

Best Practices for Sustainable Corporate Social Responsibility 2009

Optimizing your CSR plan in economic crisis with the efficient toolboxes from experienced practitioners

Shanghai, China

20th & 21st August 2009

With the expanding of economic crisis, companies are under great pressure. Is it impossible to implement CSR into business strategy while you are working hard on seeking for every means to survive in the cruel market? Actually, CSR will help companies to improve their business for a sustainable development.



Attending this informative event and gain practical insights into:

- Improving risk management skill from experienced organizations to make right decision on making CSR plan
- Implementing a vertical and horizon CSR plan in supply chain
- Obtaining the most practical toolbox to customizing a solution which suits your company most.
- Tailoring efficient CSR plan for SMEs
- Optimizing your social responsible solution for an downsizing organization
- Enhancing the social responsibility inside the company by providing a better and more prospective environment to Employees
- Developing curricula to make the employees' skill sustainable.
- Highlighting the value of non financial performance with sustainability report
- Maintaining employees' trust and loyalty in the changeable world with efficient communication
- Making suitable CSR plan by earning the trend of CSR in such critical time

Equipping companies and stakeholders with the most practical toolboxes on Corporate Social Responsibility from our honored guru:

In the past decades, with the business expanding, companies have been considering the impacts of CSR as an important factor for business strategy. Product quality is not the only thing customer cares, contribution the company has done to society and environment becomes another important motive to encourage them to buy. This also turns out to be a factor for corporate sustainable development.

We provide the most practical toolboxes in this event, including information, ideas and advice designed to help companies and their stakeholders address socio-economic and environmental challenges and integrate CSR into mainstream business practice.

Sustainable Production & Consumption:

- Sustainable Marketing
- Environment and Financial Sector

Communication & Transparency:

- Stakeholder Engagement
- CSR Reporting

Revolutionary Business Models:

- Supply Chain Management
- Social Inclusion
- R&D Innovation Networks

Human Capital:

- Skills for Employability
- Employee Community Engagement

Organized by



Media Partner



Be sure and register now
Call +86 28 6552 1255

Shanghai, China
20th & 21st August 2009

0830 Registration and morning coffee

0900 Opening address from the Chairman

0915 Session One - Expert insight**Implementing CSR in business strategy**

Manila Water's success story may be attributed to how the company has perfectly aligned its social and environmental objectives with its business goals. Its flagship program, 'Tubig Para Sa Barangay' (TPSB) or Water for the Community, has helped 1.5 million poor people get 24-hour access to safe drinking water at affordable rates. Manila Water is also a pioneer in the Philippines in terms of integrating environmental initiatives in its business operations to help combat the effects of Climate Change.

- Background and profile of Manila Water
- Sustainable Development policy and vision
- CSR framework
- Social programs
- Environmental programs
- Sustainability reporting

Carla May B. Kim

Head Sustainable Development Department

Manila Water Company, Inc.**1000 Session Two - Case study****Optimizing your Country Risk Management to help you make right decision at first step**

It has become increasingly important for decision makers to consider Corporate Social Responsibility (CSR) risks when entering a new country or establishing commercial partnerships with organizations based around the world.

- Country Governance: Coverage of business related risks in a country, including social, economic and political influences, corruption and the legal environment
- Human Rights: Analysis of a country's position and performance on key human rights issues, including adherence to UN declarations, the national context, reported human rights abuses and related issues
- Environment: Analysis of a country's environment, including governance, current state, future outlook and key issues

1045 Morning refreshment and networking break

1115 Session Three - Toolbox**Developing a Socially Responsible Solution for an Downsizing Organization**

Downsizing is never easy and always has consequences. With the economic crisis, many corporate have to find a solution to minimize the impact on employees and the local community.

1200 Networking Luncheon

1330 Session Four - Case study**Standard Chartered Bank's Living with HIV programme**

Living with HIV (LwHIV) is Standard Chartered's current peer education programme which was launched in 2003. Our commitment developed from a desire to protect basic human rights, promote the health of our employees, keep business costs related to HIV/AIDS to a minimum and respond to what we see as a global challenge.

- Introduce what LWHIV is about, how it fits into the Bank's overall agenda and yourself as East China Champion
- Explain how the structure works, how we leverage on employee volunteering for the cause
- Importance of employee engagement and share some insights on the rewards of volunteering
- For companies who are keen to tap on this model – what are the best practices?

Louise Vogler

Senior Credit Officer - East China, Wholesale Banking /

Living with HIV Champion – East China

Standard Chartered Bank**1415 Session Five - Toolbox****Sustainable Development in Supply Chain**

- Implementing CSR within the Supply Chain
- Making CSR a win-win for Buyer and Supplier: Understanding the Chinese Manufacturer's Point of View
- Communicating CSR/ Sustainability to Your Supply Chain

Sam Yoonsuk Lee CEO **InnoCSR**

1500 Afternoon refreshment and networking break

1530 Session Six - Case Study**Corporate Citizenship**

Companies are corporate citizens of our global society, and like its private citizens, they have rights and responsibilities. They are society's great wealth creators and Corporate Citizenship exists to help them be simultaneously successful and responsible. We provide the creative strategy, management consulting and two way communications, to enable companies to be a social, economic and environmental force for good.

Murray King GM **APCO Worldwide(Shanghai)****1615 Session Seven - Toolbox****Implementing ethical management in Corporate in changeable economic world**

- Promoting wellbeing at workplace
- Providing equal opportunities to all employees by implementing a recruitment and employment policy.
- Winning trust in an insecure market with open and honest communication

1700 Closing remark and end of conference day one

Why you cannot miss this event?

For many enterprises, CSR is not a new topic. But with the growth of clients' diverse expectations, many organizations realize that CSR is far beyond compliance and branding, it is important in business sustainability.

Nevertheless, there are still many companies that have not implemented CSR programs into their business plan yet. With the practical toolboxes from the big organizations, this event really is a one-stop shop, where you can learn about all the biggest and most pressing responsible business problems in the changeable world with challenges.

0830 Registration and morning coffee

0900 Opening address from the chairman

0915 Session one

Toolkit for Imitating, Implementing, Managing and Evaluating Corporate Volunteer Program – Findings from a joint research conducted by AmCham Shanghai & Clinton School for Public Service, University of Arkansas

Oliver Yang Manager, CSR and Government Relations

The American Chamber of Commerce in Shanghai

Mr. Yang joined the Chamber in 2005 and leads Chamber's robust Corporate Social Responsibility program. Through initiatives in community outreach, environmental stewardship, employee health & safety, corporate governance, public healthcare, NGO capacity building, and public private partnership, AmCham Shanghai CSR program has been growing to be an effective platform for different stakeholders to communicate and collaborate.

1000 Session Two - Case study

Assessment of Public Welfare Projects

For sustainable development, companies are not only responsible for their stakeholders, but also responsible for employees, customers, suppliers, and even environment. Companies engage more often into public welfare project, but how to choose a project for company is not as easy as we thought. It is better to have an assessment before you actually start.

1045 Morning refreshment and networking break

1115 Session Three – Case study

Advocating CSR to everyone with the power of media

- Available / appropriate media platform
- Understanding the power/ limitations of the media
- A maturing media and maturing messages
- Create awareness and advocate through the media

Richard Brubaker Managing Director **Crossroads**

1200 Networking Luncheon

Attending this informative event and gain practical insights into:

- Improving risk management skill from experienced organizations to make right decision on making CSR plan
- Implementing a vertical and horizon CSR plan in supply chain
- Obtaining the most practical toolbox to customizing a solution which suits your company most
- Tailoring efficient CSR plan for SMEs
- Optimizing your social responsible solution for an downsizing organization
- Enhancing the social responsibility inside the company by providing a better and more prospective environment to employees

1330 Session Four –Case study

How brands can leverage IWOM for CSR efforts

- The growth and power of the internet in China
- Internet Word of Mouth (IWOM) landscape in China
- How IWOM is redefining the relationship between brands and consumers
- IWOM Crisis:
 - a. Case studies of consumers leveraging IWOM to expose health issues (ie SKII, San Lu, etc)
 - b. Case studies of brands leveraging IWOM to communicate transparently with consumers
- Recommendations on how brands can leverage IWOM for CSR efforts

Sam Flemming CEO **CIC**

1415 Session Five –Toolbox

Presenting a sustainability report to highlight the value of non financial performance

Traditional annual reports are unable to communicate to stakeholders the non financial performance of an enterprise and highlight its value creation in the social and environmental domain. This toolbox will help you get improvement in stakeholder.

Sue Su Leader of the Sustainability Team **APP China**

1500 Afternoon refreshment and networking break

1530 Session Six - Panel Discussion

Learning the trend of CSR in economic crisis

With the global economic crisis, international companies are expected more to take the social responsibility. It means that they are facing more challenges. According to a recent research report, customers care the product quality, as well as the contribution the companies do. This becomes a major point to encourage them to buy the products even in the economic crisis. Join us to discuss the trend of CSR in such critical time, you should feel no confused after you share opinion with each other.

1615 Session Seven - Toolbox

Raising productivity by improving skills for employability

- Increasing the skill level of employees in the areas of technical abilities, information technology and other employability-related skills
- Developing curricula to make the process of skill creation long-term and sustainable
- Offering mentoring programs to help the transference of skills

1700 Closing remark and end of conference

Who should attend?

If you are an executive with responsibility in any of the following areas, then this conference is tailored specifically to you:

- | | |
|---------------------------------------|-------------------------|
| • Corporate Responsibility | • Climate Change |
| • Environmental Affairs | • Communication |
| • Sustainability | • Renewables |
| • Public Affairs | • Anti-Corruption |
| • Corporate Citizenship | • Reporting |
| • Supply Chain Management | • Corporate Citizenship |
| • Social and Environmental Management | |

Best Practices for Sustainable Corporate Social Responsibility 2009

SH 09019-Sales Contract-Please Complete in Capital Letters and Black Ink

Sales Contract

Please complete this form immediately and fax back to

Whitney Shen

Fax No: +86 28 6552 1233

Fee Per Delegate

☐ Two Day Conference Fee US \$1195 per person

All the registered delegates are entitled for a set of documentation free of charge

☐ DOCUMENTATION US \$500

If you are unable to attend the conference/training but wish to receive copies of the conference/training documentation, please complete the sales contract, tick this box and return the contract with payment details.

Full Payment is required within 5 working days

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Organisation: _____

Address: _____

Town: _____ State: _____ Postcode: _____

Tel: _____ Fax: _____

Nature of Business: _____

Company Size: ☐ 1-99 ☐ 100-249 ☐ 250-499

☐ 500-999 ☐ 1000+

Authorization

(Signatory must be authorized to sign on behalf of contracting organization.)

Name: _____

Position: _____

Signature: _____ Date: _____

This booking is invalid without a signature.



Register Now

Contact: Whitney Shen

Tel: +86 28 6552 1255

Fax: +86 28 6552 1233

Email: whitney.shen@martinlinking.net

Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 6552 1255.

Payment Method

Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.

开户名: 成都马汀令可商务咨询有限公司

开户行: 中国工商银行成都市暑袜南街支行

账 号: **4402928009022523952**

CONFIRMATION DETAILS: After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at Martin Linking.

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms - Following completion and return of the registration form, full payment is required within five (5) working days upon the issuance of invoice. Payment must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/training seats, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.
3. Client's Cancellation/substitution - Provided the total fee has been paid, client's cancellation must be received in writing by MAIL or FAX four (4) weeks prior to the event in order to obtain an 85% credit to attend for any future **Martin Linking** Events. Under such circumstances, **Martin Linking** will retain the other 15% service fee to cover expenses for prior cost that has already been incurred upon the acceptance of registration. All bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **Martin Linking**.
4. If, for any unexpected circumstances or reasons that **Martin Linking** decides to postpone this event, the client hereby indemnifies and holds **Martin Linking** harmless from any cost incurred in by the client. The event fee will not be refunded, but can be credited to future **Martin Linking**'s events. **Martin Linking** reserves the right to change the content without notice.
5. Copyright etc. - All Intellectual Property rights in all materials produced or distributed BY **Martin Linking** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.
6. Important note: In the event that **Martin Linking** permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.