

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

**27-29 May 2013,
SEAMEO INNOTECH, Philippines**

Message at the Opening Session

By Dr Witaya Jeradechakul
Director, SEAMEO Secretariat

Undersecretary Mario Deriquito, Partnership and External Linkages,
Department of Education

Dr Ramon Bacani, Centre Director of SEAMEO INNOTECH

Distinguished Guest Speakers and Resource Persons

SEAMEO Centre Directors

Participants from the SEAMEO sister/brother centres

Ladies and gentlemen

Mabuhai, Sawadee Krub and Good Morning

It is my pleasure to extend a very warm welcome to everyone here to this SEAMEO Collaborative Learning Session on Co-Creating Shared Value for SEAMEO Centres and Southeast Asian Region: Conversations on Corporate Social responsibility.

As you aware, this learning session is the first step of a SEAMEO initiative called “Partnership for Business, Social Responsibility and Promoting Southeast Asian Living Culture” identified during the SEAMEO Strategic Planning Workshop in 2010. This initiative was also confirmed during the SEAMEO Centre Director Meeting in 2011 as one of the top priorities that SEAMEO should take further steps for collective implementation.

This workshop will not be happened if we do not have expertise, support and great contribution from SEAMEO INNOTECH. I need to extend my appreciation to Dr Bacani and his team for providing a great contribution and an excellence coordination to make this initiative comes true.

Ladies and Gentlemen....the term “Corporate Social Responsibility” can be taken in a number of contexts, with CSR having different meanings and descriptions in a variety of firms, enterprises and business processes to produce an overall positive impact on society. The CSR can be used in other

terms such as sustainable growth, corporate responsibility, social responsibility, and corporate citizenship.

For the SEAMEO context, we are quite familiar with the term of “SEAMEO Community Involvement Programme”. The SEAMEO Community Involvement Programme was recommended by the SEAMEO Council in 1997 for SEAMEO Units to undertake by adopting schools in SEAMEO Member Countries. Currently, the SEAMEO Community Involvement Programme has been considered as a social responsibility programme which SEAMEO Centres have contributed to the sustainable development of the society in several areas such as environment, education, culture, human resource and social welfare development, and health promotion.

I am pleased to learn that this meeting today is the first gathering of SEAMEO Community Involvement Practices.

Ladies and Gentlemen...

As SEAMEO is moving forward to stride into a new stage of growth in the 21st Century, described in our ten-year strategic vision as “the Golden SEAMEO” and to promote our vision and mission, we envision the SEAMEO Social Responsibility programme as a key strategic direction that will establish a strong network and partnership between corporate sector, SEAMEO units and stakeholders.

Through the CSR initiatives and partnerships, the expertise of SEAMEO Units and resources can be harnessed to promote the synergistic approach to improving human and social development of our Southeast Asian community and, most importantly, strengthening the long-term values of our stakeholders and SEAMEO.

Besides, the CSR initiative and partnerships will provide more channels of opportunity to SEAMEO and SEAMEO Regional Centres for drawing in new resources, new ways to strengthen our visibility, new partnerships and innovative programme initiatives.

This two and half day workshop is only an initial step for us to share the current practices and learn the new approaches from the experts and private organizations.

This event is timely organised for us to explore strategies to engage and build synergy with the private sector and gain deeper understanding of the processes adopted in the corporate world led to a SEAMEO-wide initiative on partnerships as identified in the SEAMEO Strategic Plan.

With the fruitful programme of this workshop, we wish this workshop will lead to the establishment of another collaborative platform on SEAMEO Social Responsibility among the SEAMEO Centres. In addition, we are looking forward to seeing the SEAMEO's CSR operational principles and strategies for SEAMEO wide and SEAMEO individual unit.

Perhaps, this workshop could lead to the revolution of the SEAMEO Community Involvement programme in the future.

We fully expect that the results and outputs from this workshop will be presented and discussed at the upcoming CDM in early July. More steps for the implementation of this initiative will be jointly agreed and taken further by the SEAMEO Centres and the SEAMEO Secretariat.

We also would like to see another CSR workshop to be conducted on a yearly basis. If not at SEAMEO INNOTECH as a venue, it could be organized by other SEAMEO Centres, with the cost to be shared between the Centres and the SEAMEO Secretariat.

We would like to encourage you to actively participate in this workshop. Please feel free to share your views as well as Centre's information and practices to our friends at this workshop. Your views and suggestions are very valuable to our friends and the future plan of SEAMEO. Even you are required to work hard in this workshop but with the hospitality of our friends at INNOTECH, you will enjoy your time in Manila.

Again, may we take this opportunity to express our special thanks to Dr Bacani, for being the host and organizer of this collaborative learning session, in particular staff of INNOTECH who welcome us with generous hospitality and work very hard to arrange the fruitful programme, resource persons, technical arrangement, workshop venue, logistics, meals and so on.

We also would like to express my great appreciation to the resource persons, **Dr. Louie A. Divinagracia**, Dean of the Faculty of Business and Vice President for Academic Affairs, Universitas Pelita Harapan, Surabaya, Indonesia

Most importantly, we would like to thank all Centre Directors and participants of SEAMEO Centres who travel from their respective countries to participate in this remarkable collaborative event of SEAMEO

So Ladies and gentlemen, we hope you will have a pleasant time here in Manila.

Thank you.