



WORLD COUNCIL
FOR CORPORATE
GOVERNANCE



5th GLOBAL CONFERENCE ON SOCIAL RESPONSIBILITY

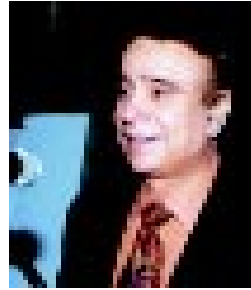
INDO-PORTUGUESE BUSINESS MEET

Profiting from your business by turning it into a cause
22 - 24 April 2010 Lisbon, Portugal





"Combating climate change has the potential to shape the future of business as never before and make it more sustainable, equitable and profitable."



"The biggest challenge for the policy makers is to use capital markets for price discovery of our natural environment and replace the acquisitive consumeristic model of growth by one that creates competitiveness and enjoyment through experiential growth that sustains profits with minimal impact on environment"

Dr Madhav Mehra
President, World Council For Corporate Governance

Dear All

5th Global Conference on Social Responsibility

The deliberations of our 10th International Conference on Corporate Governance held in London on 9 and 10 October 2009 underscored the importance of social and environmental issues in boosting the capital markets. It was noticed that companies engaged in clean and green issues are thriving despite a worldwide slowdown. The US Senate acknowledged its importance by including clean energy tax credits in the \$700 billion bail out package to rescue the financial sector. The council felt that an ideal theme for our forthcoming Global Conference on Social Responsibility would be "Profit from your business by turning it into a cause".

I have therefore pleasure in inviting you to this conference being held in Lisbon from 22-24 April 2010.

The World Council for Corporate Governance aims to develop a model of corporate governance that puts creation of sustainable wealth, energy, security, poverty alleviation and social inclusion holistically at the heart of business agenda so that our efforts can result in raising all boats.

As in the past, the conference is expected to be attended by business and political leaders, legislators, policy makers, jurists, economists, financial analysts and NGOs with experience from investing and working with developing countries. We think you can make a significant difference to this debate by participating and supporting the conference by

- i. Partnering with WCFCG to promote this event among your contacts
- ii. Speaking and supporting the conference as a sponsor
- iii. Establishing a working group of your choice to research any of the areas related to this theme

For further information please visit our website:
www.wcfcg.net.

I look forward to welcoming you at the event.

Yours sincerely,

Ola Ullsten
Former Prime Minister of Sweden and
Chairman, World Council for Corporate Governance

THEME: PROFITING FROM YOUR BUSINESS BY TURNING IT INTO A CAUSE

CONFERENCE OBJECTIVES

- To create awareness how green and clean agenda can become driver of business profits and sustainability
- To create awareness of the latest thinking on CSR and governance issues as a driver of change, innovation and sustainable profits
- Creating business models that create wealth by ensuring energy security and climate security and social inclusion
- Turning climate change into an opportunity for business innovation and social change
- Evolving market based implementation pathways for social and environmental agenda

SUBTHEMES AND TOPICS

- Transforming your business by partnering with the poor
- Fortune at the bottom of the pyramid
- Microfinancing - does it alleviate poverty?
- Socially responsible investment - does it pay?
- Measuring benefits of CSR
- Branding with CSR and Green Agenda
- Working with media to make CSR work
- Power of communication - turning cynics into ambassadors
- Climate change - an opportunity for business transformation
- Making climate change work for poverty alleviation

WHO WOULD BENEFIT

- Businesses - Corporate and Small & Medium Enterprises (SMEs)
- Company chairmen, directors, presidents, CEOs, CFOs, bankers, fund managers, company secretaries, NGOs, investors, brokers, chartered accountants, management analysts, management students, financial consultants, academics
- Policy makers, political leaders, government officials and decision makers in emerging and developed economies
- Legislators, lawyers, jurists and all those concerned with efficient and ethical conduct of corporates and good governance
- All stakeholders interested in preservation of the environment and nature, the well-being of society, creating profits and improving the quality of life

GENERAL INFORMATION

Venue : Lisbon, Portugal
Date : 22-24 April, 2010
Language : English

Hotel Accommodation: This is a residential conference. Limited accommodation has been reserved in the conference hotel to be booked on first come first served basis.

REGISTRATION

Delegate Registration

Residential Delegate Registration Fee – £625.00 upto 28 Feb 2010 (includes 2 nights hotel accommodation and all meals)

Non-Residential Delegate Registration Fee - £375.00 upto 28 Feb 2010

Speaker Registration

Non-residential Speaker Registration Fee – £275 upto 28 Feb 2010

Residential Speaker Registration Fee – £525 upto 28 Feb 2010

Spouse Registration

Spouse Registration Fee – £220 (includes room and all meals)

Notes

- A surcharge of 10% applies on registrations paid after 28 February 2010 and further 10% after 31 March 2010.
- 10% discount available for WCFCG members and 10% discount for group participation (3 or more delegates from the same organisation).

Residential Registration Fee includes :

- Hotel accommodation for 2 nights i.e 22 and 23 April 2010
- Welcome Cocktail & Dinner on 22 April 2010
- Conference kit with set of Conference Proceedings and Souvenir Book
- All meals and refreshments during the congress
- Certificate of Participation

Guidelines for Paper Presenters

All paper presenters are required to send their paper by e-mail to info@wcfcg.net or through courier with a CD (soft copy). A brief CV of 50 to 75 words and passport size colour photograph are also required. Speaker guidelines are available on our website www.wcfcg.net.

Last date for submission of abstracts is 31 February 2010 and for completed papers 15 March 2010.

Terms and Conditions

- Reservations are deemed confirmed only on receipt of payment.
- VAT at the rate of 17.5% will be charged where applicable.
- No refund will be made for cancellations. Should you be unable to attend, you are welcome to send a representative.
- WCFCG reserves the right to postpone the event or amend the programme if necessary, and accepts no liability arising out of such changes.

MARKETING OPTIONS

Marketing options in the International Conference offer a unique opportunity to project your company's commitment to Corporate Social Responsibility. The event will be attended by eminent corporate heads, environmentalists and opinion leaders from across the world. Here is your chance to advertise your innovations to help the poor and your products and services for environment protection, create awareness of commitment to environment and social causes and build your company's brand image.

ADVERTISING IN CONFERENCE SOUVENIR BOOK

A Conference Souvenir book will be released on the Inaugural Day (26th February 2010) of the Conference along with the Conference Proceedings. These will be distributed to all delegates, our members and associates, industry leaders, concerned govt. departments, decision makers, eminent persons, NGO's, quality organisations, standards institutions etc. worldwide. The advertisement tariffs are as under:

| Size + Place | Colour £ | B/W £ |
|-------------------------|-------------|----------|
| Back Cover | 1000 | - |
| Inside Front/Back Cover | 800 | - |
| Full Page | 700 | 500 |
| Half Page | 500 | 300 |

GOLDEN PEACOCK GLOBAL AWARD FOR CORPORATE SOCIAL RESPONSIBILITY (CSR)

The Golden Peacock Global Award was instituted by the World Council for Corporate Governance, UK in January 2001, to foster competitiveness among businesses worldwide to improve the quality of corporate social responsibility. The selection is an elaborate process done by a team of independent assessors. The short listed finalists applicants are then submitted to a jury of eminent people known for their independence and impartiality. Awards will be presented during the opening session of the conference.

LAST DATE FOR COMPLETED APPLICATIONS 28 FEBRUARY 2010

The application forms and self-assessment criteria can be downloaded from website www.goldenpeacockawards.com



