



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

27 to 29 May 2013

SEAMEO INNOTECH, Philippines

Background

- The private sector's Corporate Social Responsibility (CSR) projects have gained prominence over the past few years. The SEAMEO units, in various forums, have sought opportunities to engage the private sector in partnership to address a broad range of social development issues in the region.
- Such partnership would leverage on SEAMEO capabilities and strengths and underline key development concerns, such as education, health, the environment, culture, arts, the region's history and the social transformation processes to the CSR practitioners.
- The need to appreciate CSR beyond corporate philanthropy, the strategies to engage and build synergy with the private sector and gain a deeper understanding of the processes adopted in the corporate world led to a SEAMEO-wide initiative on partnerships as identified in the SEAMEO Strategic Planning Workshop.
- The proposed activity thus initiates the process of bringing both groups together in dialogue and set them in the road to a meaningful and mutually beneficial partnership. At the same time, the learning opportunity provides a platform for SEAMEO units to generate awareness for their programs and services and highlight key development issues with the corporate partners.

Objectives

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
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/ or SEAMEO wide

Expected outputs

1. Proposed SEAMEO's CSR operational principles and strategies for SEAMEO wide and SEAMEO individual unit
2. Potential SEAMEO CSR collaborative activities among SEAMEO units and with external partners

Programme

SUNDAY 26 MAY

7:00 – 8:30 pm

Welcoming reception at the SEAMEO INNOTECH International House Lobby

MONDAY 27 MAY

8:30 - 9:30 am

Opening Session

- Messages from the Host and Co-Organizers
- 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
- Overview of the Process

9:30 - 12:00

Conversation Theme 1: *CSR Concepts and Frameworks Across Southeast Asia*
by Dr. Louie A. Divinagracia, Dean of the Faculty of Business and Vice President for Academic Affairs, Universitas Pelita Harapan, Surabaya, Indonesia

Small group discussion engaging the SEAMEO Centre leadership and staff to reflect and deliberate on SEAMEO's operations, programs and services vis-à-vis CSR current frameworks and models

2: 00 - 4:30 pm

Conversation Theme 2: *Models, Winning Practices, Measuring Gains and Sustaining CSR Actions*
by the SEAMEO Units

Small group discussion engaging the SEAMEO Centre leadership and staff to reflect about their brief experience in an ongoing CSR activity; talk about lessons from the sharing and explore ways on how to strengthen current initiatives. SEAMEO units will be invited to present on current Centre practices and CSR activities.

6:30 - 8:00 pm

Welcome Dinner

TUESDAY 28 MAY 2013

07:30 - 10:00 hrs

Observation of CSR Project in School

----Proceed to Dusit Thani Hotel Manila

11:30 - 1:30 pm

Networking Lunch to be hosted by SEAMEO Secretariat to be participated in by members of the League of Corporate Foundations (of the Philippines), High Officials from the Department of Education, Commission on Higher Education, Technical Education and Skills Development Authority and other Private Companies/Corporations.

1:30 - 3:00 pm

Conversation Theme 3: *Current State and Best Practices of CSR in the Philippines and other SEA Countries*

Mr. Nic anor L. Torres, Executive Director, Metrobank Foundation

Ms. Maria Cecilia L. Alcantara, Executive Director, Coca cola Foundation Philippines

Ms. Yvonne Flores, Corporate Affairs Manager of Intel Microelectronics Philippines

Note: waiting confirmation from 2 other panelists

A small group conversation involving CSR practitioners, their programs and advocacies as well as learning experiences in implementing CSR projects in the Philippines and in other countries. Some of the experiences to be shared would include Intel Teach to the Future, Education programs of the League of Corporate Foundations, Philippines Business for Social Progress and the Philippines Business for Education, among others.

3:00 - 4:30 pm

Group Discussion

Small group discussion engaging the SEAMEO Centre leadership and staff to give an overview of the programs, plans and key development thrusts of the Organization to raise awareness and set the stage for possible partnerships among the private sector representatives and the SEAMEO units.

WEDNESDAY 29 MAY

08:30 - 12:00 nn

Sharing small group discussions summarizing important take-aways, and possible follow-up actions by individual Centers and SEAMEO as a collective group, defining the principles to serve as the SEAMEO's CSR agenda could be prepared and deliberated on. Further discussions on defining the important next steps, the ways how CSR can be incorporated into the development planning of SEAMEO and setting up a working group/focal points for CSR in the different Centers to be discussed.

Summary and Closing

12:30 - 2:00 Lunch Break

AFTERNOON: Free period