

2nd Global Conference on Social Responsibility

Role of Business in Alleviating Poverty

15-17 February 2007, Tivoli Marinotel Hotel, Portugal



Opening session of the Global Conference on Social Responsibility on 16 February 2006 in Vilamoura; From left: Francisco Balsemao, former Prime Minister of Portugal, Dr Madhav Mehra, Prof. C K Prahalad, Dr Ola Ullsten, former Prime Minister of Sweden, Jose Vieira da Silva, Cabinet Minister for Labour and Social Policy Portugal, Rt. Hon. Joe Clark, former Prime Minister of Canada, Dr Olivier Giscard d'Estaing, Founder and Chairman of INSEAD

CSR Plus Strategies that Enrich the Poor and Build Corporate Brands



WORLD COUNCIL FOR CORPORATE GOVERNANCE

Organised by the **World Council for Corporate Governance**
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INVITATION



Dear All

2nd Global Conference on Social Responsibility – Vilamoura II

The UN Millennium Development Goals which range from cutting in half extreme poverty to stopping the spread of HIV/AIDS and guaranteeing universal primary education by 2015 require a concerted action by governments, international agencies, donors, NGOs, academics, civil society and the business.

The theme of our last conference in Vilamoura (Portugal) 16-18 February 2006 was the Role of business in alleviating poverty. Deliberations focused on the practical steps that business can take to benefit the poor and raise profits.

It was observed that CSR needed a paradigmatic change. Its role needs to be widened, something like CSR Plus. It should be perceived as an opportunity for wealth creation by connecting the world to the boardroom & boardroom to the village.

Bottom of the pyramid markets, because of their volumes, offer buying power far in excess of their individual capacities, thereby offering huge business benefits. CSR should be seen as a business goal and embedded in the strategic plan. The approach should not be one of spreading consumerism but to serve the needs of the poor through world class products at one fiftieth of the cost.

The conference attended by business people and policy makers from some 20 countries recommended that a second conference be convened to follow up the deliberations - Vilamoura II. The theme of this conference is 'CSR Plus – Strategies that enrich the poor and Build Corporate Brands'.

This conference should seek experiences of companies who are using CSR as a business goal and develop strategies and action plan to move forward.

We think you can make a significant contribution to the proceedings by

- i. Submitting a paper or case study of your experiences
- ii. Sharing your ideas, vision & strategies
- iii. Supporting the conference as a sponsor
- iv. Taking part in a working group of your choice
- v. Help us write proceedings / recommendations

If you cannot attend due to a pre commitment you are welcome to send a representative.

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



"The socio-economic disparities are a serious threat to the security and sustainability of business. The business should have a vested interest in thinking of radical ways to draw the poor into the market economy and reassure them that globalization will equally work for them"

Dr Madhav Mehra
President, World Council For Corporate Governance

THEME: CSR PLUS – STRATEGIES THAT ENRICH THE POOR AND BUILD CORPORATE BRANDS

CONFERENCE OBJECTIVES

- Redefine the Scope of Corporate Social Responsibility and move it from its philanthropic roots to become a wider business goal – CSR Plus.
- Develop a blue print for Corporations to embed CSR in the boards strategic plan.
- Help business internalize that poor are a unique source of innovation and wealth creation
- Make business more humane, equitable, transparent and accountable to ensure prosperity for all.
- Create a collaborative global network to seek international cooperation in monitoring progress of Millennium Development Goals and removing trade barriers.
- Develop accounting systems to recognize the value of natural capital, social capital and human capital
- Educate businesses to adopt social agenda as a competitive differentiator.

STREAM 1:- GLOBAL CHALLENGES AND THE NEED FOR ALIGNING STRATEGIES IN THE GLOBAL CONTEXT

- 1.1 Poverty, inequity & inequalities – the greatest business challenge of our times
- 1.2 Eradicating poverty through profits
- 1.3 Aligning CSR Plus Strategies
- 1.4 CSR Plus & the UN Millennium Goals
- 1.5 UN Global Compact and corporate social accountability
- 1.6 Achieving the right balance through Triple Bottom Line approach
- 1.7 Widening the scope of CSR from its the traditional philanthropic and community roots to business goal – CSR Plus.
- 1.8 Moving CSR from “feel good” and PR to an engine of business growth
- 1.9 Business case for CSR
- 1.10 CSR - The execution gap

STREAM 2: - COLLABORATING AS A STRATEGY

- 2.1 Strategic collaboration challenge – creating buy-ins with government, civil society, businesses and NGOs for co-creation of solutions
- 2.2 Developing the next generation of Globally Responsible Leaders.
- 2.3 Global governance - an idea whose time has come
- 2.4 Organizing collaborative networks to monitor progress of Millennium Development Goals
- 2.5 Scaling up successful and models - Case Studies
- 2.6 Lifting barriers to trade
- 2.7 Telling it as it happens. Communicating CSR effectively

STREAM 3:- MAKING MARKETS WORK FOR THE POOR

- 3.1 Leveraging competitive advantage through CSR Plus
- 3.2 Improving quality of stakeholder engagement
- 3.3 Fair Trade practices and their impact on profits
- 3.3 Value creation through diversity
- 3.4 Achieving transparency & equity in the stock markets
- 3.5 Disruptive innovation for the poor markets
- 3.6 Measuring success of CSR Plus- Case Studies
- 3.7 Encouraging socially responsible investment

STREAM 4: - BUSINESS STRATEGIES FOR SECURING A GREENER PLANET

- 4.1 PROACTIVATE - an eleven step programme for upgrading environment.
- 4.2 Adoption of the closed loop system to reduce waste to zero.
- 4.3 Driving growth agenda groups through minimalism & conservationism
- 4.4 Radically increasing resource productivity
- 4.5 The challenge of Renewable Energy

- 4.6 Accelerating use of renewables
- 4.7 Certification to Environmental, OHS and Social Accountability Standards

STREAM 5 – BUSINESS STRATEGIES TO COMBAT CLIMATE CHANGE & ENERGY SECURITY

- 5.1 Aligning CSR and business strategies to combat climate change.
- 5.2 Relative impact of sources of energy on emissions & greenhouse gases.
- 5.3 Meeting the challenge of achieving the carbon emission targets.
- 5.5 Trading of carbon emissions
- 5.6 Business scenarios for energy security

STREAM 6: - EMPOWERMENT OF THE POOR

- 6.1 Improving the access of the poor to the state delivery system
- 6.2 Improving quality of governance
- 6.3 Financing infrastructure for the poor and bridging the gaps
- 6.3 Role of micro-financing in alleviating poverty
- 6.4 Civil society challenge - asserting and demanding your rights – human, gender; children and disabled
- 6.5 Training and capacity building for a better future for all
- 6.6 Empowerment through Education & Health
- 6.7 Facilitating enforcement of contracts
- 6.8 Making it happen

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

OUTLINE PROGRAMME

First Day: Thursday, 15 February 2007

- 1700 hrs onwards Registration
- 1800-2000 hrs **Plenary 1:** Opening Ceremony and Presentation of Golden Peacock Global Awards for Corporate Social Responsibility
- 2000-2130 hrs Welcome Cocktail and Congress Banquet

Second Day: Friday, 16 February 2007

- 0800-1100 hrs **Plenary 2:** Keynote Session
- 1100-1115hrs Tea/Coffee
- 1115-1300 hrs **Concurrent 1:** Special Interest Workshops
- 1300-1345 hrs Networking Lunch
- 1345-1530 hrs **Concurrent 2:** Special Interest Workshops
- 1530-1545 hrs Tea/Coffee
- 1545-1730 hrs **Concurrent 3:** Special Interest Workshops
- 1730-1930 hrs Networking Break
- 1930-2030 hrs Dinner

Third Day: Saturday 17 February 2007

- 0800-1100 hrs **Plenary 3:** Presentations by group leaders of workshops
- 1100-1115hrs Tea/Coffee
- 1115-1215 hrs **Plenary 4:** Presentations by group leaders of workshops
- 1215-1315 hrs **Plenary 5:** Panel discussion for summary of recommendations
- 1315-1330 hrs **Plenary 6:** Closing Remarks
- 1330 hrs Final Networking Lunch

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 on 15 February 2007 at 6.00 PM, in Hotel Dom Pedro, Villamoura, Portugal.

LAST DATE FOR COMPLETED APPLICATIONS 24 DECEMBER 2006

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

GENERAL INFORMATION

Venue : Tivoli Marinotel Hotel, Vilamoura,
Portugal
Date : 15-17 February, 2007
Language : English

Hotel Accommodation: This is mainly a residential conference. Limited accommodation has been reserved in 4 star Dom Pedro Golf Resort Hotel to be booked on first come first served basis.

REGISTRATION

Residential Delegates

Delegates Registration Fee – £650.00 upto 31 December 2006 (Includes 2 nights hotel accommodation and all meals)

Speaker Registration

Speaker Registration Fee – £325.00 upto 31 October 2006.
(Includes 2 nights hotel accommodation and all meals)

Spouse Registration

Spouse Registration Fee – £225.00 only. (Includes sharing of room and all meals)

Note

- A surcharge of 10% applies on registrations paid after 31 December 2006 and further 10% after 31 January 2007.
- 10% discount available for WCFCG members and 10% discount for group participation (3 or more delegates from the same organisation).

Registration Fee includes :

- Hotel accommodation for 2 nights i.e 15 – 16 February 2007
- Welcome Cocktail & Dinner on 15th February 2007
- 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@wfcg.net or through courier with a CD/Floppy (soft copy). A brief CV of 50 to 75 words and passport size colour photograph are also required by e-mail. Speaker guidelines are available on our website www.wfcg.net.

Last date for submission of abstracts is 15 October 2006 and for completed papers 01 December 2006

Terms and Conditions

- Reservations are deemed confirmed only upon 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.
- All papers received for presentation and publications should be original and become the property of WCFCG.

MARKETING OPTIONS

GCSR is an unparalleled, opportunity to project and profile your company's commitment to CSR as also its products and services. The event will be attended by eminent business leaders making hundreds of millions of dollars worth of purchasing decisions and opinion makers from across the world. Here is your chance to advertise your products and services and project your commitment to society and build your brand.

SPONSORSHIP OF THE CONFERENCE

Platinum Sponsor	£ 5000/-
Gold Sponsor	£ 3000/-
Silver Sponsor	£ 2000/-

Further details on request.

ADVERTISING IN CONFERENCE SOUVENIR BOOK

A Conference Souvenir book will be released on the Inaugural Day (15th February 2007) 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 £ (UK)	B/W £ (UK)
Back Cover	1500	-
Inside Front/Back Cover	1000	-
Full Page	800	500
Half Page	500	300

REGISTRATION FORM



Golf/Cruise/Sight Seeing Tours/Rejuvenation Therapies

Participants will have a range of programmes to choose from to make this conference a unique experience. Arrangements have been made for the participants to tee off for golf or go on a cruise or sight seeing tour. Holistic solutions for body, mind and soul in the form of rejuvenation therapies involving beauty enhancing massages, detox and panchakarma will be available throughout the conference. All those interested may please contact Lisa at info@wcfg.net or Manoj at iod@hathway.com for details.



HOW TO GET THERE

The nearest airport to the venue is FARO (Portugal). Several low cost airlines fly from major European airports to Faro. Vilamoura is 20 km away. Nestling in the picturesque Algarve coastline facing the mighty Atlantic Ocean Vilamoura boasts itself as Europe's finest ocean resort offering the best golfcourses and water sports. The resort is built around a magnificent 1000 berth marina, alongside which are preserved some Roman ruins that were unearthed during construction back in the 1960s.

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To register, by post or fax, please complete this registration form in BLOCK CAPITALS and return it to the Conference Administrator at the address below, together with payment of all fees. Registration will not be effective until these payments have been received.

Only one delegate should register with this form. Forms can be downloaded from the website www.wcfg.net

To register by e-mail, please provide the same contact and details as shown below and send to : info@wcfg.net. To book online, visit www.wcfg.net

Family Name _____ Mr/ Mrs/ Miss/ Ms/ Dr/ Other _____
 Forename (s) _____ Name to be used on Badge _____
 Job title or present position _____
 Company / Organisation _____
 Mailing address for invoice _____
 Post Code Country _____ Tel No _____ Fax No _____
 E-mail _____ website _____
 Mailing address for joining instructions (if different to invoice address above) _____

Please indicate if you have any particular dietary requirements: _____

I confirm that I have read and agree to the conditions of registration as specified in the General Information section.

Signature _____ Date _____ (This booking is invalid without a signature)

Please tick if you do not wish your details to be included in future mailing lists.

Please tick appropriate box : I am / my employer is a Member of the WCFCG Membership No : _____ and entitled to the WCFCG Member's rate.

I am currently not a Member of the WCFCG but wish to take advantage of the Member's rate by becoming an Individual Member at a price of £ 150, which I enclose with my registration fee. I am therefore paying the WCFCG Member's rate for the Conference.

Non-Member's rate for the Conference.

Full payment must be received before a place can be guaranteed.

Residential : Non Member : £ 650 Member : £ 585 Speaker : £ 325 Spouse: £ 220
Non-Residential : Non Member : £ 325 Member : £ 275 Speaker: £ 220

TOTAL PAYMENT

The total amount may be paid by (please tick appropriate payment box):

- Sterling Cheque or Draft payable on a bank in the UK, I enclose my remittance, made payable to World Council for Corporate Governance, for £.....
- Credit/ Charge card (Visa, Mastercard, Euro, Amex ONLY)
- Bank transfer of € / £..... to HSBC Bank, 186, Baker Street, London NW1 5RU, **SWIFT CODE: MIDLGB22**

Account Name : World Council for Corporate Governance Account Number: 1133 8447 Sort Code: 40 04 26

Visa Mastercard Euro

Card Number

Start Date Expiry Date Security No :

Card Holder Name :

Credit Card Billing Address : _____

Postal Code : _____ Please note that all payments made by Credit/ Charge card will be subject to the following surcharge : American Express: 3% of the total amount charged. All other cards : 2% of the total amount charged.

Signature _____ Date _____



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