role in maintaining an ethical business environment that emphasizes quality in products, work ethics and lifestyle. This is achieved through company CSR policies to provide an encouraging work environment, optimistic employment opportunities and an aspiration to improve the lives of our global community. The CSR objectives can be achieved through the way companies conduct their businesses. Cause Related Marketing (CRM), strategic partnership with charitable organisations and fund raising campaigns are some approaches to CSR that would add greater value to the corporate brand as consumers are becoming more supportive of companies with a better CSR reputation. Socially Responsible Investment (SRI) is also gaining more significance in the share trading market. CSR Reporting is an important mission that companies need to take on in today's competitive business world as more emphasis is now placed on the accountability of CSR efforts.

This conference provides participants with valuable insights from experts across various industries. Learn from their experience and share opinions on how to carry out an effective CSR campaign and to overcome the challenges to leverage between profitability and compassion. Gather practical information and skills to lead your organisation towards greater sustainability and stronger market value.

Who Should Attend?

Presidents, Vice Presidents, CEOs, CMOs, COOs, Directors, Managers, Heads, Leaders and Professionals of:

- Corporate Social Responsibility
- Sustainable Development
- Environmental Affairs
- Corporate Governance
- Corporate Communications
- Community Relations
- Corporate Affairs
- Public Relations
- Media Relations
- Branding
- Business Development
- Investor Relations
- Strategic Planning
- Human Resource
- Resource Development
- Risk & Compliance
- Marketing Communications
- Marketing

From the following industries:

- Banking & Financial Services
- Oil & Gas / Chemical / Petrochemical
- Healthcare
- Automotive
- Aviation
- Transportation
- Logistics
- Utilities
- Agriculture / Plantation / Environmental
- Construction & Property
- FMCG
- Computer & IT
- Telecommunications
- Service
- Advertising
- Consultancy
- Conglomerates & MNCs
- Government Institutions
- Others



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Designing & Implementing Effective CSR Strategies & Reports

14th & 15th October 2010

Sheraton Imperial Hotel - Kuala Lumpur, Malaysia

IEMA Certified Workshop CSR Practitioner Training Global Certification for Professionals

KEY BENEFITS

- **Acquire** a Professional Qualification in the CSR and Sustainability field
- **Develop** an integrated approach to embed CSR within the corporate business strategy
- **Learn** to use a Comprehensive Approach to create effective CSR strategies
- **Acquire** the practical skills to execute and manage a CSR programme
- **Determine** the best practices to position a successful CSR campaign
- **Discover** the guidelines to valuable and influential CSR Reporting
- **Explore** new opportunities with an expanded Sustainability Network and stakeholder communication
- **Understand** the fundamentals of a winning CSR plan
- **Grasp** global trends that will impact the way organisations practice CSR



CSR PRACTITIONER CERTIFICATION

Only participants who successfully complete the Pre-Course Assignment and Post-Course Assignment for approval of IEMA Certification will be entitled to the following key benefits:

- Participants will receive an Official Business Certificate as CSR Practitioners
- Participants will receive a CSR-P Seal from CSE to communicate their professional qualification
- 6 months of FREE email consultation for delegates is provided by CSE after the course

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Corporate Social Responsibility (CSR) is shaping the way businesses operate around the world. Many companies are beginning to realise its importance and have started to embed CSR in their corporate strategies. The shift towards a virtuous marketplace is becoming more significant as many companies have embark on CSR initiatives over the pass few years. However, proper understanding and knowledge of its greater implication for business is still lacking. In most cases, CSR activities are conducted with no real link to organisations principles. This method creates little synergy between CSR activities and organisational practices resulting in unrealised benefits. The challenge in CSR is how to successfully incorporate CSR practices in the corporate strategy and business operations in a way that it complements and builds upon the existing corporate values.

The area of Corporate Social Responsibility (CSR) has evolved rapidly over the years, with various support groups and bodies that are set up to advocate best practice standards and guidelines. CSR activities have become much more accountable than before and it is important for corporate organisations to stay abreast on the latest trends of CSR developments. It is important for corporate organisations to compare their CSR performance against international benchmarks and comply with universal standards. Integrity and transparency is also a crucial issue that companies need to consider when doing CSR reporting.

CSR activities can indeed have a positive impact on business. As more companies from the global marketplace recognise the importance of CSR, there has been a fundamental shift on the perception. CSR which was once perceived as a loss making activity has now become a pursue that delivers substantial tangible and intangible long-term benefits.

This challenging 2-day course enables participants to acquire the skills and competencies required to become Certified Sustainability / CSR practitioners. Through specialized, detailed, and highly focused training, it provides them with the tools and necessary practical framework to improve CSR decision making, manage risks, measure performance, and to create and leverage partnerships. This masterclass provides participants with techniques, best practices and guidelines to strategise CSR in business positioning. Learn the right methods to plan, manage and implement a successful CSR strategy. Gather practical skills and tips from the expert and case studies to drive your organisation towards a more sustainable future.

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- Sustainability Professionals
- Environmental Professionals
- Corporate Social Responsibility
- Sustainable Development
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Speaker Profile



Nikos Avlonas

**Founder & Managing Director
Centre for Sustainability & Excellence
(CSE) - Athens, Greece**

Nikos Avlonas is one of the founders and Managing Director of the Centre for Sustainability & Excellence (CSE), leading international advisory & training organisation for Sustainable Development Solutions with offices in Chicago, Brussels, and Athens.

Contributing to the formation of CR trends worldwide, and with projects across 18 countries, he has led CSE in assisting organizations and institutions produce positive impacts and added value through advanced methodologies that adhere to global criteria and key services such as Corporate Social Responsibility (Strategy-to-Reporting), Carbon Footprint Strategy (Assessment-to-Offsetting), Green & Social Cause Related Marketing, Executive Training, and Performance Management.

As a specialist he has worked with corporations such as BP, Dell Computers, McCain, TNT, DHL, Lafarge, Deutsche Post, HSBC, Bank of Cyprus, TECOM, DIFC and organizations such as the European Investment Bank, Dubai Centre for Corporate Values, JetOil, and State of Illinois Treasury Office to effectively achieve Sustainability and Excellence. Currently, he is an advisor to Lloyds Banking Group on Corporate Social Responsibility.

Recognized for his influential "Walk the Talk" approach, Nikos Avlonas has addressed numerous international conferences and roundtables, where he has led panels, workshops, and lectures (Chicago, Calcutta, Beijing, Istanbul, London, Paris, Cairo, Madrid, Barcelona, Brussels, Rome, Budapest, Lisbon, Frankfurt, Hague, Moscow, Tehran, Luxembourg, Warsaw, Athens, Nicosia, Singapore and Dubai).

With extensive international experience in Executive Training he has provided professionals Accredited workshops on CSR and Climate Change to over 5000 professionals in 18 countries from public and private organisations (EFQM Brussels, Dubai Government, BP, Coca Cola, Mobistar, Rolls Royce, Total, Deutsche Post, Pioneer Europe, Swiss Institute for applied Sciences, Athens International Airport, DELL, Tasty Foods, the Hellenic Bank Association, Bank of Valetta, Lloyds TSB, British American Tobacco, Cosmote, Dubai Airport, the Volvo Group, EDF, Dubai Holding).

He has also lead collaborations for the development of a CSR European Framework supported by the United Nations and Secretary General Kofi Annan and has offered expertise as a member of the Executive Review Committee for the review of the EFQM Excellence Model, which created the Business Excellence Model Ed. 2003 for more than 30,000 European Enterprises. Furthermore, Nikos collaborates with the International Chamber of Commerce, World Council for Corporate Governance, UN Global Compact, and European Academy for Business in Society and an advisory board member of The EthicMark®.

Nikos is one of the founders and Vice President of the Corporate Responsibility Institute a non-profit organization for CSR Performance Evaluation and Benchmarking based on the BITC CR Index. In the past he was the initiator and Vice Chairman of the Greek Institute for Business Ethics (European Business Ethics Network, EBEN) and Scientific Advisor to Brussel's European Foundation for Quality Management (EFQM) in the areas of Business Excellence and Corporate Social Responsibility.

In the past, he has served as a Part -Time Professor at the American College Of Greece, Deree College and visiting professor in numerous universities, including the Kellogg School of Management (Chicago) and Sheffield Hallam University (U.K), for Corporate Social Responsibility (CSR), Total Quality Management and Supply Chain Management.

Throughout his career, he has published numerous articles & surveys in both local and international journals, magazines, and has been interviewed by the media and press, including CNBC, CCTV (China Central TV).

Nikos Avlonas is married, has a young son and currently resides in Athens with his family.

Testimonials

"I appreciated the teamwork, collaborative approach, and availability of the instructors for questions and discussions. It was great!"

Grant Buma, Green Team Leader, Sara Lee Corporation

"The interactive nature of the training, with lots of time dedicated to discussion rather than listening to a presenter, is what I liked the most"

Ms. Melanie Brooke-Lander, HS&E Director, Baker Hughes

"CSE puts sustainability issues and solutions in one place, providing increased clarity to the CSR executive. I found the course both informative and highly interactive"

Cortney McDermott Head of CSR & Sustainability, The North Face EMEA - VF Corporation



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Centre for Sustainability and Excellence-CSE



CENTRE for SUSTAINABILITY
and EXCELLENCE



The **Centre for Sustainability and Excellence (CSE)** is an international advisory, coaching and training organisation specialised in Sustainable Development Solutions with offices in Chicago, Athens and Brussels. Working with both the public and private sector, CSE provides clients with the most advanced sustainable development methodologies, while adhering to social and environmental criteria. Contributing to the formation of CR trends worldwide, and with projects across 18 countries, CSE assists organisations and institutions to produce positive impacts and added value through the following key service areas:

- CSR Management and Reporting
- Green & Social Cause Related Marketing
- CSR Assurance and Sustainable Investments
- Climate Change Solutions & Cost-Effectiveness
- Executive Training & Performance Management
- Green Entrepreneurship & Green Business Start-ups

CSE services have evolved from an application of advanced management tools and an in-depth understanding of the practical challenges clients face in relation to the implementation of strategic CR activities. Expertise in these key areas proactively builds focused social and environmental strategies, creating business growth and increased stakeholder brand value and reputation.

- 5000 executives trained globally
- Workshops held in more than 14 countries
- Leader in in-house CSR workshops conducted in more than 25 companies
- Internationally renowned instructors on CSR and Sustainable Development
- Approved more than 100 Qualified CSR Practitioners from 5 continents and 18 countries

CSE is an Institute of Environmental Management & Assessment (IEMA) Approved Courses and Training Organisation, as mentioned in the IEMA "Training Providers" document (last updated July 22, 2010)

CSE is a Carbon Neutral Organisation since 2007

CSE Issues an Annual Sustainability Report, based on the UNGC Principles

Institute of Environmental Management & Assessment - IEMA

The **Institute of Environmental Management & Assessment (IEMA)** is a professional body for practitioners involved in environmental management and assessment. The institute supports members by providing recognition of knowledge and skills through professional qualifications and through provision of the membership services, including IEMA Approved Training Courses.

The institute's aim is to promote the goal of sustainable development through improved environmental practice and performance. One of the ways in which this goal is delivered is through the provision of a range of high quality training courses to equip members with environmental knowledge and skills to make a practical difference in the workplace.