



Now on its second decade!

Hosted by



RAMON V. DEL ROSARIO, SR.
CENTER FOR CORPORATE
SOCIAL RESPONSIBILITY



Innovative Approaches to Create Value for Business and Society

25-26 OCTOBER 2012 | SHANGRI-LA HOTEL, BANGKOK, THAILAND

Diamond Sponsor



Platinum Sponsors



Gold Sponsors



Silver Sponsors





Asia's Foremost Conference and Expo on Corporate Social Responsibility



NOW ON ITS
SECOND DECADE!

Following ten successful conference runs in six of Southeast Asia's major cities – Manila, Bangkok, Kuala Lumpur, Jakarta, Ho Chi Minh City and Singapore, the Asian Forum on Corporate Social Responsibility (AFCSR) continues to be at the forefront of CSR development in Asia.

The AFCSR is recognized as the largest, most significant and longest running conference on CSR in Asia. This is evident by the numbers of delegates who have attended the conference through the years. AFCSR 2011 had a record-breaking attendance of 582 delegates from 31 countries. The forum is extremely well supported and attended, not just by the business sector but by government officials, the academe, civil society, media, and multinational and multilateral organizations operating in Asia.

About the Co-Hosts of AFCSR



RAMON V. DEL ROSARIO, SR.
CENTER FOR CORPORATE
SOCIAL RESPONSIBILITY

The AIM Ramon V. del Rosario, Sr. Center for Corporate Social Responsibility (AIM RVR Center), the AFCSR's organizer, is a research and program center within the Asian Institute of Management (AIM). AIM offers world-class graduate education that has molded Asia's business, development and entrepreneurial leaders and managers for 43 years.



Corporate responsibility at Intel reflects our deep respect for people and for the world around us. It means achieving business success while acting with uncompromising integrity. It means listening to, learning from, and communicating openly with our stakeholders. We do not view corporate responsibility as something separate, but as integrated into how we do business—from providing a progressive workplace for our employees to setting ethical expectations for our suppliers to delivering more energy efficient products.



ASIAN CSR AWARDS 2012

Recognizes and honors Asian companies for embodying the principles of corporate responsibility in their business philosophy and operations.



THE INTEL-AIM CORPORATE RESPONSIBILITY AWARD

Honors organizations in Asia that have taken a fully embedded approach to CSR.



ASIAN CSR EXPO 2012

Most exciting and comprehensive exhibition on CSR.



OPTIONAL FIELD VISITS

Field trips to selected sites showcasing prominent CSR work.



A-NET

Create your own topics! Structured AFCSR-Networking (A-Net) sessions are provided for conference participants to create their own topics that are not covered in the conference, but are of interest or advocacies of the participants. It is a venue to network with like-minded CSR practitioners.

AFCSR Planned Agenda

Note: Topics may be subjected to modifications.

October 25, Thursday				
8:30 - 10:30 am	Opening Ceremonies and Presentation of Conference Framework Plenary I: Evaluating Context and Hamessing Forces of Innovation Plenary II: Roundtable Discussion: Sample of Social Innovations Around The World			
10:30 - 11:00 am	Networking and Coffee Break			
B r e a k o u t S e s s i o n s				
CORE TOPICS ON ASSESSMENT AND HARNESSING	SPECIAL TRACKS			
	INNOVATION APPROCHES	ENGAGING AND COLLABORATING	HEAVY FOOTPRINT	SOCIAL ENTREPRENEURSHIP & DEVELOPMENT
Governance and Society 11:00 am - 12:30 pm	A1 - Enhancing the environment for a socially responsible enterprise	A2 - Using the open-innovation platform	A3 - Supporting responsible development and the role of private enterprise	A4 - Creating an environment conducive to social entrepreneurship
12:30 - 2:30 pm	Lunch and Networking			
Value Chain and Environment 2:00 - 3:30 pm	B1 - Addressing Environmental Concerns	B2 - Approaches to meeting shareholder needs, plans for post-production, and rehab	B3 - Leaving a positive footprint, mining rehab (environment)	B4 - Stabilizing supply & distribution/ capacity-building local business
3:30 - 4:00 pm	Networking and Coffee Break			
Customer and Product Responsibility 4:00 - 5:30 pm	C1 - Balancing Innovation, Access, and Eco-imagination	C2 - Fair trade and Communicating to Customers	C3 - Balancing Society, Environment, Customers and Bottomline	C4- Creating Social Value through Social Enterprise
6:30 - 7:30 pm	Welcome Cocktails			
October 26, Friday				
8:30 - 10:30 am	Plenary III: From Idea to Impact: Practical Approaches to Implementing Social Innovation Plenary IV: Conference Debate: Should all Social Innovation be primarily profit-and market-orientted?			
10:30 - 11:00 am	Networking and Coffee Break			
B r e a k o u t S e s s i o n s				
CORE TOPICS ON DEVELOPMENT IMPLEMENTATION AND EMBEDDING	SPECIAL TRACKS			
	INNOVATION APPROCHES	ENGAGING AND COLLABORATING	HEAVY FOOTPRINT	SOCIAL ENTREPRENEURSHIP & DEVELOPMENT
Stakeholders Engagement, People and Culture 11:00 - 12:30 pm	D1 - Innovative Approaches to Catalyzing Stakeholders	D2 - Frameworks for stakeholder collaboration, engaging stakeholders and bridging leadership	D3 - Approaches to working together with local communities	D4 - Engaging employees and other shareholders for social innovation
12:30 - 2:00 pm	Lunch and Networking			
Institutionalization 2:00 - 3:30 pm	E1 - Embedding CSR	E2 - Institutionalizing collaborative approaches to innovation	E3 - Keeping an open mind, institutionalizing innovative approaches	E4 - WORKSHOP: Mindsets and environment for sustained social innovation
3:00 - 4:00 pm	Networking and Coffee Break			
AFCSR Networking 4:00 - 5:30 pm		F1-F4-AFCSR Networking		
7:00 - 9:30 pm	Asian CSR Awards Dinner			

AFCSR 2012 THEME:

Innovative Approaches to Create Value for Business and Society

There is a rising trend over the past decade to apply innovations in CSR, not only to enhance the firm's CSR strategy, but also to create value among internal and external stakeholders.

AFCSR 2012 builds on its previous themes of increasing competitiveness and embedding strategy for the firm through CSR by focusing on CSR-related innovations. As in last year's AFCSR 2011, AFCSR 2012 will offer a general framework on the design and structure of the theme of "Innovative Approaches to Create Value for Business and Society." One objective of AFCSR 2012 is to explore ways and means to accelerate the process of CSR innovation so that more stakeholders benefit much earlier.

Learn from the Best Line-Up of Speakers Put Together On CSR

Confirmed Key Speakers



Suzanne Fallender
Director for Social Innovation,
Intel (USA)



Dr. Bradley Googins
Director Emeritus,
Center for Corporate Citizenship, Carroll School of
Management, Boston College (USA)



Dr. David Grayson
Director,
The Doughty Centre for Corporate Responsibility at
the Cranfield School Management (UK)



Dato Timothy Ong
Chairman,
Asia Inc Forum
(Brunei Darussalam)



Ramon R. del Rosario, Jr.
President, PHINMA Corp.
Chairman, Makati Business Club (Philippines)



George S. Tahija
President Director,
Austindo Nusantara Jaya (Indonesia)

Honoring Asia's Outstanding CSR Projects and Companies

Now on its 10th year, the Asian CSR Awards Program recognizes and honors Asian companies for embodying the principles of corporate responsibility in their business philosophy and operations. Awardees are companies that continuously innovate and implement sustainable approaches towards becoming socially responsible.

The four focus areas as follows:

- Environment and Value Chain Management
- Governance and Society
- Labor and Employee Engagement
- Product Responsibility and Consumer Rights

The Intel - Asian Institute of Management Corporate Responsibility Award (IACRA) honors organizations in Asia that have taken a fully embedded approach to CSR across all the four focus areas. It is not an award for a specific initiative or a single area. The main criterion is that the organization has made CSR an integral part of the way they do business and has implemented CSR projects or programs that have a significant impact and are sustainable in all appropriate areas of operations.

New this year:

FREE EVALUATION FOR PARTICIPATING COMPANIES

Participating companies who submit complete valid entries will receive an EVALUATION REPORT of their entry from the AIM-RVR Center for Corporate Social Responsibility. The Evaluation Report is an assessment of how well the company has been able to integrate CSR in their organization. The Evaluation Report will be available to the companies by January 2013.

Visit Bangkok, Thailand!

As the political, economic, cultural, culinary, and spiritual capital of Thailand, Bangkok features both old-world charm and modern convenience.

Be enamored by the variety of attractions that Bangkok has, from exotic temples, which epitomize Thailand's strong Buddhist history, to modern shopping malls, which make shopping an integral part of any Bangkok holiday.

Situated in the heart of Bangkok's Rattanakosin district, the gleaming spires of the Grand Palace are conveniently located nearby Bangkok's most spectacular temples, including the Temple of the Emerald Buddha (Wat Phra Kaew), the Temple of Dawn (Wat Arun), and Wat Po, which features an enormous reclining Buddha.

Some of the unique Bangkok attractions include a cruise on the Chao Phraya River, a visit to a floating market, and an exploration of the city's "back alley" canals (khlongs).

Of course, no Thailand holiday is complete without experiencing Thailand's vibrant nightlife, during which time you can even witness the occasional elephant wandering the Bangkok streets!

Source: <http://www.tourismthailand.org>



CO-HOST:



DIAMOND SPONSOR:



PLATINUM SPONSORS:



GOLD SPONSORS:



SILVER SPONSORS:



Contact Details:

Espher Ferrer, Delegates Coordinator

Telephone: (632) 892-4011 local 2145

Fax: (632) 752-1208

Email: delegates.afcsr@aim.edu

4/F AIM Conference Center Manila Corner Trasierra and Benavidez Streets, Legaspi Village, Makati City, Philippines

Website: www.asianforumcsr.com

Like us on Facebook: facebook.com/afcsr

Follow us on Twitter: twitter.com/afcsr2012



**ASIAN FORUM
ON CORPORATE
SOCIAL RESPONSIBILITY**



RAMON V. DEL ROSARIO, SR.
CENTER FOR CORPORATE
SOCIAL RESPONSIBILITY

CO-HOST:

Intel

Diamond Sponsor:

Bangkok Bank PCL

Platinum Sponsors:

Double A (1991) PCL

Mitr Phol Sugar Company

The Siam Cement PCL

GOLD SPONSORS:

Chevron Thailand Exploration and Production, Ltd.

PTT Exploration and Production Public Company Limited (PTTEP), Thailand
Sagittarius Mines, Inc.

SILVER SPONSORS:

Aditya Birla Group

CH-Karnchang Public Company Limited

Cooperating Sponsor:

Thailand Convention & Exhibition Bureau

MEDIA PARTNERS:

ACN Newswire

ammado

BusinessWorld Publishing Corporation

Charitarian

Creative Crest

CSR Asia

CSR Wire

Oxford Business Group

SynTao Ltd.

tbi

FORUM PARTNERS:

American Chamber of Commerce in Shanghai

American Chamber of Commerce in Thailand

Business Ethics Institute of Malaysia

Business in the Community-UK

Centre for Social Markets – India

Community Business – Hong Kong

CSR ASEAN Network

CSR Europe

Global Network for Corporate Citizenship

Globally Responsible Leadership Initiative

Habitat for Humanity International

Indonesia Business Links

Kenan Institute Asia

Makati Business Club

Management Association of the Philippines

Mechai Viravaidya Foundation

Philippine Business for Social Progress

Responsible Business Initiative – Pakistan

Sasin Centre for Sustainability Management

Singapore Compact for CSR