

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

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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

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

1045 Morning refreshment and networking break

About Martin Linking

We are dedicated to make sure to offer clients cutting edge information they can use immediately.

Martin Linking Business Consulting is an Australia based company providing senior business executives around the world with tailored professional trainings, practical conferences and business consulting services.

We invite the leading business practitioners, industry decision makers and innovators to share insights, best business practice, and new technology at our events. **We are dedicated to make sure to give attendees cutting edge information they can use immediately.** We constantly research and listen to all industry sectors to ensure that the business intelligence we provide is timely and cutting-edge. And we continue to grow.

1115 Session Three

Green Building – Marketing Solutions to CSR

Without doubt, every company should have the commitment to CSR so as to be recognized as part of this society. On the other side, following up with CSR contributes to other aspects, say, branding, etc. As a further step, per our research and real consulting work, focusing on Green Building, the contribution to CSR also can help the company to earn the money back. This view of point could be proved very well by Green Building practice. Obviously, the investment on Green Building should be big efforts for CSR since Green Building can help reduce the Global Warming, Cut down the electrical peak, Improving the City Transportation, etc. And on the other side, based on our real practice, the benefits from Green Building, say, Energy Saving can pay back that extra money in the long term. Even we found always ROI could be within 5 years if we can go for Green Building reasonably. Easily you may understand how important this fact is, just as DOW's story. That means we can encourage CSR actions with Marketed Based Driving Force, which can very strongly push corporate to embrace CSR more.

- Green Building Overview
- The Triple Bottom Line
- Better Buildings = Better Companies

Mr. Yingchu Qian General Manager**Environmental Marketing Solutions, Inc., Shanghai**

1200 Networking Luncheon

1330 Half-day Workshop

Building your CSR Strategy in China

The pursuit of social and environmental strategy is being seen as a critical component to the company's profitability and business sustainability. Business leaders have realized that CSR is a vital component of their overall business strategy. It also has lot of relationship to the conventional functions such as Marketing, HR, Government Relations, R&D, Operations and etc. However most of the CSR strategies are not aligned to the business. This is especially true for China where owing to the lack of knowledge, experience and benchmarking tools by the companies usually result into non strategic philanthropy.

The session discusses about the "why" and "how" of CSR program development by looking into companies. We will look into streamlining company's strategy to the social & environmental strategy. It also looks into the internal and external stakeholders to the organization as well as means to engage them. The program wraps up by showing easy to use assessment methods.

- Sustainable CSR Program
- Risks & Benefits of CSR Programs
- CSR Trends in China & Asia
- Easy Steps approach to creating a Sustainable CSR Program
- Methodologies of Communications & Engaging Stakeholders
- Evaluations & Continuous Improvement of CSR Program
- Simple Guidelines to CSR Reporting
- Inbuilt Case Illustrations from EPCBU (an InnoCSR Case Centre)

Sam Yoonsuk Lee CEO InnoCSR

1700 Closing remark and end of conference day one

0830 Registration and morning coffee

0900 Opening address from the chairman

0915 Session One

Toolkit for Initiating, 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

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**

1045 Morning refreshment and networking break

1115 Session Three - 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.

1200 Networking Luncheon

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

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 - 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) (Inviting)**

1500 Afternoon refreshment and networking break

1530 Session Six - 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.

1615 Session Seven –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.

1700 Closing remark and end of conference

Best Practices for Sustainable Corporate Social Responsibility 2009

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Contact: Whitney Shen

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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.

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