

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

Outputs from Day 3

Question 1 - What struck you most in the last two days that will make you revisit the way you do CSR in your units.

1.1 Organization Commitment

- Me
- Walk the talk
- CSR within the Organization
- Mobilize staff to do CSR within the commitment
- Being faithful to center's mandate
- embed in core values of the center
- embed social responsibility in Vision/Mission/Goals of the Organization
- Social Responsibility as one of the strategic Goals

1.2 Ethics

- Transparency
- Greater accountability
- Ethics in doing CSR
- Core ethics within SEAMEO
- Ethics in partnership

1.3 Program Design

- Replicability of CSR programs
- Extend extra mile of doing CSR
- Extend our services to the community
- Maintain integrity in program management
- Think of sustainability plan
- Action plan on CSR
- Act professional
- Identify those who need the support
- Conduct community needs assessment

1.4 CSR of SEAMEO

- Need to clearly define "CSR" within SEAMEO
- Social responsibility not "Corporate"
- Promotion of Sustainable Human Development
- SEAMEO = Social responsible organization
- SSR = SEAMEO Social Responsible
- Education culture philosophy
- Operationalize "social responsibility with center OPNS"

- Not just about the money
- Socially responsible
- Delete “corporate”

1.5 Partnership

- Strategy for partnership
- Stakeholder engagement alignment with government programs
- Look for partners
- Selection of partners, small corporations

1.6 Development of Guidelines/ Principle

- Guidelines for linking with partners
- Respect to Diversity
- Education culture science
- General Principles
- Define “Green” SEAMEO
- Supportive within of SEAMEO
- Avoid using CSR as advertisement
- General principle on partnership

1.7 Reporting

- Show results
- Institutional visibility
- Start promoting what we do
- Institutional visibility

Question 2 - Principles of SEAMEO as a socially Responsible Organization

- Contribute to sustainable development
- Think and act SEA
- Pro-environment
- Pro-social justice
- Pro-marginalize
- People-oriented
- CSR embedded in VMGO
- Ethical behavior + practice
- Commitment and readiness to be measured

Question 3 - Principles of Engagement

- CO-Create with partners
- Adherence to international convention agreement
- Method of connecting trust, close personal contact, interaction
- Alignment with SEAMEO/Centre’s mandate
- Inter center collaboration
- Measure impact on community

- Act locally/ regionally / globally
- Systemic thinking
- Create dynamic network
- Careful in choosing partners
- Level off expectation by partners
- Use ICT/technology to accelerate process

Question 4 – Next Actions

- CDM reporting, working group, CSR example
 - Review KPIs
 - Reflect in Strategic plan - to be translated
 - Information on IOS of Dr Sandra -to be shared to all centers
 - Ask information on International Conventions from Centre
 - Request centres to submit list of partners to Piyapa (through the Central Database)
 - Consolidation of Centres' CSR practices
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