

AGENDA

REGIONAL CONFERENCE ON CORPORATE RESPONSIBILITY

“Why Responsible Business Conduct Matters”

Bangkok, 2 (Afternoon) - 3 November 2009

MONDAY 2 NOVEMBER 2009 – AFTERNOON

13:00-14:00

Registration and coffee

OPENING SESSION

14:00-14:30
Conference Room 2

Welcoming remarks by **Norwegian Ambassador Are-Jostein Norheim** and **Ravi Ratnayake**, Director, Trade and Investment Division, ESCAP

Key Note Opening Speeches

Dr. Noeleen Heyzer, Under-Secretary-General of the United Nations and Executive Secretary of the Economic and Social Commission for Asia and the Pacific

Issara Somchai, Minister, Ministry of Social Development and Human Security, Thailand

Adam Werbach, CEO, Saatchi & Saatchi S on “Strategy for Sustainability: A Business Manifesto”

PLENARY SESSION ONE – WHAT RESPONSIBLE BUSINESS CONDUCT MEANS

While business ethics have risen to top of the political agenda, the belief that corporations have obligations toward society has never been absent from the collective consciousness. Expectations on responsible business have, however, evolved over time. The last decade has seen the development of a process of evaluation on the role of business in the context of globalisation and the challenges of sustainable development. Climate change and the economic meltdown have added new variables to this evaluation. But at the heart of this challenge is how the corporate sector should respond to the evolving needs and aspirations of the societies in which they operate.

The session will discuss the contours of responsible business conduct in OECD and ESCAP communities and better understand how history and cultural factors have, and are likely to continue, to shape up societal expectations on corporate responsibilities.

14:30-16:00
Conference Room 2

Moderators: Paul Hohnen, Sustainability Strategies
and **Dr. Filemon A. Uriarte, Jr**, Executive Director, ASEAN Foundation

“What is Responsible Business Conduct?”

Marie-France Houde, Senior Economist, OECD

“The Asian way to longevity and prosperity”

Haruo Funabashi, Chief Executive Officer, Sirius Institute

“ASEAN Blue Print for the Social-Cultural Community – 2008-2015 – Promoting Corporate Social Responsibility”

Vitavas Srivihok, Director-General, ASEAN Affairs Department, Ministry of Foreign Affairs, Thailand

“CSR is part of corporate governance”

Kishor A. Chaukar, Managing Director, Tata Industries

“Operationalising RBC”

Marinus Sikkel, Chief, Private Sector and Development Section, Trade and Investment Division, ESCAP

Discussion

16:00-16:30

Coffee break

PLENARY SESSION TWO: FROM THEORY TO PRACTICE

As on many other emerging issues, globalization is real time laboratory for testing ideas and approaches on CSR/RBC. Multinational enterprises have not only brought money, technology and know-how to Asia but they have also brought their home country values and standards on e.g. environmental protection. These collaterals have provided inspiration and created incentives for incorporating innovative RBC/CSR practices into Asian business. The Asian landscape is indeed evolving fast. Several governments have taken steps to promote RBC/CSR, from voluntary approaches to legal CSR/RBC requirements. Private initiatives have started to develop to guide economic actors to become more responsible corporate citizens at home and abroad. The session will assess these emerging trends and discuss the opportunities and challenges facing governments and companies in jumping on board this train. Two country case studies will be presented, namely on Thailand and Vietnam.

16:30-18:00 Conference Room 2	Moderators: Cheryl Hicks, Manager, World Business Council for Sustainable Development and Kate Nicholas, Associate Publisher, Business Times
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	<p><i>“Emerging practices”</i></p> <p>Richard Welford, Professor, Hong Kong University; Chairman, CSR Asia (CSR Barometer)</p> <p>Special focus on:</p> <ul style="list-style-type: none"> • <i>“RBC in Thailand”</i> Pipat Yodprudtikan , Director, Thai Pat Institute • <i>“RBC in Vietnam”</i> Dr. Nguyen Dinh Tai, Director of Management Consulting and Training Center, CIEM <p>Discussants:</p> <p>Microsoft Philippines, Winner of the CSR Award 2008 Paul Wedel, Kenan Institute of Asia</p>
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18:00-20:00 Conference Centre Ground Floor	Cocktail hosted by Dr. Noeleen Heyzer , Under-Secretary-General of the United Nations and Executive Secretary of the Economic and Social Commission for Asia and the Pacific and the OECD for the participants of this Conference and those of the Asia Pacific Trade Economists Conference
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TUESDAY 3 NOVEMBER – MORNING	
9:00-12:30	Two parallel sessions
PARALLEL SESSION A – THE RESPONSIBILITIES OF THE FINANCIAL SECTOR	
<p>The financial crisis has revealed shortcomings in the mechanisms designed to ensure the soundness, integrity and sustainability of financial institutions and markets. Misleading or fraudulent lending practices, inadequate disclosure and excessive risk-taking on the part of both borrowers and lenders are cases in point, as is the failure of regulatory bodies to detect and respond to emerging problems. These shortcomings have put into jeopardy the life-savings of many and weakened the profitability of enterprises all around the world. The crisis thus provides an excellent illustration of the breath of the financial sector responsibilities towards society. The engagement of financial institutions on environmental, social and governance (ESG) issues has somewhat lagged behind that of other sectors of the economy. However, in the last few years, the financial industry has taken initiatives to sensitise its constituents about the materiality of extra-financial risks. Some of them have been endorsed by the UN (Principles for Responsible Investment for institutional investors and asset managers) or the World Bank (the Equator Principles and the IFC Environmental and Social Performance Standards for project financing). The OECD has also been at the forefront of efforts to increase financial education and awareness in relation to credit and in developing guidance for strengthening pension fund governance.</p> <p>The morning session will be divided into two parts. Part I will discuss lessons learned from the financial crisis and international initiatives promoting good financial practices. Part II will focus on recent Asian developments.</p>	
Part I:	A Crisis is too Precious to Waste
9:00-10:45 Meeting Room A	Moderators: Michel Doucin, France CSR Ambassador and [...] Asian Development Bank
	<p><i>“The new Asian power brokers”</i> Lu Mai, Secretary General, China Development Research Foundation [...], McKinsey Global Institute</p> <p><i>“Showing the way”</i> Herman Mulder, former Vice-President of ABN AMRO and Co-founder of the Equator Principles James Gifford, Executive Director, Principles of Responsible Investment</p> <p><i>“The business case”</i> Dr. Geoffrey Williams, Chief Executive Officer, OWW Consulting in Malaysia and Singapore A representative from OECD</p>
10 :45 -11 :00	Coffee Break

Part II:	Making a Difference in Asia
11:00-12:30 Meeting Room A	<p><i>“What governments can do”</i> YBhg Dato’Yusli Mohamed Yusoff, CEO, Bursa Malaysia on mandatory CSR disclosure for listed companies Heiichiro Adachi, ESG Japan Research Institute , Head of ESG Research on Chinese listed Companies</p> <p><i>“Assessing Performance”</i></p> <p>Dr. Damayanti Buchori, CEO Kehati Foundation (SRI-Kehati)</p> <p>Durreen Shahnaz, Founder of Social Stock Exchange Asia and Head of Social Programme on Social Innovation and Change at Lee Kuan Yew school of Public Policy, National University of Singapore, Social Innovation Index of Singapore Wai-Shin Chan, Executive Director, AsRIA</p> <p><i>“Delivering Performance”</i> Industrial Bank of China, Asian Sustainable Bank of the Year Award at the FT Sustainable Banking Award (in cooperation with IFC) Rita Benoy Bushon, Chief Executive Officer, Malaysia Minority Shareholder Watchdog Group</p>

PARALLEL SESSION B – BUILDING A LOW CARBON FUTURE

Country commitments to address climate change are multiplying. The 2009 OECD Ministerial Meeting held on 24-25 June 2009 highlighted the importance of “green growth” as the way forward out of the current crisis. At the G8 L’Aquila Summit of 8-10 July 2009, 15 major economies agreed to “encourage and facilitate the development, dissemination and mutually agreed transfer of clean, low-carbon technologies” and to “reduce carbon emissions and increase energy efficiency from production to consumption.” Further commitments and their related quantitative targets are expected in the run up to the UN Framework Convention on Climate Change Conference in Copenhagen in December 2009.

Meeting these commitments successfully will require the more effective harnessing of the efforts of all stakeholders, including from the private sector. It will likely translate into substantial additional efforts requested from companies. Companies need to learn from the practices that are tried elsewhere. This is where the *OECD Guidelines for Multinational Enterprises*, as a reference set of standards, and the related analytical work on climate change can add value. Likewise the “Environmentally Sustainable Economic Growth” (Green Growth) and low carbon development initiatives of ESCAP can provide guideline of how companies can contribute to the achievement of the Millennium Development Goals.

In particular, the most difficult emission reduction challenge for many companies is managing the supply chain. Tomorrow, an organization could be put at risk by the inability of its suppliers to manage the climate-related risks. The challenge is twofold: collecting the right information throughout the supply chain and putting in practice and monitoring climate change strategies across suppliers and partners.

The morning session will be divided in two parts. **Part I** will focus on recent Asian developments in Government and corporate efforts to reduce emissions. **Part II** will discuss more specifically the challenge of managing emissions throughout the supply chain.

Part I:	Asia, on the Road to Copenhagen
9:00-10:45 Meeting Room G	<p>Moderators: Ravi Fernando, Chief Executive Officer, Sri Lanka Institute of Nanotechnology, Focal Point of the UN Global Compact Network in Sri Lanka, and Dr Anusorn Sangnimmuan, President, Bangchak Petroleum Public Company Limited, Thailand</p> <p><i>“Setting the stage”</i></p> <p>Ursula Schaefer-Preuss, Vice-President, Asian Development Bank</p> <p><i>“Low carbon development path: Role of the private sectors”</i></p> <p>Hongpeng Liu, Economic Affairs Officer, Environment and Development Division, ESCAP</p> <p><i>“Government Leverage”</i></p> <p>[...] Kemco, Korea</p> <p><i>“Private actions”</i></p> <p>[...] Keidanren, Japan Dr. Zhengrong Shi, CEO & Chairman, Suntech Power, China Tulsi Tanti, Founder & Chairman, Suzlon Energy, India</p>
10 :45 -11 :00	Coffee Break
Part II	Triggering the Domino Effect
11:00-12:30 Meeting Room G	<p>Moderators: [...], GRI and OECD country (Germany)]</p> <p><i>“Challenges and lessons learned from the OECD Guidelines and practices”</i> Céline Kauffmann, Project Manager, OECD</p> <p><i>“Emissions Disclosure and the Supply Chain”</i> Pankaj Bhatia, Director, GHG Protocol, World Resources Institute</p> <p>AsRIA, Carbon Disclosure Project</p> <p><i>“Company perspective on managing the supply chain”</i> [Wal-Mart / Holcim] on managing the supply chain, (the perspective of a non-Asian multinational enterprise) Senoko Power / Tesco Lotus / Sunlabob / CP products (the perspective of an Asian company)</p> <p><i>“Government perspective on supply chain”</i> Official from Japan</p>
12:30-14:30	Lunch

TUESDAY 3 NOVEMBER – AFTERNOON

**PLENARY SESSION THREE –
THE OECD GUIDELINES FOR MULTINATIONAL ENTERPRISES**

The OECD Guidelines are recommendations by the forty-one adhering governments covering all major areas of business ethics, including corporate steps to obey the law, observe internationally-recognised standards and respond to other societal expectations. They apply wherever enterprises based in the 41 adherent countries operate around the world, be it within and outside the OECD region. They also have a unique implementation mechanism in the specific instance facility, through which the National Contact Points (NCPs) are able to offer their good offices for the mediation and conciliation of disputes arising from alleged breaches of the OECD Guidelines. Some 200 “specific instances” have been brought to NCPs’ attention since the 2000 Review of the OECD Guidelines. 145 of them have been considered and half have been concluded.

The session will be devoted to the unique features and accomplishments of the OECD Guidelines and the envisaged launch of an update of the Guidelines in 2010, ten years after their last Review.

14:30-16:00
Meeting Room 2

Moderators: Stephen Pursey, Special Advisor, ILO and a high level representative from the UN Global Compact

“Unique features, unique accomplishments”

Norwegian Ambassador Are-Jostein Norheim, Chair of the 2009 Annual Meeting of the National Contact Points

“Applying the Guidelines in Asia: challenges and opportunities”

Herman Mulder, former Vice-President of ABN AMRO and member of the Dutch NCP

“Why the OECD Guidelines are important for Asian firms”

Paul Hohnen, Sustainability Strategies

Gérald Pachoud, Office of the UN Special Representative on Business and Human Rights

**CONCLUDING PLENARY SESSION FOUR –
JOINING FORCES OF LEADING INSTRUMENTS**

The OECD Guidelines, the UN Global Compact, the ILO Tripartite Declaration of Principles Concerning Multinational Enterprises and Social Policy and the Global Reporting Initiative belong to a single few international instruments developed or endorsed by governments to promote responsible business conduct worldwide. As key expressions of the broader system of public and private governance which have been recognized by the OECD, G8 and in various UN contexts, they can bring greater consistency and clarity to the private-developed corporate responsibility initiatives and enhance their effectiveness and impact. Because these four leading instruments have specificities of their own and reach out to different audiences, it is important that they join forces and exploit their synergies for the benefit of all. The concluding session will discuss how these instruments interact and how Asian companies can take advantage of their complementary work.

16:15-17:45
Meeting Room 2

Moderators: Norwegian Ambassador **Are-Jostein Norheim** and **Marinus Sikkel**, Chief Private Sector and Development Section, Trade and Investment Division, ESCAP

“Recent developments at ILO”

Stephen Pursey, Special Advisor, ILO

“Recent developments at UN Global Compact”

Representative, UN Global Compact Network Asian Local Network

“Recent developments in the GRP”

17:45-18:00

Concluding Remarks by the OECD and ESCAP