



 **CSR** *Conference*
CORPORATE
SOCIAL RESPONSIBILITY

Unveiling the Moral Purpose of Business

January 27, 2011
Moevenpick Hotel & Resort, Beirut

www.csr-event.com

> Organised By


World Trade Center
Beirut

&


United Management Bureau



> Overview

Corporate Social Responsibility (CSR) has emerged in recent years as a trend shaping corporate strategies worldwide. Although focusing on community issues is not a new phenomenon, companies are becoming more aware of the need to be responsible towards the economy, society, environment, and human welfare. While some make CSR their strategic goal for long-term survival, others use certain elements of CSR as a PR and marketing tool.

However, in the aftermath of the recent global economic crisis and climate change impacting every corner of the planet, CSR has become a necessity for building a sustainable and responsible path for growth.

In Lebanon, CSR is starting to gain grounds as several organizations began practicing some of its elements. This is a positive sign of accepting a more holistic view on corporate responsibilities towards the environment, employees, society and other stakeholders that shape our existence.

A nation-wide conference will help to consolidate those initiatives and to set the momentum for Corporate Social Responsibility in Lebanon, and thus to stimulate the building of socially and environmentally responsible organizations for a sustainable future.



➤ **Event Objectives: Why CSR Conference?**

By holding this Conference on Corporate Social Responsibility we look at creating networking and learning opportunities.

CSR professionals and business leaders will gather to share their success and best practices and provide insights on the practical implementation of programs that have contributed to the enhancement of business practices.

This Conference will mark the initiation of a National CSR Award that will provide an official recognition of organizations who consistently practice sound CSR programs.

➤ **Why You Should Attend?**

- Find out how CSR can increase your companies' ROI and productivity
- Learn how to develop and execute a CSR strategy in your company
- Explore the latest CSR programs from around the world
- Share the region's best practice case studies in CSR
- Network with visionary socially responsible leaders from around the region

Conference Themes

➤ **Corporate Social Responsibility: The moral purpose of business**

This session will introduce participants to the CSR concept and its development. It will review the precursors to CSR as a recognized international practice and demonstrate the evolution of the CSR concept into formal national and international standards. It will also cover CSR initiatives in the Arab World and Lebanon.

Special emphasis will be given to local developments and implementation, overview of CSR initiatives and their measurable impact on stakeholders, as well as challenges for implementation of CSR strategies in Lebanon.

➤ **Role of Leadership in building Successful CSR strategies**

During this session panelists will share their experiences in selecting the CSR approaches of the greatest strategic value shared by a company and society. By emphasizing CSR as a multi-dimensional concept offering numerous strategic directions and opportunities for both corporations and SMEs, they will provide a discourse on finding a balance between organizational capabilities and CSR priorities. The session will also highlight the importance of government as a key role player in fostering CSR culture, and provide an overview of the governmental programs developed to support various CSR realms.

➤ **Engagement of Stakeholders**

The session will feature particular examples of CSR initiatives undertaken by companies in Lebanon. Practical cases, explaining organizational programs and projects undertaken to fulfill the responsibilities within the “social contract” will be demonstrated. From employee rights and equal opportunities to youth development programs, to product safety and fair advertising, to environmental protection –the manifold CSR dimensions and their practical applications will be explored.

Agenda

Thursday, January 27, 2011 | Moevenpick Hotel & Resort, Beirut

09:00 – 10:00

Opening Ceremony

10:00 – 10:30

Networking Break

10:30 – 12:00

Corporate Social Responsibility: The moral purpose of business

Moderator: Mr. Fadi Saab, President, Lebanese Society for Quality (LSQ)

Speakers:

- *Mr. Bart Slob*, Senior Researcher at Amsterdam Centre for Research on Multinational Corporations (SOMO) - member of ISO's Working Group on Social Responsibility (ISO 26000)
"ISO 26000 : the standardization of CSR"
- *Dr. Bassem Nasir*, Regional Head of Middle East & Africa at AccountAbility
"The Power of Now: The case for starting your CSR programs today"
- *Dr. Dima Jamali*, Associate Professor, American University of Beirut
"CSR, Just a Moral Imperative?"
- *Dr. Mohamad Baker Fadlallah*, General Manager, Al Mabarrat Association
"Al-Mabarrat: Initiatives in the Course of Social Change"

12:00 – 13:30

Role of Leadership and Successful CSR strategies

Moderator: Mrs. Gina Chammas Mrad, General Manager, Tomorrow's Advice

Speakers:

- *Dr. David Ronnegard*, Senior Research Fellow of Ethics & Social Responsibility at INSEAD
"Profitable Responsibility: Strategies for Win-Win CSR"
- *Ms. Holley Chant*, Corporate Sustainability Director, KEO International Consultants
"Turning the Ship: Embedding CSR into a Mature Architecture and Engineering Consulting Firm"
- *Dr. Josiane Fahed-Sreih*, Associate Professor, Lebanese American University
"Corporate Governance: Identifying Ethical Decisions and Social Responsibility Behaviors"
- *Mr. Yasser Akkaoui*, Chairman, KConcept Holding

13:30 – 14:30

Lunch

14:30 – 16:00

Engagement of Stakeholders: Case Studies

Moderator: Mr. Mohamad Fawaz, Managing Partner, United Management Bureau (UMB)

Speakers:

- *Dr. Abdelrazzak Charbaji*, Professor of Applied Research & Applied Statistics Director of CHARBAJI Consultants
"Corporate Social Responsibility Initiatives in Lebanon"
- *Mr. Khalil Abdel Massih*, Country Manager - Lebanon, Microsoft
"Expanding the Reach: Engaging the Partner Network"
- *Mr. Michel Bayoud*, Chairman of Boecker World Holding Inc.
"CSR: A look from the field"
- *Mrs. Basma Moutaz*, External Relations Manager, P&G Levant
"Sustainability in 360 degrees"

16:00 – 17:00

Closing Session: Conclusions and Recommendations

Corporate Social Responsibility Conference - 27 of January 2011

Moevenpick Hotel & Resort, Beirut

> Registration Form

Title _____ Name _____
Position _____ Company _____
Address _____
P.O. Box _____ City _____ Country _____
Telephone _____ Fax _____
Email _____ Web _____
Indicate your Business Activity _____

> Registration Fee

Registration Fee: 300\$

> Method of Payment

Kindly specify the preferred mode of payment by ticking the boxes below. After receiving your registration an invoice will be sent to you together with the necessary documents to complete your registration. A confirmation letter will be provided upon reception of your payment.

Payment should be made to the order of World Trade Center Beirut by:

- Check
 Wire Transfer:

Favor: World Trade Center - Beirut SAL
Bank Name: Lebanese Canadian Bank, Makdessi Branch, Beirut, Lebanon
Swift Code: LECALBBE
Account number: 161597
BAN: LB22 0044 2160 1615 9700 2052 1000

> Accomodation

Special accommodation rates are available to delegates participating at this forum. Tick the box below if you would like to receive information on available accommodation, and provide information about your travel itinerary.

- Yes, I would like to book a hotel room, send me your special rates

> Cancellation Policy

Cancellation is subject to 25% deduction on the fee. Cancellation made after November 27 is non refundable. Substitutes are accepted without extra charge.

> Company Stamp _____

> Authorized Signature _____

Return by fax to +961 1 740388

World Trade Center Beirut, Hamra, Emile Edde Street, Tour de Lyon, 4th floor. P.O.Box 113-5560 Beirut - Lebanon
Tel +961 1 737522, **Fax** +961 1 740388, **Email** info@wtcbeirut.com

United Management Bureau, Airport Road, Allied Center, 3rd Floor,
Tel +9611-455512 - 3 , **Fax** +9611-455516

www.csr-event.com **info@csr-event.com**