



WCSR 2010



# World Corporate Social Responsibility Conference 2010

23<sup>rd</sup> & 24<sup>th</sup> August 2010

Prince Hotel & Residence - Kuala Lumpur, Malaysia

## Creating A Virtuous Marketplace For 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, Proctor and Gamble (Europe)*

ORGANISER



[www.evolution-asia.com](http://www.evolution-asia.com)



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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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# Developing & Implementing An Effective CSR Strategy

25<sup>th</sup> August 2010

Prince Hotel & Residence - Kuala Lumpur, Malaysia

## The Way Forward For Sustainable Business

### OBJECTIVES

- **Develop** an integrated approach to embed CSR within the corporate business strategy
- **Learn** to formulate and implement an effective CSR strategy
- **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
- **Gather** useful knowledge of Socially Responsible Investment (SRI) and stakeholder communication
- **Understand** the fundamentals of a winning CSR plan
- **Grasp** global trends that will impact the way organisations practice CSR



"Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it ... because it is good for our business"  
- Niall Fitzgerald, Former CEO, Unilever

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## Why You Should Attend?

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 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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