



[사]글로벌경쟁력강화포럼

www.gcef.org

The 2nd GCEF Dialogue

The 1st GCEF Dialogue – Human Value Centered Management (April 4, 2010)

The 3rd GCEF Dialogue – Strategic Philanthropy (July, 2010)

“Fresh Approaches, Deeper Impacts - Unseen Faces of CSR”

How to innovate corporate social responsibility
to increase economic and social value creation

Mr. Evan Ramstad

Correspondent of the Wall Street Journal

(www.wsj.com)

- Time: 3-5 pm on Friday, May 14, 2010
- Venue: Conference House, Dal-Gae-Bi
- Hosted by: GCEF (Global Competitiveness Empowerment Forum)
GCEF (www.gcef.org) is a nonprofit organization to empower competitiveness of corporations in CSR strategy, practice and communication
- Sponsored by: EEWG (Emerging Economies Working Group) of Corporation 20/20
Based in Boston, US, Corporation 20/20 (www.corporation2020.org) was co-founded in 2004 by Allen White, co-founder and former CEO of GRI (Global Reporting Initiative) and Marjorie Kelly, a co-founder and former editor of Business Ethics. Corporation 20/20 has worked with more than 500 professionals in business, civil society, government, law, labor, media and the investment community to suggest new ideas and concepts for corporate redesign. We advocate system redesign based on the following six principles: socio-economic purpose, fair returns to stakeholders, sustainability, equity, participation, transparency, ethics,

accountability and human rights.

EEWG (Emerging Economies Working Group) is one of Corporation 20/20's working groups consisting of practitioners and researchers from China, Korea and Japan and other countries. EEWG conducts research on the corporations of emerging economies through the lens of Corporation 20/20's six principles, which take historical and cultural perspectives into consideration. Its current first step is to see CSR in Northeast Asia. In the future, EEWG will expand its engagement and research to other countries in Asia and other regions such as the Middle East, Africa, Latin America, and Eastern and Central Europe.

Program

- 15:00-15:05: Opening
- 15:05-15:30: Presentation by Mr. Ramstad
- 15:30-16:45: Q & A and interactive dialogue
- 16:45-17:00: Ending

Participant List

- Speaker: Evan Ramstad, Correspondent of the Wall Street Journal
- Moderator: Angela Joo-Hyun Kang, Founder and Executive President of GCEF (Global Competitiveness Empowerment Forum)
- Chung, Tong-Soo, Advisor of Yulchon and former Head of Invest Korea, KOTRA
- Florian Stuerwald, General Counsel & Regional Compliance Officer, Siemens Ltd. Seoul
- Frank Know-Tae Kim, Senior Client Representative, IBM Korea
- Hong, Jong-Hee, Director, Corporate Communications, L'Oréal Korea
- Kang, Tae-Jin, Assistant Manager, Welfare Management, Hyundai Motors Company
- Kim, Cheol-Hee, Corporate Citizenship & Corporate Affairs Manager, IBM Korea
- Lee, A-Ram, Assistant Manager, Social Contribution Group, POSCO
- Mary Hyun-Mi Han, Member, Steering Committee of GCEF (Global Competitiveness Empowerment Forum)
- Shin, Jae-Min, Manager, Corporate Responsibility Team, Hyundai-Kia Motors
- Timothy Taek-Myung Kwon, Executive Director, KEB (Korea Exchange Bank) Sharing Foundation

Bio of Mr. Evan Ramstad

Mr. Evan Ramstad is a reporter in the Korea bureau of The Wall Street Journal. He has covered Korean issues since August 2006.

Mr. Ramstad began his journalism career as a reporter for the Associated Press. He was a general assignment reporter for the Texas region from May 1987 to November 1990, reporting first from Dallas and then from Washington, D.C. He returned to the Dallas bureau that November as the Texas business writer. In April 1993, he transferred to the AP's New York business news desk and covered the technology beat.

He joined the Journal's Dallas bureau in 1996, where he covered technology companies based in the mid-U.S. He left the paper in 2001 to work at a TV production company. He rejoined the Journal in 2003 in Hong Kong, where his assignment was technology companies in Asia ex-Japan.

Born in Hartford Conn., Mr. Ramstad received a bachelor's degree from Trinity University in San Antonio, Texas.

Presentation by Mr. Evan Ramstad

CSR is like story telling. CSR needs evolutionary thought. It's a story of your company, the ultimate message of a company and communication of a company.

Today's talk is from mindset of a journalist as well as a consumer. We should think of CSR in a broader sense, not just as a charity helping communities or disadvantaged groups. Companies should endeavor to move CSR out of the realm of charity and create a much broader definition through its company's works.

Story of Noyce brothers, the Mayor of Silicon Valley and Spiritual leader, great men who come from Mr. Ramstad's hometown of Iowa.

Robert Norton Noyce (December 12, 1927 – June 3, 1990) is one of the two people who invented the computer chip. The other person is Jack Kilby, who was working at Texas Instruments (TI). Robert Noyce has a nickname, "the Mayor of Silicon Valley". He co-founded Fairchild Semiconductor in 1957 and Intel in 1968. Fairchild and Motorola are two companies that entered South Korea in 1967 and 1968 respectively. Robert Norton Noyce has a brother, Gaylord Noyce. He is a professor emeritus of the practice of practical

theology at Yale Divinity School. He is also a famous religious figure and played a big role in the US civil rights movement in the 1960s. Here are two brothers: one is a business person who became very wealthy and founded two companies; the other is a spiritual leader, active in civic struggles. I met Gaylord Noyce in 1990 when Robert Noyce passed away. I was a technology writer for AP. Gaylord told me a story of how Intel started to give back to the community. This happened long before CSR became fashionable. Intel's efforts started in the 1970s, when Gaylord asked his brother, "What are you doing for the community?" Robert was shocked, because he had not thought about it. Business was just business. That was a turning point for Robert Noyce and Intel.

Let's think about CSR in South Korea. CSR has become a kind of phenomenon with complicated workings. We have seen many CSR stories in newspapers describing good deeds such as giving charcoal in winter and mixing Kimchi etc. Charities are a good start even though they are just individual charity events. However, there may be more effective ways to help communities than simply gifting them money. In this same manner, CSR reports should be more than simply reporting results and achieving yearly target objectives.

CSR is a basic principle about how companies should behave and implement these behaviors in all aspects of a company.

One of toughest things for CSR people is to meet your boss' expectations for immediate returns and good PR pictures in the media. Some people believe this is the way to do CSR.

CSR is about addressing a company's weakness, which can in turn generate great opportunities. These are the stories that catch journalists' attention.

A tobacco company gives money to NY philharmonic, ballet and arts and gets its name on PBS. This is good philanthropy and marketing, but it's not CSR.

Things are changing and evolving. Look Apartheid in South Africa in the 1980s. Consumers tried to influence political change and these changes actually happened.

Starbucks is a massive buyer of coffee beans. Coffee is exploitive, and this is the coffee industry's weakness. Starbucks addresses the heart of its weakness by buying coffee beans responsibly. Starbucks built its image - good for the people, suppliers, consumers and friends - by giving consumers a feeling of doing something good for the growers.

Use your company's core competence. It's good for your company as well as your community.

Among IBM' complex CSR efforts at all levels, the World Community Grid has made an unprecedented effort to pay back to the community. They have gathered ordinary people's idle computers to create a free, open-source lab for researchers around the globe. To take part you can simply leave your computer in lock mode so that your computer can be used for projects around the globe such as human genome, mapping and space research etc. which need a lot of computing power. IBM brought ordinary people together to create a super computer out of their networked PCs. More than half a million people participated.

An Article about IBM's World Community Grid

<http://www.fastcompany.com/magazine/145/look-whos-curing-cancer.html>

"How IBM's World Community Grid Is Helping Cure AIDs, Cancer, and World Hunger - IBM's virtual supercomputer is tapping the unused processors of half a million people to speed up critical scientific research. Since IBM launched the nearly \$2-million-a-year project in November 2004, more than half a million people in 218 countries have volunteered some 1.5 million laptops and desktops. In raw computing power, the grid is comparable to a top-10 supercomputer. The average PC would take more than 328,000 years to complete the grid's calculations so far."

Design CSR to generate deeper impacts with exponential growth.

Let me introduce a foundation in Dallas, Texas where I lived in the past, founded by a family who started General American Oil Company, a century ago. Later, it was bought by Phillips Petroleum and became ConocoPhillips, the third largest integrated energy company in the US and the fifth largest refiner in the world.

In the early 1980s, the city of Dallas was decaying in a recession. People moved out to the suburbs, haloing out of the cities. The company needed a new headquarters but within their neighborhood there were only Century-old homes available. They bought 22 city blocks and called in architects and building preservation experts. Together they rebuilt the houses in keeping with the original style, and today these houses are rented out at no charge to Nonprofit Organizations. The area has become the NPO charity center of Dallas with about 40 charities making good use of the free rent, security, parking lot, and lawn care etc. provided by this foundation. It's like giving charity to charities. They also provide a consulting firm for NPO management, helping NPOs raise and manage money efficiently, and assisting them with marketing. 30 years on, these NPOs put the money they've saved back into their programs and continue to expand their own outreach. Because of their close proximity they are able to meet regularly and they have consulting firms nearby to help them implement new ideas. How much did the Meadows Foundation cost? Just a few million dollars back in the 1980s, plus yearly maintenance expenses and utilities etc. But

look at the huge impact it has had. This foundation saved the neighborhood, helped NPOs save on major operating expenses, and gave them and galvanized them with new purpose. We can imagine the real return on investment: they did not help charities, they built them up.

The Meadows Foundation

<http://www.mfi.org/aboutus/files/Glance.pdf>

“Wilson Historic District: The Foundation established the Wilson Historic District near downtown Dallas in 1981. Here, about 40 nonprofit agencies are provided rent-free office space, as well as management and technical assistance, in elegantly restored turn-of-the-century homes and buildings and new structures. Considered a benchmark for historic preservation and a model project in which to house nonprofit agencies, The Wilson Block, within the 24-acre Wilson Historic District, has earned a listing on the National Register of Historic Places.”

Take a comprehensive approach with CSR.

Also from Dallas, Southwest Airlines has been doing the right thing for employees and suppliers using strict guidelines founded in its CSR report. Their efforts are comprehensive. Southwest uses an eco-friendly airline engine washing system that captures and purifies the water, allowing it to be recycled and used for another wash. Southwest changed what snacks it gives to customers so that they can choose snacks which reduce waste. It's called the Select-a-Snack Tray. Southwest is a big benefactor for Ronald McDonald House Charities in 61 US cities. Ronald McDonald House Charities are places where the parents of children that are in nearby hospitals can stay overnight for a reduced price or donation. This meets the needs of families whose children are receiving long-term treatment away from home. Southwest distributed more than 15,000 airlines tickets in 2008 in response to requests or specific wishes, such as to help an ailing mother fly to the Washington monument for the last time. Backpack Brigade is a companywide program to support the families of troops in Iraq and Afghanistan. Efforts promoting diversity are extended to suppliers and vendors.

http://www.southwest.com/about_swa/southwest_cares/southwest_cares.html

Just take actions for CSR.

In 2007, the Wall Street Journal was bought by News Corporation, owned by Rupert Murdoch who also came to visit Seoul, South Korea in 2009. The editorials of the Wall Street Journal, like FOX News and New York Post, are considered as conservative. But recently, Mother Jones, a progressive magazine mentioned WSJ's efforts regarding climate change - how News Corporation has changed to embrace alternative energy. For example,

there are solar panels on the building roof of a giant garage in the parking lot of Dow Jones NY headquarters. Their aim is to produce 25% of their energy needs via solar power.

CSR is not an exception, when it comes to social media.

Social media such as Twitter and Facebook are excellent ways to spread stories of individual companies. Many employees or vendors tell their friends through social media how they are proud of the CSR work of their companies. Social media uses a narrative method of communication. It's media that you can control, rather than an outside medium controlling you and your reputation. It's a new approach that allows you to talk about the things that you most care about.

Dialogue with Participants

Try to give huge impacts to community, if possible, utilizing your business competence and expertise.

IBM's World Community Grid is a nonprofit organization sponsored by IBM, using IBM's grid computing and grid servers. Non-commercial organizations that do humanitarian research projects can apply to use this super computing power. Individual computers can donate their idle time. You can adjust your computer's settings in your break time, coffee time and anytime. All you need is electricity. It's like creating a virtual super computer. The number of participants in the World Community Grid continues to increase. Big companies and individuals can become members of the World Community Grid. It's easy, simple and powerful. IBM publicizes every result so the information generated is open to all. There is even a World Community Grid participation contest to create more involvement. IBM is not actually the top donor, ranking at 4th place. Other US companies who joined the World Community Grid took the top ranks. South Korean companies can also join. Additionally, any South Korean humanitarian research project or NGOs or NPOs can apply to use the generated computing power. Some Asia-based research projects have been chosen, such as Chiba Child Care research project in Japan, and a number of school research projects in China. There is also a proposed research project to neutralize the oil spilt from oil rig of BP.

<http://www.worldcommunitygrid.org/index.jsp>

CSR should take a GLOCAL (Global + Local) approach. This approach must consider the views of Western multinationals' Korean subsidiaries South Korean

multinational corporations' headquarters. Corporate redesign for the long term must focus on visionary and change-making strategies that have the backing of top management.

Founded in 1967, Korea Exchange Bank (KEB) has been a leading bank in South Korea. As an effort to grow together with the communities, KEB Sharing Foundation was established in 2005 as 100% funded by KEB for the first time in the Korean banking industry. KEB Sharing Foundation supports various grant making programs to help disadvantaged groups, youth, and communities in the domestic and global arena.

http://www.keb.co.kr/IBS/multi_lang/ncompany/eng/KBI1504P.jsp

Hyundai-Kia Motors Group consists of 5 subsidiaries. The CSR Committee chaired by the group Chairman was established in 2008 as a group wide effort involving CEOs and overseas group's environmental, social and philanthropic issues. Hyundai-Kia Motors Group considers all aspects of CSR in value chains - vendors, marketing, supply chains and customers and R&D etc. Hyundai-Kia Motors Group is thinking of its CSR vision, strategy and landscape over the next decades.

<http://worldwide.hyundai.com/company-overview/responsibility/social-responsibility.html>

In 2010 Hyundai Motor Company launched a global social contribution activity called Looking for Three-Leafed Clover. It's a program to grant the wishes of children who have lost a parent or suffered serious injuries due to traffic accidents. Dealers and employees go to children to do volunteering activities to make their wishes come true. In South Korea it has worked very well. We have expanded into five countries but some of these programs unfolded in different ways.

<http://csr.hyundai.com/country/safemove/intro.aspx>

When L'Oréal thinks CSR at local level, it considers three factors - purpose at global level, finding local social agenda with consideration of global level and capability of local subsidiaries to make it possible. L'Oréal Foundation was founded in 2006 to integrate uncoordinated philanthropic efforts, so that local subsidiaries could apply to address local needs. It has three focus areas - education, science and solidarity. Subsidiaries prefer broader boundaries as well as clear guidelines. They also can choose their own agenda depending upon their local context. For example, in the education area, Hairdressers against AIDS is L'Oréal's global CSR program. South Korea did not join, whereas, the program was very successful in South Africa. L'Oréal works with UNESCO doing many things for AIDS. Many hair salons, L'Oréal's business partners, joined this effort too. L'Oréal Korea works with the Ministry of Gender Equality to empower working mothers and help them back into employment. Since L'Oréal's founder was a chemist, L'Oréal works with UNESCO to support women scientists through the For Women in Science

program. L'Oréal builds solidarity with creative ideas to be a responsible cosmetic company.

<http://www.loreal.com/en/www/html/philanthropy/make-education-more-widely-available/news.aspx>

CSR needs patience and continuous efforts regardless of the level of acceptance by the public and media

Companies do many CSR efforts for all relevant stakeholders but media coverage sometimes only deals with mere philanthropic activities for the poor. CSR is like a phantom. Hyundai is striving for a comprehensive approach. Goldman Sachs Korea is underwriting middle school levels. POSCO is underwriting elementary schools and helps farmers and women through e-learning courses, not only in big cities, but also in the smallest towns.

However, these CSR efforts are not very visible and are only gradually becoming known. Over time consumers will become aware of these good works and will tell themselves, "That's a company that we can trust. We don't have to feel guilty when we buy its products."

When bad situations occur CSR can actually help protect your reputation from damage. Toyota may have lost lots of emotional capital, but it has built up a good image in the US community over time. Toyota was the 1st non-US company that made the US public fearful about incoming foreign capital. It seems that loyalty to Toyota still exists. Toyota dealers said that they are not affected much by the recent turmoil. Consumers still believe in the Toyota brand.

CSR needs to be connected with a wider corporate agenda. It may sometimes need to embrace collective actions with others, even competitors.

Anti-corruption is related to CSR. Siemens AG promotes collective actions against anti-corruption by getting other companies to join, sharing best practices and pursuing policy changes. Business is a long road but efforts such as voluntary agreement from the private sector help. Siemens Ltd. Seoul is endeavoring to solicit collective action for anti-corruption in South Korea with vendors, inter-governmental organization and Anti-Corruption & Civil Rights Commission. We organize and invite other companies to join. We exchange ideas, feedbacks and opinions. We've had three sessions so far and gained some media attention for our anti-corruption works. It's very important to persuade CEOs to get on board and to get buy in from top management.

<http://www.siemens.com/responsibility/report/08/en/management/compliance/collective>

[action.htm](#)

CSR also can pursue systematic change in countries with weak governance. Whether the issues is corruption, poor public health care or public educational system, CSR can create real changes in people's lives

Being selected for and participating in IBM's Corporate Service Corps' project in Luxor, Egypt is such a rewarding experience. IBM thinks differently and does things differently. IBM pursues real change rather than pursuing spare change just by giving monetary checks. IBM receives voluntary applicants, selects top talents and deploys chosen employees to emerging and developing countries for 6-month volunteering projects. Usually, three months for pre-work, one month for on-site action and two months for post service. The project I participated in is "Multi Culture Supply Chain Mapping for Upper Egypt" to address the vulnerability and poverty of poor farmers. 11 IBMers from 7 countries work with the Ministry of Trade and Industry of Egypt and its local governments, UNESCO and UNIDO. I am the only one from South Korea. It's a big paradigm shift. IBM tries to make real change by intervening substantially to solve macro problems.

www.ibm.com/corporateservicecorps

CSR should make employees proud of their company

In IBM, there is no obligatory activity. We feel ashamed if we're not doing something for our community - it's our culture. We are proud and honored to work for IBM. With internal paradigm change, CSR can become a phenomenon among colleagues, striving to apply for volunteer placements. The chairman can't make huge changes alone: individual employees themselves should become CSR champions. All employees have to shift from a certain point to the next level.

CSR is trust building

In POSCO, volunteering is part of life. POSCO is deeply involved in volunteering, also with POSCO suppliers and business partners, the "POSCO Family". POSCO has been building trust through volunteering weeks and global volunteering day activities on both large and global scales. Under the direction of the Social Contribution Committee, POSCO believes continuity is important, since CSR does not produce short term performance.

<http://www.posco.com/homepage/docs/eng2/html/sustain/social/s91d3050010c.jsp>

Communicate CSR to the media

CSR is like baseball. The media looks for little actions, like hitting singles: CSR is a

homerun. It should be big and comprehensive. CSR and PR people should develop good strategies. The ultimate goal is home runs but you have hit to also singles and doubles, too.

One effective method of CSR communication is to find smart and good magazine reporters who have the time to develop and write your company's stories.

Enrich CSR by tackling weakness. Expose public risks and more trust will follow

Let's think about a car company. Its product can kill people. If your company CSR program helps victims of car accidents it would be interesting to imagine a magazine story. The reporter could go to families and try to really learn about the emotional pains of the families and how they recovered.

Put your thumbs in all your weakness and your raw weakness. Expose yourself and take risks: more trust will come your way.

In 1993, IBM took big PR risks, even though it did not take CSR risks. IBM cut 80,000 jobs. Former CEO, Lou Gerstner implemented massive restructuring and management innovation. The amazing thing happened at that time was that IBM exposed itself and showed weakness. The CFO and two WSJ journalists traveled around IBM for two months to find out the real pains that occurred as a result of the restructuring. The WSJ story was published with anecdotes, and explained why restructuring was necessary to remove inefficiency and strive for change. The reason why IBM and the journalists did this was to win back trust from investors, who are the main readers of WSJ. It's worthwhile to take challenges. Share some of your pictures with vendors, business partners and small companies who don't have resources. Make them your own 40X of nonprofit organizations, as we have seen in the Meadows Foundation case.

CSR is not about making money instantly, but rather, is an investment over time.

Your job is to build trust for your company. You have to believe in it. Your team will inevitably meet with resistance and pressure from other line managers whose main job is to achieve the bottom line in every quarter.

Engage with up to date global CSR trends.

It is important to be on the same page as rapidly changing CSR trends. Make efforts to keep track of up to date trends and add greater value to those trends with your own stories. Field studies, benchmarking and attending conferences are helpful. Some of today's dialogue participants attended the International Corporate Citizenship Conference 2010

held by Boston College Center for Corporate Citizenship. CSR is evolving, up to CSR 3.0 making social innovation beyond social contribution, closely linked with key business strategy. <http://www.bccccc.net/index.cfm?pageId=2142>

You are all CSR leaders. Think beyond the scope of your jobs and companies. Make a contribution for South Korea.

Information Sharing from GCEF



October 21 & 22, 2010 | Beijing, China

www.asianforumcsr.com

HOW CAN CSR STRATEGY IMPROVE YOUR COMPETITIVENESS?

*The most valuable CSR experience in Asia comes alive this year in **China***

You can learn to improve CSR expertise and business competitiveness in just two days – at the 9th annual *Asian Forum on Corporate Social Responsibility* (AFCSR) 2010 to be held on October 21 & 22 in China. From Bangkok, KL and Jakarta to Ho Chi Minh, Singapore and Manila, AFCSR has proven to be Asia's foremost CONFERENCE and EXPO on Corporate Social Responsibility. This year AFCSR goes to China. Are you joining us in China to learn from **70** international speakers and share experiences with **500** delegates from 18+ countries? Imagine for a moment that in two full days you can **benefit from the most valuable professional development opportunity of 2010:**

I. Strategic Business Competitiveness

1. A 10 step guide to make CSR enhance profit through improved corporate reputation
2. How CSR improves product safety and reduces risks of doing business
3. How to integrate CSR into business strategy to gain a competitive advantage
4. How Corporate Foundations and Philanthropy accelerate competitiveness
5. ***Using CSR to drive innovation and profits – Will be presented by Angela Joo-Hyun Kang, Founder and Executive President of GCEF (Global Competitiveness Empowerment Forum)***
6. CSR Indicators and Best Practices
 - a. How to develop performance indicators on the benefits of CSR to stakeholders, especially consumers
 - b. Looking at best practices in Socially Responsible Supply Chain Management

II. Workplace / HR Competitiveness

1. Improving productivity and generating cost savings because of CSR
2. Understanding Responsible Leadership Models
3. Driving Change from Within – How to motivate Employees to Support your Company's CSR
4. Tools, tips and traps of an employee volunteer program
5. How to develop an employee code of conduct that aids competitiveness
6. How to create the power of a great workplace

III. Marketplace Competitiveness

1. How CSR builds brand value
2. How CSR helps to form business alliances in global markets
3. A guide to managing CSR in the different industrial sectors
4. Case studies of how social markets can be good for business
5. How consumers are responding to CSR initiatives
6. Understanding political and cultural differences in developing CSR initiatives

IV. Operational Competitiveness (Environment)

1. How to manage energy to reduce your carbon footprint and improve profits
2. The responsibilities of MSMEs to large companies
3. Competitiveness through CSR in the mining sector
4. CSR toolkit to improve competitiveness
5. The greener side of Green
 - a) CSR Greening Operations - What works and what does not, what's hot and what's not!
 - b) How to green your business (Revisited)
6. Monitoring and Review
 - a) Monitoring and Evaluating CSR activities for competitiveness
 - b) Another look at CSR for CSR

V. Social benefits and Competitiveness (Community)

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2. How to make PPP work!
3. A look at social innovation and entrepreneurship
4. A guide to benchmarking your social programs
5. Case studies of how focusing on poverty and social empowerment can be good for business
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VI. Personal skills for CSR Managers

1. Negotiating skills for CSR Managers
2. How to deal with Community Leaders and Government Policy-Makers
3. How CSR Managers Deal with Crises Management
4. Managing controversy
5. How to decide what CSR issues are crucial to you
6. Mind Mapping for CSR managers

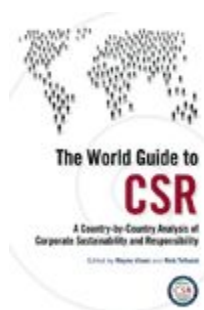


<http://www.asianforumcsr.com/awards/2010/>

Honoring Asia's Outstanding CSR Projects - The Asian CSR Awards Program recognizes and honors Asian companies for outstanding, innovative and world-class products, services, projects and programs in five categories. These projects should demonstrate the company's leadership, sincerity and on-going commitment in incorporating ethical values, compliance with legal requirements, respect for individuals, involvement in communities and protection of the environment into the way they do business. Companies can enter as many projects as they wish in one or more of these categories:

- ☐ Best Workplace Practices
- ☐ Concern for Health
- ☐ Environmental Excellence
- ☐ Poverty Alleviation
- ☐ Support and Improvement of Education

The Awards ceremonies will take place during the Gala Dinner and Awards Night of the Asian Forum on Corporate Social Responsibility (AFCSR) 2010. Hundreds of senior executives and professionals from government, business, civil society and the media will be present.



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The World Guide to CSR – 60 Countries
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Edited by Wayne Visser and Nick Tolhurst

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512 pp 234 x 156 mm Published June 2010

- Hardback: ISBN 978-1-906093-37-2 List price: £60.00/€90.00/US\$110.00
- Paperback: ISBN 978-1-906093-38-9 List price: £30.00/€45.00/US\$55.00

The World Guide to CSR is the first book to provide comparable national profiles that describe the evolution and practice of Corporate Sustainability and Responsibility (CSR) for more than 60 countries. Each regional and national profile includes key information about the relevant CSR history, country-specific issues, trends, research and leading organisations.

The purpose of the book is to give CSR professionals (including managers, consultants, academics and NGOs focusing on the social, environmental and ethical responsibilities of business) a quick reference guide to CSR in different regional and national contexts. The need for the book is premised on the fact that CSR professionals and researchers more often than not have a multinational remit and are required to benchmark performance internationally, but find that country-specific CSR information is ad hoc, limited or non-existent. Even where national CSR research exists, it is often hidden in academic journals that practitioners cannot access or do not have the time or inclination to read.

The book is an edited volume, with expert contributors from around the world, all of whom have been screened and selected on the basis of their qualifications and experience in CSR. Each regional/country profile includes the following subsections:

- CSR in context
- Priority issues
- Trends
- Legislation and codes
- Organisations
- Case studies
- Educational institutions
- References

This unique resource will be an essential acquisition for all organisations who need to benchmark their CSR strategies throughout different regions and cultures and want the best possible intelligence on the key issues and concerns relating to corporate social responsibility in all of the markets in which they operate.

"The World Guide to CSR represents an ambitious but needed project to fill a gap in the literature. Its emphasis on CSR context, issues, trends, legislation and codes, organisations and case studies creates an excellent template for a on country- and region specific CSR programmes. I cannot think of better professional leadership than Wayne Visser and CSR International for this exciting project. I strongly and enthusiastically endorse this initiative."

Archie B. Carroll, Director, Nonprofit Management & Community Service Program & Robert W. Scherer Professor Emeritus, Terry College of Business, University of Georgia, Athens, GA, USA.

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