

CSR Workshop 2009_project brief

For project implementation
Management Concept to the Eco-Industrial Development of
Philippine Economic Zones, Philippines

Project number:
2005.2062.7

Corporate Social Responsibility (CSR) Workshop

21-22 January 2009, Mactan/Cebu

Brief Description

Eco-Industrial Development (EID) aims at establishing links between economic zones and its neighboring communities as well as at fostering environmental protection activities in the zones and its locators companies. Corporate Social Responsibility (CSR) is seen a key instrument for achieving this goal.

With regard to the EID aspirations to promote CSR as a viable tool to embed environmental protection and economic growth in the economic zones in a stable and prospering social environment, the CSR workshop shall serve the purpose of strengthening a more strategic and holistic approach to CSR in Philippine enterprises by introducing guidelines to CSR project planning that sketch the steps towards sustainable CSR implementation. Event activities include presentations of good practices and community development tools as well as a workshop session on CSR project development.

The event is jointly organized by the Philippine Economic Zone Authority (PEZA) and German Technical Cooperation (GTZ) through the EID project.

Objective

To strengthen the capacity of MEZ and other Cebuano industries' HR and CSR Officers as well as of PEZ Community Relations staff to develop upscale CSR projects by introducing a "roadmap to CSR" as a guideline for CSR projects, outlining the steps from project identification, planning to implementing and monitoring.

Specific objectives:

- To gather different stakeholders (PEZA, locators, neighbour barangays, NGOs) input on current CSR practices to identify present means and potentials for enhancing CSR potential between PEZA, MEZ locators and the neighbour communities
- to promote CSR as an investment in business productivity and competitiveness rather than mere donations
- to share mechanisms and tools for the identification and implementation of CSR projects

Rationale of the Project

Sustainable development in Philippine Economic Zones requires an integrated approach towards stimulating economic growth while conserving natural resources and supporting social advancement in communities close by. CSR is widely recognized as an effective mechanism to enhance the strategic partnership between business and communities. Current CSR practices focus on donating money and materials. As a result, the demands of the communities towards business for donations rise and community dependency rather than development is fostered. Underlying is the lack of knowledge about possibilities to cooperate and "help" in a more sustainable way.

The workshop addresses this issue by illustrating good practice examples and introducing tools for effective and sustainable approaches towards CSR.

Time and Venue

Time: January 21-22, 2009

Venue: Waterfront Hotel Mactan, Cebu

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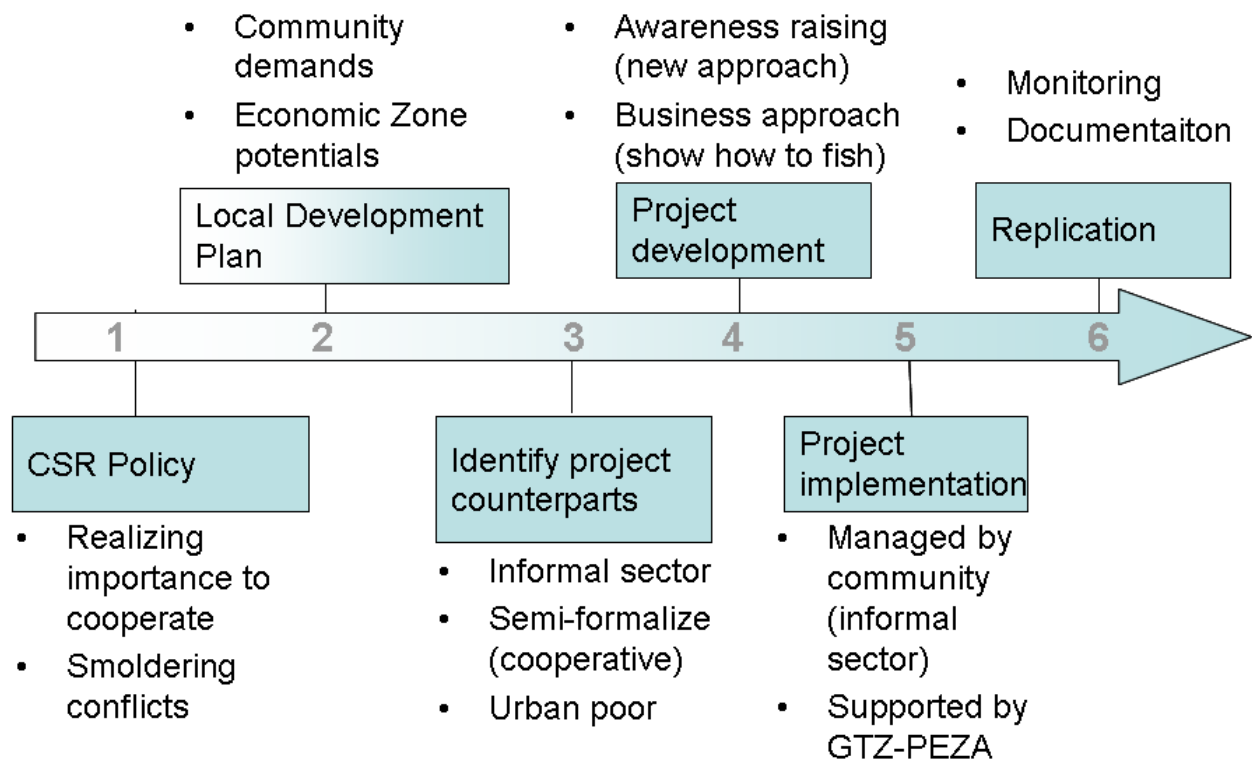
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Target groups

HR and CSR Officers of MEZ companies and other Cebuano SME businesses, Philippine Economic Zones FISDs, PEZA ESG, representatives from MEZ neighbor communities, local community development/environmental/business development NGOs. Targeted number of 80 participants.

Implementation Plan: "ROADMAP TO CSR"



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Tentative program

Program point	Time	Resource person (tentative)
Day 1: Wednesday, 21 January 2009		
Registration	8:00 – 8:30	
Opening Ceremony	8:30 – 8:45	PEZA
Welcome Remarks	8:45 – 9:00	ZA Pinagayao
Bloc 1: Policy Framework		
Context setting: PEZA CSR policy and vision	9:00 – 9:30	PEZA
National Trends of CSR	9:30 – 10:00	Aboitiz Foundation? Philippine Business for Social Progress?
Open Forum		
Break	10:00 – 10:30	
Bloc 2: Strategic Community Development		
Tools and mechanisms for community development	10:30 – 11:00	Ramon Aboitiz Foundation
Local +Regional Economic Development Strategy	11:00 - 11:30	GTZ SMEDSEP
DED SCOPE Program	11:30 – 12:00	Jana Franke, DED
Community challenges and community capacities– Partnering with communal organizations for local development	12:00 – 12:30	National Commission on Urban Poors
Lunch break	12:30 - 13:30	
Bloc 3: CSR projects design and implementation		
Good practice I	13:30– 14:00	COMPANY I (Holcim?)
Good practice II	14:00 – 14:30	COMPANY II (Dole?)
Good practice III	14:30 – 15:00	COMPANY III (Dedon?)
Good Practice IV	15:00 – 15:30	COMPANY IV (Timex?)
Open Forum		
Introduction and instructions for workshop	15:30-16:00	EID, RAFI ?
Workshop on CSR project development	16:00 – 18:00	Facilitation: EID, RAFI?
Wrap up of day 1	18:00 -18:30	PEZA/GTZ
Day 2: Thursday, 22 January 2009		
Welcome and outlook day 2	8:30 – 09:30	PEZA/GTZ
Presentation of workshop results	09:30 – 10:30	
Open Forum	10:30 – 11: 00	
Wrap up of day 2	11:00 - 11:30	EID
Closing remarks	11:30 – 12:00	GTZ