



Mission Report

SEAMEO Collaborative Learning Session on Co-Creating Shared Value for SEAMEO Centres and the SEA Region: Conversations on Corporate Social Responsibility

27-29 May 2013
SEAMEO INNOTECH

Prepared by
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1) SEAMEO Officials and Staff Member on Mission

1. Dr Witaya Jeradechakul (Director)
2. Dr Tinsiri Siribodhi (Deputy Director for Administration and Communications)
3. Ms Piyapa Su-angavatin (External Relations Officer)

2) Background, Description and Objectives of the Activity

- According to the 10 year SEAMEO Strategic Plan developed in year 2010, the initiative called “Partnership for Business, Social Responsibility and Promoting Southeast Asian Living Culture” is one of the SEAMEO 18 strategic initiatives. This initiative was also confirmed during the SEAMEO Centre Director Meeting in 2011 as one of the top three priorities that SEAMEO should take further steps for collective implementation among the SEAMEO Units.
- SEAMEO INNOTECH volunteered to lead the initial activity of this initiative and organised the SEAMEO Collaborative Learning Session on Co-Creating Shared Value for SEAMEO Centres and the SEA Region: Conversations on Corporate Social Responsibility. The event was organised on 27-29 May 2013 at SEAMEO INNOTECH.
- The objectives of this SEAMEO Learning Session on CSR were to; 1) deepen appreciation and understanding of the framework, models and practices of CSR; 2) exchange CSR experiences among the SEAMEO Centres; 3) engage the SEAMEO Centre leadership in developing the Organization’s CSR operational principles, and 4) discuss approaches of strengthening existing CSR initiatives and identify new ones which can be pursued by the individual Centre and/or jointly with other Centres and SEAMEO wide
- The Expected outputs were 1) proposed SEAMEO’s CSR operational principles and strategies for SEAMEO wide and SEAMEO individual unit and 2) Potential SEAMEO CSR collaborative activities among SEAMEO units and with external partners.

3) Participants

There were 14 SEAMEO Units participated in the workshop. The following SEAMEO Centres were not able to participate:

1. SEAMEO CELLL
2. SEAMEO CHAT
3. SEAMEO QITEP in Language
4. SEAMEO QITEP in Science
5. SEAMEO QITEP in Mathematics
6. SEAMEO RELC
7. SEAMEO SEARCA
8. SEAMEO SEN
9. SEAMEO TROPMED/ Malaysia

4) Organizer/s

1. SEAMEO INNOTECH
2. SEAMEO Secretariat

5) Highlight of the Activity/Summary Points

Day 1: 27 May 2013

1. From the Keynote Message: Strategic CSR: Creating Shared Value for Quality Education and Human Resource Development in the Region by Undersecretary Mario Deriquito, Partnership and External Linkages, Department of Education, He highlighted three (3) ways of engagement, the three (3) Ps, which the SEAMEO community may reflect upon:
 - a) Practice (Grow your practice of CSR), which involves assessment of the organization, compliance with laws and guidance of governing bodies, dealing with stakeholders, measuring and reporting;
 - b) Promotion, involving leveraging institutional strengths and expertise in training and capability-building, research and in promoting CSR in the schools and universities. SEAMEO units may be in a position to influence MOEs in key advocacies.
 - c) Partnership, SEAMEO units may leverage strengths and expertise in approaching companies for partnerships.
2. Bro.Armin Luistro, the Secretary of Education, Department of Education gave a short remark and suggested that the practice of CSR should be in view of Asia contribution to the region. It should focus on Asian Perspective.
3. Prof. Louie Divinagracia, Dean of the Faculty of Business and Vice President for Academic Affairs, Universitas Pelita Harapan, Surabaya, Indonesia, the facilitator of the 1st Day presented the concepts and theoretical framework underpinning the design and practice corporate social responsibility.
4. At the conversation theme 2 session on Models, Winning Practices, Measuring Gains and Sustaining CSR Actions, the SEAMEO Centres were invited to share their CSR practices based on the guide questions. The summary of findings are as follows
 - a) CSR should be in build in the mission statement of SEAMEO.

- b) Before implementing CSR activity, there is a need for stakeholder assessment in order to find out what are the partners priority areas or focus. It can be the niche area or policy at the national level. The Centre can then select the area that they would like to work with the partner.
- c) There are different models of CSR activities. For example, it can be a philanthropy style lead by the CEO or a partner will seek SEAMEO technical assistant or pull resources give to the school.
- d) Successful CSR activities depend on the commitment of the staff in the organization, the leader's will and the commitment of partners.
- e) CSR should be embedded in the core values of SEAMEO. SEAMEO should "walk the talk".
- f) There is a need to involve the policy makers and decision makers such as people at the Ministry to get them to provide sustainable support and buy in.
- g) There are several methods of connections for CSR. For example, close personal relationship, trust and interaction between SEAMEO and partners.

Day 2: 28 May 2013

1. Visit to the Culiat Elementary School which is the SEAMEO INNOTECH's adopted school in Quezon City. The school is involved in the Brigada Eskwela project, adopted by the Department of Education, Philippines.
2. From the Conversation Theme 3 Session on Current State and Best Practices of CSR in the Philippines and other SEA Countries, the practices on CSR were presented by the following companies
 - Ms Yvonne Flores, Corporate Affairs Manager, Intel Microelectronics, Philippines
 - Ms Maria Cecilia L Alcantara, Executive Director, Coca Cola Foundation, Philippines
 - Mr Nicanor L. Torres, Excecutive Director, Metrobank Foundation, Philippines.

The discussion covers the following areas:

- a) Financing CSR Programmes
- b) Sustainability of CSR Initiatives
- c) Partnerships with Stakeholders
- d) Connecting with the Private Corporations
- e) CSR Initiatives on Health
- f) Relating with the Government
- g) Funding Support for CSR
- h) Entrepreneurship Training in the Rural Areas
- i) Recommendations from the Learning Session on Possible SEAMEO Strategies on Corporate Social Responsibility

Day 3: 29 May 2013

1. The last session was focused on sharing small group discussions, summarising important take-aways and follow-up actions by the individual Centres and SEAMEO as a collective group.

The outputs from this session were as the follows:

- a) SEAMEO CSR principle/statement was prepared or drafted.
- b) Principles for partnership on CSR were listed and identified among SEAMEO Centres
- c) Next actions were listed as follows:
 - The working paper on this workshop is to be prepared and seek for the Centres Directos' approval.
 - SEAMEO Secretariat is to coordinate with the Centres on the list of international convention.
 - SEAMEO Secretariat is to coordinate with the Centres on entering the list of partners in the SEAMEO Central Database system. (The URL of database should be resent to all Centres for data entry)

6) Role/Participation of SEAMEO

1. The SEAMEO Secretariat served as the co-organizer of the event. (The draft Letter Contract is in Annex 20)
2. Dr Witaya delivered a speech at the Opening Session on 27 May 2013. (Annex 22)
3. Dr Tinsiri facilitated the session on Conversation Theme 2: Models, Winning Practices, Measuring Gains and Sustaining CSR Actions on 27 May 2013 at 13.30-16.00 hrs.
4. Ms Piyapa presented the practices of the SEAMEO Secretariat at the session on Conversation Theme 2: Models, Winning Practices, Measuring Gains and Sustaining CSR Actions on 27 May 2013.

7) Side Meeting/s

1. Inform SEAMEO INNOTECH (Dr. Bacani) on the request from a group of school principals to visit SEAMEO INNOTECH, linkage with IPST on the competency for school heads

8) Follow-up Actions Needed

1. SEAMEO INNOTECH

- a. Submit the Letter Contract for Organization of the SEAMEO Learning Session on Corporate Social Responsibility and budget estimation to the SEAMEO Secretariat
- b. Submit a report of proceedings to the SEAMEO Secretariat, including a short financial statement.
- c. Prepare a Working Paper on this matter to be presented at the CDM 2013.

2. SEAMEO Secretariat

- a. Include this activity as an agenda to be reported at the CDM 2013
- b. Share information of ISO 26000 from Dr Sandra to all workshop participants within June 2013
- c. Share the proceedings developed by INNOTECH to all SEAMEO Centres
- d. Prepare a write-up on this activity to be posted on the SEAMEO Website, including uploading the VDO produced by INNOTECH.
- e. Request the information from SEAMEO Centres to provide the list of organizations, relating to the international convention (Organizations that are not considered to partner with on the social responsibility programme)
- f. Request the SEAMEO Centres to submit the list of current partners to the SEAMEO Secretariat through the SEAMEO Central Database. SEAMEO Secretariat is to send the URL link to the centres directors indicting the coordinators who they already appointed to add the information on the database. The information in the database will be shared to all Centres.
- g. Production a SEAMEO publication on SEAMEO Social Responsibility Practices in consultation with SEAMEO Centres – To be discussed at the CDM 2013.

9) Appendices/Related Conference Materials and Outputs

1. Annex 1: list of participants and companies
2. Annex 2: Invitation letter and programme
3. Annex 3: Keynote Presentation by Undersecretary Mario Deriquito
4. Annex 4: Presentation of Dr Louie A Divinagracia
5. Annex 5: Guide Question for the Centres' Presentation
6. Annex 6: Presentation of BIOTROP
7. Annex 7: Presentation of RECFON
8. Annex 8: Presentation of RECSAM
9. Annex 9: Presentation of RETRAC
10. Annex 10: Presentation of RIHED
11. Annex 11: Presentation of SEAMEO Secretariat
12. Annex 12: Presentation of SEAMOLEC
13. Annex 13: presentation of SPAFA
14. Annex 14: Presentation of TROPMED Philippines
15. Annex 15: Presentation of TROPMED Thailand
16. Annex 16: Presentation of VOCTECH
17. Annex 17: Presentation of Metrobank Foundation
18. Annex 18: Outputs from group discussion on 29 May.
19. Annex 19: The Letter Contract between SEAMEO Secretariat and SEAMEO INNOTECH
20. Annex 20: Budget estimation, prepared by SEAMEO INNOTECH
21. Annex 21: Speech of Dr Witaya, delivered at the Opening Session
22. Annex 22: Information on Social Responsibility, shared by Dr Sandra (TROPMED N/W)
23. Annex 23: Working Paper on CSR presented at the CDM 2013
24. Annex 24: VDO of the event produced by INNOTECH