

CSR & Sustainability Reporting

Completing and enhancing your Corporate Social Responsibility initiatives by accurate, transparent and effective reporting to your stakeholders

Parkroyal Hotel,
Kuala Lumpur

20th - 21st February 2008

*"Given recent corporate scandals companies should not just talk about **responsible practice** but be seen to be acting **responsibly**. This can only happen if there is active communication with **stakeholders** and **transparent reporting**."*

Mike Rake, Chairman, KPMG International

Over the last few years, we have seen a discernible and growing trend for investment preferences to be increasingly geared toward ethical or socially responsible investment in line with personal moral, ethical and religious values. Good CSR reporting can attract Socially Responsible investment (SRI) Funds which are worth an estimated USD\$ 4 trillion globally and are rising rapidly. You are aware of the business case of CSR, now it is the time to realise it.



Facilitated by international consultant, highly sought keynote speaker & training specialist:

Dr. Geoffrey Williams Managing Director
OWW Consulting

Ranked in the top 5% of Social Science authors in the world

We are proud to present a groundbreaking sustainability training tailored for CSR and reporting professionals

Training for reporting must be practical, well-structured and delivered in a way that addresses your organisation's reporting teams' needs. Reporting is the most important aspect of your CSR initiatives. It is critical that stakeholders are provided with and relevant and timely information, and that key performance indicators (KPI's) reflect the good work that your organisation is undertaking. Your Trainer is a professional "real world" CSR Consultant and a trainer who has the experience to understand your organisation's CSR reporting situation and apply appropriate solutions.

Testimonials from past marcus evans CSR events:

"This event covered a wide range of issues within CSR and the international participants of both the attendees and speakers gave a very global insight to CSR"

Assistant Manager

Corporate & Media Relations, Ranhill Utilities Berhad

"Extremely stimulating sessions, some major eye-openers, surely helped me in my practice of CSR in my organisation"

Deputy General Manager

Godfrey Phillips India Limited

"Dr. Geoffrey's presentation was very interesting and informative"

Senior Executive

Group Corporate Communications, Ranhil Berhad

"Marcus Evans has a proven ability to source quality speakers with exact relevance to subject matter!"

HRM Manager

Petronas Carigali Sdn. Bhd

"This conference gives me a broader view and finally I have a complete picture of CSR that will be improved in my company"

Specialist Stakeholder Relations

PT Telkomsel Indonesia

marcus evans training courses are structured to provide intense and practical training. Our format:

- Combinations of educational presentations, productive in-session assignments and participant collaboration to provide actionable learning
- Supervised training to allow for greater interaction and one-on-one interaction with the trainer
- Detailed pre-course questionnaires to allow you to tailor the programme to address your individual concerns
- Hard and soft copies of presentation materials and tools

Benefits of attending include:

- **Perfecting** the CSR report and making it more relevant to your organisation's business goals
- **Simplifying** data collection for reporting: What are the types of data to collect, and from where?
- **Enabling** accurate CSR reporting to reflect your organisation's true CSR activities for attracting investors
- **Building** and maintaining credibility with your organisation's key audiences
- **Combining** world standards in reporting like AA1000 and GRI Guidelines for maximum impact and effectiveness
- **Using** reporting to drive performance improvement
- **Understanding** models of triple-bottom-line reporting and determining the approach to reporting
- **Investigating** facilitation of stakeholder dialogue for the reporting Process
- **Making** the correct decisions in reporting standards, design, and tone
- **Assisting** in the drafting of practical CSR reports outlines and frameworks and provide counsel on transparency issues
- **Managing** the reporting process and understanding organisational needs
- **Determining** the appropriate KPI's to be included in each report

Pre-course questionnaire

To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly what your training needs are. The completed forms will be analysed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

Media Partner

CSR Malaysia™

Supporting Publication



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Wednesday 20th February 2008

Session One

Building the background to your report - CSR basics

Most people now understand that CSR goes beyond community relations or donations to charities and worthy causes to help build company profile. If this is accepted, what replaces this view of CSR? What are the recognised areas of CSR? How do you identify what should and should not be included in the CSR programme that will form the basis of your CSR or Sustainability Report? This session lays the foundations for the rest of the training sessions by making clear the material we will be working with when designing and crafting the CSR Report.

- Calculating the return on investment on CSR
- Re-defining what is CSR, and your organisation's approach to CSR
- Re - visiting the importance of CSR to your organisation's brand value and reputation
- Understanding what areas must be covered when doing CSR reporting
- Building real CSR practices and policies
- Connecting good CSR with company performance
- Monitoring and understanding recent developments and future potential for CSR in Asia and around the world
- Measuring your organisation's CSR index

Special Address- BioX Group Asia's standards in addressing sustainability & issues in CSR reporting

The BioX Group is an international company, specialised in the field of sustainable energy and is one of Europe's largest and fastest growing suppliers of liquid biomass to the energy sector for renewable energy production. Sustainability is a leading principle in BioX' business strategy, listen to how they address the difficult standards in addressing sustainability and the difficulties and processes they have in place for effective CSR reporting

Petra Meekers Sustainability Manager Asia
BioX Group Asia

Session Two

Determining the audience for your report and stakeholder engagement – the heart of good CSR

A CSR Report has a potentially wide readership. Unlike the Annual Report that is read mainly by shareholders, the CSR Report will also be read by analysts, customers, NGOs and lobbyists. Understanding your audience is the first stage in writing a successful report this session will begin the process of managing this task.

- Discovering the correct approach to stakeholder mapping
- Understanding your stakeholders
 - Your CEO – getting buy-in from the top
 - Your consumers
 - Your employees
 - Your investors
 - Your suppliers
 - Your communities
 - The environment
- Determining your derivative stakeholders and their importance

Session Three

Using your reporting strategy to engage your stakeholders

Reporting your CSR can take many forms – a published paper report, web-based strategies, media releases and features and direct and formal responses to regulators. This session will explore the most effective methods of using your CSR reporting strategy to engage with stakeholders to maximise the impact of your programme.

- Pinpointing the correct approach to stakeholder engagement:
- Utilising different methods
- Dealing with hostile stakeholders
- Improving non-financial corporate communication at all stakeholder levels
- Overcoming communication issues in stakeholder management

Why you cannot miss this event

CSR, its advocates say, will have to form an integral part of a company's strategy and its core values. Companies will find they can ill afford not to embrace it and, by the same token, can ill afford not to communicate how they embrace it. Over the last few years, we have seen a discernible and growing trend for investment preferences to be increasingly geared toward ethical or socially responsible investment in line with personal moral, ethical and religious values. This in turn serves as a catalyst for CSR to adopt and disclose their CSR policies and performance

Corporate responsibility reporting in industrialised countries has clearly entered the mainstream. We have observed an increasing professionalism in the form of new global reporting standards, standards that can be used to provide assurance on corporate responsibility reports.

Your organisation has spent significant amounts on revamping operations and adopting these CSR practices. Companies have recognised and understood the business case for good CSR but all these have gone to waste because of lackluster CSR reporting. Effective CSR reporting should not be about volume, but should enable stakeholders to make informed decisions relevant to their interests. A key issue for many companies is how to decide what they should report – what are the really significant or material issues for users, rather than what they can report.

CSR reporting, at its ideal best should conform to global trends such as the Global Reporting Standard and AccountAbility1000, addresses shareholders AND stakeholders and remain as transparent as possible, especially when it comes to the organization's shortcomings.

This workshop will analyse and present the tools and notions for proper CSR/ Sustainability reporting. For the 2 days, you will learn about the latest trends in CSR reporting, engaging your shareholders and stakeholders and most importantly, developing a good, representative and transparent CSR report that complies with world renowned standards.

Who should attend

- Corporate social responsibility department teams
- Sustainability managers
- General managers and chief operating officers
- Project planning and environmental managers
- Corporate affairs managers
- Public relations officers / Investor relationship managers
- Finance managers and controllers
- Internal and external auditors

About the Media Partner

csr-malaysia.org is a community portal provided by OWW Consulting to promote and champion CSR in Malaysia. The site includes CSR news from Malaysia and the Asia-Pacific and has a live feed from our partner CSR Wire the world's leading provider of CSR information. CSR Malaysia also promotes the activities of community groups free of charge to encourage companies to partner with them over the long term. The site has an events calendar, bookshop and jobs section to keep users informed of emerging issues in CSR around the world.

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact **Sarah Faradilla** on +603 2723 6600 or email sarahf@marcusevanskl.com to discuss further possibilities.

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the trainer, who has kindly committed and supported the event.

The GRI-G3 International Gold Standard for CSR Reporting

Session One

Introduction to CSR reporting using the GRI-G3 Standard

The Global Reporting Initiative (GRI-G3) is the best practice standard for CSR reporting. It aims to make non-financial reporting as straight-forward and comparable as normal financial accounts. The three sessions in day-two will describe in detail how the GRI works, what data is required and how you can begin to meet the challenges of this new framework.

- Specifying what to elements of CSR activities to report, and how
- Clarifying the Global Reporting Initiative (G3) Guidelines – The International Gold Standard
- Setting the boundaries and scope of the report
- Investigating materiality in CSR reporting – what does it mean?
- Structuring a CSR report for maximum impact

Session Two

Mastering advanced CSR reporting to GRI-G3 Standards

This session will cover the central building blocks of the GRI, the protocols for disclosure on management approach, the standard reporting protocols, understanding performance indicators – where to find them and how to use them and the special reporting requirements for specific industrial sectors. The session will also show how the level of reporting can be measured using the GRI Application Level indicators.

- Disclosure on Management Approach – DMA
- Emerging guidelines for CSR Management (EFQM framework for CSR, UN Global Impact and others)
- Reporting protocols
- Re-visiting emerging best practices in CSR reporting and communication
- Understanding performance indicators
- Sector supplements and application levels

Session Three

Finishing-off the report and final checklist

This final session will add the finishing touches to the reporting process by showing the requirements and approaches to auditing and verification, how the CSR report can be used as the basis for development of company strategy and some of the most effective and least effective reports available in the market.

- Applying audit techniques to identify gaps in CSR reporting
- Alignment of CSR reporting with opportunities for improving performance management
- Case studies of good and bad approaches to CSR reporting
- Incorporating and establishing effective methods for communicating non-financial performance
- Re - enforcing the importance of third - party report verification

Workshop schedule

0830	Registration and coffee
0900	Workshop commences
1030	Morning refreshments and networking break
1100	Workshop commences
1245	Luncheon department teams
1345	Workshop commences
1500	Afternoon refreshments
1520	Workshop re-commences
1700	Workshop concludes

About your course facilitator:

Dr Geoffrey Williams is a founder and Managing Director of Owens, Williams & Wood Consulting in Malaysia and Singapore.

He has designed and directed numerous research projects for the UK Government (DTI), European Commission (DG-Research), and European Standards Agency, among others. He has also worked with private companies and charities including PA Consulting Group, leading UK law firm Allen & Overy, and the Wellcome Trust UK. He is a member of the EU Malaysia Chamber of Commerce and Industry (EUMCCI) CSR Committee.

His recent CSR consultancy work has assisted major companies in the automotive sectors, the sustainable oil palm industry, sustainable forestry and private education. He has also advised international organisations including the International Labour Organisation on CSR issues.

Geoffrey also has an active research interest in the development of practical management tools for the assessment and implementation of successful CSR systems within companies, which led to the development of the OWW Responsibility™ CSR Assessment Tool. OWW Consulting has also established the first SRI Index in Malaysia and will launch the first SRI Index for Singapore in March 2007.

Geoffrey has held academic positions at London Business School, Pembroke College University of Oxford and elsewhere. He has published extensively in leading academic journals worldwide. He is an Associate Member of the Centre for Business, Organisations and Society, School of Management, University of Bath, United Kingdom and was elected Fellow of the Royal Society of Arts (RSA) in 2004.

His work has been published in leading academic journals including Oxford Review of Economic Policy, Journal of Business Ethics, Journal of Economic Behavior and Organisation, Research Policy, Business Ethics: A European Review, Review of Income and Wealth, European Competition Law Review, Review of Financial Economics, Journal of Behavioral Finance, Journal of Macroeconomics, Information Economics and Policy, Applied Economics, Applied Financial Economics, International Review of Business and Economics.

His research output has had direct impact in the business world and has been covered in the media including the Financial Times, the Wall Street Journal, Bloomberg, CNBC, the Edge (Malaysia), Responsible Investor, Management (Malaysia Institute of Management Magazine) and the Sun newspaper in the UK.

His speaking events include the American Economic Association Meeting 2004 (San Diego), chair of a special session on culture and economics; the Asian Strategy and Leadership Institute (ASLI) CSR Conference 2006 in KL; the MIA 2006 National Accountants' Conference in KL in a special session on CSR; Malaysia Investor Relations Conference 2007; the International Institute for Research (IIR Middle East) CSR Summit June 2007 in Dubai and he will chair two sessions at the Sustainable Responsible Investment Conference in Singapore on 15th October 2007.

Previous clients include:

Allen & Overy- UK
 Institute for International Research (Middle East) – Dubai
 Ajinimoto (M) Sdn Bhd
 AKN Technology Berhad,
 AKN Messaging Technologies Berhad
 AWC Facility Solutions Berhad, Audex Sdn Bhd
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 Maypak Sdn Bhd,
 Mems Technology Berhad
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 Scicom (MSC) Berhad,
 UMW Hodings Berhad

CSR & Sustainability Reporting

KL-GMT759 Please write in BLOCK LETTERS

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Authorisation

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This booking is invalid without a signature.

Fees

Professional Training fee @ USD1595 + GST / VAT (if applicable) per delegate

Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

All options inclusive of course papers, luncheon, refreshments & service charge.

Indemnity: Should for any reason outside the control of **marcus evans** training, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** training shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** training harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details, please use the contact information given above.

Register Now

Code:E

Contact Marketing at **marcus evans**

Tel: +603 2723 6745

Fax: +603 2723 6699

Email: cindyc@marcusevanskl.com

Date: 20th & 21st February 2008

Venue: Parkroyal Hotel, Kuala Lumpur

Hotel Accommodation

Accommodation is not included in the training fee. To reserve accommodation at the training venue, please contact the hotel at (603) - 2142 5588 and make it clear that you are attending **marcus evans** training event quoting KL-GMT759 as a reference.

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur
Malaysia
www.marcusevans.com

Payment Method

Payment is required within 5 working days on receipt of invoice

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Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the training coordinator at **marcus evans** training.

Terms & Conditions

1. Fees are inclusive of programme materials and refreshments.

2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.

3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.

4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

5. Client information is kept on **marcus evans** group companies database and used by **marcus evans** group companies to assist in providing selected products and services which maybe of interest to the Client and which will be communicated by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If you do not want **marcus evans** to do this please tick this box []. For training and security purposes telephone calls maybe recorded.

6. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.

7. Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the Malaysian Courts in Kuala Lumpur. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.