

The 3rd Annual

# GLOBAL CSR

SUMMIT 2011



PHILIPPINES

## BEYOND SUSTAINABILITY

11 - 12 August 2011

Cebu City, Philippines

Held In Conjunction with the

Global



"The Search For Asia's Most Sustainable Company"

[www.globalcsr2011.tpgi.org](http://www.globalcsr2011.tpgi.org)

From the creators of



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Dear Responsible Executives,

Asia's most prestigious event on corporate social responsibility, The Global CSR Summit & The Global CSR Awards are back for the 3rd successive year.

Based on popular feedback, we have selected the beautiful Cebu, Philippines as the venue for this year's conference and awards.

This year, we will examine the issues of sustainability for businesses in Asia for the 21st century amidst weaknesses in the global economy, environmental disasters, political instability in the middle east and the global food crisis.

The theme of the event "Beyond Sustainability" highlights the future directions of CSR. It involves going beyond narrow concepts of sustainability that aims at "minimizing" environmental harm and maintaining the status quo towards a new paradigm of embracing innovative and cutting edge solutions that contribute beneficially to profits, societies and the environment.

The 2 day event will consist of presentations from industry leaders, an awards luncheon ceremony, a practical workshop and a site tour around Cebu.

See you at this fantastic event.

Best Regards,

Melvin Chan  
Senior Director  
The Pinnacle Group International

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## Target Audience

Directors, Vice Presidents, Directors, Managers,  
Head of the following departments:

- Corporate Social Responsibility
- Corporate Communications
- Public Affairs
- Business Strategy
- Sustainability Developments
- Investor Relations
- Public Relations
- Corporate Secretariat
- Human Resources
- Environmental
- Marketing
- Corporate Citizenship
- Government Relations

## Industries

- Oil & Gas
- Mining
- Energy
- FMCG
- Pharmaceuticals
- Telecommunications
- Manufacturing
- Electronics
- Transportation & Freight
- Banking & Finance
- Retail
- Hospitality
- Service
- Maritime
- Automotive
- Government Bodies
- Consultants, Advisories and Academics

## Sponsorship and exhibition opportunities at Global CSR Summit 2011

Sponsorship at the Global CSR Summit 2011 allows you to promote your expertise and services to a senior level audience, from all sectors. Delegates will come from across the world, where Pinnacle has 10 years of experience and is established as the leading event in the sector. Our tailored sponsorship and exhibition packages are designed to meet your company's specific requirements.

For A Discussion On Sponsorship, Speaking Opportunities & Nominations, Please Contact Our Sales Representatives:

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## Programme

### 11 August 2011 - Thursday

AM

08:00 Registration & Exhibition Viewing

09:00 Welcoming Remarks From The Pinnacle Group International

09:05 Keynote Address: Beyond Sustainability – Towards A New Paradigm For Businesses In The 21st Century

10:05 Plenary Sessions: Adapting versus Embracing Sustainability – Challenges & Success Stories

**Meet the industry leaders of Asia's most successful companies and how they are addressing the most pressing corporate responsibility issues faced by their business**

11:05 Morning Refreshments & Exhibition Viewing



11:25 Defining An Ethical Corporation For The 21st Century – Asian Examples

PM

12:10



& Luncheon



2:30 Branding & CSR – How Can You Create A Widely Admired Brand

3:00 How To Assess Business And Product Footprinting

3:30 Plenary Sessions: Dealing With Environmental, Community & Biodiversity Impact In Mining, Energy & Agricultural Industries

**This panel will address some of the challenges and solutions experienced by leaders in the mining, energy and agricultural sector in minimizing the negative impact on the environment, community & biodiversity.**

4:30 Afternoon Refreshments & Exhibition Viewing



4:50 How To Create A Successful Community Investment & Engagement Programme & Synergizing With Your Business

5:20 Innovations In Sustainable Materials & Balancing Between Bottom Lines & Responsibility

6:00 Conference Concluding Remarks & End of Conference

### 12 August 2011 - Friday

AM

09:00 CSR Masterclass - To Be Advised

PM

1:00 Cebu EcoTour

# Global



The Global CSR Awards 2011 is Asia's Most Prestigious Recognition Awards programme for Corporate Social Responsibility. The programme recognizes and honors companies for outstanding, innovative and world-class products, services, projects and programmes implemented in 2010/2011. These projects should demonstrate the company's leadership, sincerity and on-going commitment in incorporating ethical values, compliance with legal requirements, and respect for individuals, communities and the environment in the way they do business.

The Award categories for this year are:

- **Best Environmental Excellence Award**
- **Best Community Programme Award**
- **Best Workplace Practices**
- **CSR Leadership Award**
- **Product Excellence Award**

Companies can enter as many projects as they wish in one or more of these categories. The winning company, regardless of size, is simply one which in the opinion of the judges, best meets the criteria for each category.

## CATEGORIES AND CRITERIA

### **Best Environmental Excellence Award**

The Company that has successfully implemented a major project or programme in areas such as: Energy Efficiency, Extended Product Responsibility, Green Product Design, Waste Reduction, Sustainable Business Practices and Water Conservation. The company that has integrated environmental performance into its sustainable development strategy and has delivered proven business benefits.

### **Best Community Programme Award**

The company that has successfully implemented a community project that has resulted in poverty alienation, better education, business growth or community engagement. Does the company believe in creating educational opportunities for those who don't have them or helping individuals to escape from poverty? How well does the company back up its belief and commitment to the community? How sustainable is the project or programme?

### **Best Workplace Practices**

This category includes employee ownership plans. The company will have policies and programmes in place that show the respect they have for their employees and how much they value them. How far has the company gone to take care of its employees? Dependence care, layoffs, health provision and employee training are a few of the areas that will be looked at. Privacy at work, improving quality of life at work, fostering lifelong learning and the implementation of employee ownership plans are also examples of good practice.



# Global



## CSR Leadership Award

This award will be given to an individual who has contributed to the promotion of all aspects of Corporate Social Responsibility, including the environment, sustainability, community partnerships, education and poverty alienation to name but a few.

## Awards Ceremony

The Awards ceremonies will take place during the lunch on 27 May 2010. Hundreds of senior executives and professionals of corporate social responsibility from government, business and civil society from the region, and the media will be present.

## Selection Process

There will be an in-depth search and selection process for the Awards comprising the generation of entries, initial screening, comments by advisors and final judging.

## The Judging Panel

The judging panel is made up of internationally recognised and respected judges from a variety of industry sectors and disciplines. The panel has been carefully selected to ensure the selection process is fair and objective. The judges are bound by a strict confidentiality agreement and are required to declare any conflict of interest in entries over which they deliberate. They will be asked to stand aside should this scenario arise.

## Generating Entries

Companies from all over the region are encouraged to nominate themselves and enter their favorite projects or programmes. There is no limit to the number of entries per company.

Regional and international organisations, including NGOs, advertising agencies, management consultants and suppliers of products and services are also invited to nominate companies in the Award categories for specific projects, programmes and services that showcase their CSR commitment.

Each submission must include the following information as a hard copy: (DEADLINE FOR SUBMISSION : 28 April 2010)

1. Nomination Entry Form & an administrative fee of SGD\$150
2. Up to 1000 words outline of the reasons why the nominee deserves to be recognised with a CSR Summit Award, highlighting any relevant, unique or outstanding characteristics based on the key criteria for the Award category entered
3. Up to 300 words biography (for individual awards) or company profile (for organisational awards)
4. Supporting material which you feel best validates your nomination financial results, press clippings, campaign examples and testimonials must be supplied as a soft copy

Global



#### Positive Screens:

1. Credit will be given to companies that report their CSR activities openly and clearly within the context of a recognised CSR Reporting framework such as the GRI-G3.
2. Credit will be given to companies that can demonstrate independent assurance or verification of the impact of their CSR programmes from third parties.
3. Credit will be given to companies which are signatories or supporters of international CSR frameworks such as the UN Global Compact or the UN Principles for Responsible Investment and which demonstrate a clear commitment to fulfilling their responsibilities under these frameworks.
4. Preference will be given to long-term programmes which address as wide a range of stakeholders as possible through useful, innovative and meaningful CSR activities that make a real difference to the environment or to the communities which they touch.
5. Where individual or one-off projects are presented companies are encouraged to demonstrate how these projects fit into their overall CSR programmes and how they can create a sustainable impact on the social or environmental issue they seek to address.
6. For new or start-up projects companies are encouraged to show how the projects will build into longer term programmes and credit will be given to clearly identified sustainability features in the design of the project.

Each submission must include the following information as a hard copy: (DEADLINE FOR SUBMISSION : 8 July 2011)

1. Nomination Entry Form
2. Up to 1000 words outline of the reasons why the nominee deserves to be recognised with a CSR Summit Award, highlighting any relevant, unique or outstanding characteristics based on the key criteria for the Award category entered
3. Up to 300 words biography (for individual awards) or company profile (for organisational awards)
4. Supporting material which you feel best validates your nomination financial results, press clippings, campaign examples and testimonials must be supplied as a soft copy



# REGISTER NOW

3 Ways To Register

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vinod.nathan@tpgi.org

Telephone:

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+65 6846 2702

Fax:

+65 6747 6131

[www.globalcsrsummit2011.tpgi.org](http://www.globalcsrsummit2011.tpgi.org)

## DELEGATE(S) REGISTRATION FEE

Normal Rate	Exclusive Package for 3 Delegates (3 delegates + Unlimited Nomination + Marketing Mileage)
USD 500	USD 1,000

### Organization details

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Authorized By \_\_\_\_\_

Designation \_\_\_\_\_

Signature \_\_\_\_\_

Email Address \_\_\_\_\_

### Credit Card (Only American Express) holder's details

Card holder's name:

Card Number:

Expiry Date:

Cardholder's Signature:

\*For credit card usage, there will be an additional 4% bank admin charge for AMEX card

### 1st Delegate details

Mr./Mrs./Ms. \_\_\_\_\_ First name \_\_\_\_\_

Surname \_\_\_\_\_

Job title \_\_\_\_\_

Tel \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

### 2nd Delegate details

Mr./Mrs./Ms. \_\_\_\_\_ First name \_\_\_\_\_

Surname \_\_\_\_\_

Job title \_\_\_\_\_

Tel \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

### 3rd Delegate details

Mr./Mrs./Ms. \_\_\_\_\_ First name \_\_\_\_\_

Surname \_\_\_\_\_

Job title \_\_\_\_\_

Tel \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

### 4th Delegate details

Mr./Mrs./Ms. \_\_\_\_\_ First name \_\_\_\_\_

Surname \_\_\_\_\_

Job title \_\_\_\_\_

Tel \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_



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### CONFERENCE FEE PAYMENT

Payment may be made in one of two ways - please tick appropriate box:

1. Payment by BANK / TELEGRAPHIC TRANSFER should be made to TPGI Pte. Ltd. through UOB Bank, 80 Raffles Place, UOB Plaza, Singapore 048624  
USD account number: 351-900-086-3  
SGD account number: 101-332-203-7  
Swift code: UOVBSGSG  
Bank code: 7375  
(all charges to be borne by the client)

2. CHEQUES should be drawn on a Singapore Bank and made payable to TPGI Pte. Ltd. A receipted invoice will be sent to all delegates.

Please complete and return this form together with a copy of bank transfer or cheque, payable in USD to TPGI Pte. Ltd, and send by post or email fax to:

TPGI Pte. Ltd.  
Biztech Centre  
#09-08 627A Aljunied Road  
Singapore 389842  
Fax: +65 6747 6131  
[christina.tan@tpgi.org](mailto:christina.tan@tpgi.org)

### CANCELLATIONS

Conference fee: By completing this registration form, you are agreeing to the terms and conditions whereby you are liable for the full conference fee. All cancellations must be received in writing by 22 July 2011 for a full refund, less a 10% administration charge. We cannot accept verbal cancellations. Cancellations received after 22 July 2011 are liable for the full conference fee. However, substitutions can be sent to attend in your place at no extra charge for the entire conference only with prior notice. If owing to a force majeure, TPGI Pte. Ltd. is obliged to postpone or cancel the event. TPGI Pte. Ltd. will not be liable for any travel or accommodation expenses incurred by delegates or their organizations. Badge swapping with other registered/non-registered delegates is against our company policy and will not be permitted.