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EUMCCI Social Responsibility Week 2012

Foundations of Social Enterprise

Berjaya Times Square Hotel

Kuala Lumpur, 24-27 September 2012

EU-Malaysia Chamber of Commerce and Industry

For all enquiries,

EU-Malaysia Chamber of Commerce & Industry

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EU-Malaysia Chamber of Commerce and Industry

MESSAGE FROM EUMCCI

Dear Friends,

The EUMCCI is proud to invite you to this year's **Social Responsibility Week 2012**.

The topic for 2012 is ***"Foundations of Social Enterprise"*** focusing on the opportunities for sustainable business collaborations within Social Enterprises and Corporate Foundations.

Hosted in Berjaya Times Square, a series of Master Classes by local and international practitioners will provide participants with practical tools for the management of Sustainability and Corporate Social Responsibility (CSR).

The 2012 ***"Foundations of Social Enterprise"*** adds to the experience of an international conference with the benefits of Professional Training and Career Development. The week's presentations will provide participants with practical instruments for Sustainability and CSR projects and will further develop the growing community of professional practitioners in this field in Malaysia, the Region and the World.

The EUMCCI and our Partners welcome you to the **2012 Social Responsibility Week**.

Sincerely,

Dr Geoffrey Williams, OWW Consulting Sdn Bhd, CSR Committee Chairman
Sumitra Nair, DiGi Telecommunications Berhad, CSR Committee Deputy Chairman
Arno Thony, Melia Hotel KL, CSR Committee Deputy Chairman

The Event

The EUMCCI Social Responsibility Week 2012 themed ***"Foundations of Social Enterprise"*** goes beyond the idea of an international conference to provide participants with a series of Master Classes on Sustainability and CSR topics.

Thanks to the support of the Malaysian Institute of Management (MIM), Berjaya University College of Hospitality and the Academy of Responsible Management (ARM), the participants attending the 2012 Social Responsibility Week, will obtain a Certificate in Social Responsibility Foundations, and will have the opportunity to continue to pursue further training leading to a Professional Diploma in Responsible Management.

International and local practitioners with current perspectives in Sustainability and CSR will present and share their expertise and experience focusing on the opportunities for creating valuable, sustainable business collaborations between Companies, Social Enterprises and Corporate Foundations

Details

Date	24 September - Social Perspectives Master Classes 25 September - Environmental Perspectives Master Classes 26 September - Creating Impact Tools Master Classes 27 September - Corporate Governance Day 27 September - Academic Conference
Theme	Foundations of Social Enterprise
Location	Berjaya Hotel, Times Square, Kuala Lumpur
Highlights	• Six **Interactive Master Classes** lead by international experts • **Pasaran Bertanggungjawab Malaysia** - Malaysian Responsible Marketplace - Showcasing local and international Community Based Organisations, NGOs and Companies • **Europa Community Awards** - Acknowledging the contribution of Civil Society to Environmental, Social and Governance projects • **Gala Dinner** and networking cocktails and events • **Student Poster** competition Academic **Research Conference & Exhibition**

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EUMCCI Social Responsibility Week 2012:

Draft Programme Schedule

	24-Sep	25-Sep	26-Sep	27-Sep	
	Monday	Tuesday	Wednesday	Thursday	
	SOCIAL PERSPECTIVES	ENVIRONMENTAL PERSPECTIVES	CREATING IMPACT TOOLS	MICG / ARM Corporate Governance Day	Academic Conference
8:00 - 9:00 AM	Morning Registration and Networking				
	Pasaran Bertanggungjawab Malaysia				
9:00 - 9:30 AM	**MasterClass 1** **Kal Joffres** Social Enterprise Alliance Session 1	**MaterClass 3** **Mark Orlowski** **Developing Cradle-to-Cradle Business Strategies** Session 1	**MasterClass 5** **Wuppertal institute** Creating Sustainable SME's Session 1	**Opening Address** Tan Sri Dato Seri Megat Najmuddin Khas President of MICG	**OPENING KEYNOTE PANEL:** Integrating Sustainable and Responsible Management into Academic Research and Teaching
9:30 - 10:30 AM				Best Practice Governance for Yayasan in Malaysia	
SPONSORED AM EVENT	Networking Refreshments				
	Pasaran Bertanggungjawab Malaysia				
11:00 - 12:00 NOON	**Kal Joffres** Social Enterprice Alliance Session 2	**Mark Orlowski** **Developing Cradle-to-Cradle Business Strategies** Session 2	**Wuppertal institute** Creating Sustainable SME's Session 2	Business Models and Corporate Governance for Social Enterprises	**Research Session 1:** Social Impact of Business Practices
12:00-1:00 PM				Building Integrity in Social and Enviromental Policy & Practices	**Research Session 2:** Environmental Business Issues in Asia-Pacific
SPONSORED LUNCH	Keynote Addresses & Presentations				
	Pasaran Bertanggungjawab Malaysia				

	24-Sep	25-Sep	26-Sep	27-Sep	
	Monday	Tuesday	Wednesday	Thursday	
	SOCIAL PERSPECTIVES	ENVIRONMENTAL PERSPECTIVES	CREATING IMPACT TOOLS	MICG / ARM Corporate Governance Day	Academic Conference
2:00 - 2:45 PM	**MasterClass 2** **Julian Roche** New Opportunities and Approaches: Session 1	**MasterClass 4** **Matthias Gelber** Measuring and Mitigating Green House Gas Emissions: Session 1	**MasterClass 6** **Dr. Geoffrey Williams** Social Return on Investment: Session 1	International Guidelines for Social Responsibility: How Relevant for Malaysia?	**Research Session 3:** Governance and Integrity in Asia
2:45 - 3:30 PM				Looking Again at CSR Reporting: Time for Malaysian Guidelines?	**Research Session 4:** Sustainability and Business Performance and Practice
SPONSORED PM EVENT	Networking Refreshments				
	Pasaran Bertanggungjawab Malaysia				
3:30 - 4:15 PM	**Julian Roche** New Opportunities and pproaches: Session 2	**Matthias Gelber** Measuring and Mitigating Green House Gas Emissions: Session 2	**Dr. Geoffrey Williams** Social Return on Investment: Session 2	**PANEL DISCUSSION:**Improving Responsible Management: What Do Board Members Need?	**Research Session 5:**Human Rights and Business in Asia
4:15 - 5:00 PM				**PANEL DISCUSSION:** Sustainable and Responsible Business - Where are we heading?	**Research Session 6:** Futures for Research in Sustainable and Responsible Management
SPONSORED EVENING EVENT	Pasaran Bertanggungjawab Malaysia				
	Networking Cocktails	Networking Cocktails	GALA AWARDS DINNER	Networking Cocktails	

Dr Geoffrey Williams is a Founder and Director of the Academy of Responsible Management Sdn Bhd. He is also Chief Executive Officer of OWW Consulting in Malaysia. Geoffrey has held academic positions at London Business School, Pembroke College University of Oxford and the Universities of London, Nottingham, Liverpool and elsewhere. He is an Associate Member of the Centre for Business, Organisations and Society, School of Management, University of Bath, United Kingdom and was elected Fellow of the Royal Society of Arts (RSA) in 2004 and Fellow of the Malaysian Institute of Management in 2010. In 2011 he was appointed Adjunct Professor at the Graduate School of Business, Universiti Tun Abdul Razak, Malaysia. He is Deputy-Chairman of the EU Malaysia Chamber of Commerce and Industry (EUMCCI) where he also chairs the Education Committee and CSR Committees.

He has designed and directed numerous research projects for the UK Government (DTI), European Commission (DG-Research), and European Standards Agency, among others. He was economic advisor to Her Majesty's Opposition (now the Coalition Government) in the United Kingdom. Dr Williams contributions had recommended the establishment of a Fiscal Policy Committee which has now appeared as the Office for Budgetary Responsibility (OBR) in the new government. Geoffrey has has also worked with private companies and charities including PA Consulting Group, leading UK law firm Allen & Overy, and the Wellcome Trust UK.

Geoffrey's recent work has focussed on Corporate Social Responsibility in different socio-political contexts. He has worked with leading international companies and organisations including PETRONAS, UEM Group, PLUS Expressways Berhad, UMW Holdings Berhad, MRCB, Resorts World Berhad, du - the Emirates Integrated Telecommunications Company, Telekom Malaysia Berhad, the Abu Dhabi Chamber of Commerce and Industry, the Arab Thought Foundation, the International Labour Organisation, the European Commission and others.

http://responsibleacademy.com

Julian Roche is an international financial trainer and management consultant. With over 20 years of business experience working for financial institutions, multinational corporations and as well as government agencies - Julian's expertise lies in the valuation**,** investment Analysis and modelling in Australia, Asia and Middle East.

Julian has previously worked for Ministry of Defence in London and London Commodity Exchange as a Business Development Director. He was also the Head of Research for Hudson Venture Partners, responsible for the selection and evaluation of investment projects, account management and business valuation practice. He is the Vice President for MHCi, specialising in corporate finance and economic input to firms specialising in corporate social responsibility issues.

He holds a First Class Honours degree from Hertford College, Oxford University and an M. Phil. in Politics from Exeter University**.** His teaching style promises to deliver knowledge in a comprehensive manner that is easy to understand.

http://www.thembatrainingcompany.com/our-faculty/julian%20roche

Kal Joffres' work focuses on management and strategy for hybrid business models. Hybrid businesses or organisations serve both a social purpose, such as poverty alleviation, and a profit motive. Kal is currently Director at the Tandem Fund, a venture fund that invests in social enterprises in the health, housing, and food sectors. Kal also sits as Director at Tandemic, Tandem Fund's consulting arm specialised in building communities and social movements for brands and non-profits. Previously, Kal was a Partner in the Kuala Lumpur office of Tandem, a strategy consulting firm serving organisations with high social impact, including healthcare, non-profit, and UN agencies. Prior to joining Tandem, Kal was a Partner at Wiredpalm, a consultancy specialised in innovation strategy. He served clients in the healthcare technology and services sectors.

Kal has also worked with Khazanah, Malaysia's sovereign wealth fund, on designing investment strategies with the dual purpose of generating financial returns and promoting the development of the multimedia content industry. He was the founder and President of Silitex, a Montreal-based software development company serving clients in the higher education sector. Kal was educated at McGill University in global strategy (business) and philosophy. He has held a number of administrative appointments at McGill, including on the Board of Governors and the university Senate

http://www.tandemfund.org/kal.htm

Mark Orlowski is Founder and Executive Director of the Sustainable Endowments Institute, a Cambridge-based

non-profit organisation engaged in research and education to advance sustainability in campus operations and endowment practices. He Mr. Orlowski heads a team that authors the Institute's annual ***College Sustainability Report Card***, which evaluates and grades key elements of sustainability at United States and Canadian universities. The *Report Card*is designed to help schools learn from each other's experiences and adapt campus and endowment sustainability policies that work.

As a member of the board of managers overseeing investments for New England Quaker Meetings, Mr. Orlowski is familiar with fiduciary responsibilities of endowment trustees. He also serves on the board of Proxy Democracy, a non-profit organisation dedicated to providing accessible proxy information. Mr. Orlowski is an Advisor to the Campus Greening Initiative of Net Impact, a San Francisco-based global membership organisation of MBAs, graduate students and business professionals committed to corporate social responsibility.

A graduate of Williams College, Mr. Orlowski served on the college's Advisory Committee on Shareholder Responsibility and chaired its Campus Environmental Advisory Committee. He also received an associate's degree from Berkshire Community College and earned a master's degree at Harvard University, where he studied non-profit management.

http://www.endowmentinstitute.org/mark_orlowski_bio.html

MATTHIAS GELBER is a professional speaker, international trainer, and businessman, Matthias Gelber emerged as worldwide champion in the award for Greenest Person on the Planet by 3rdWhale in Canada in 2008. He earned his Masters in Environmental Science majoring in Legislation from Brunel University in the United Kingdom.

Matthias started his own environmental consulting company dealing with sustainability issues related to natural resources. He has served as a board member of INEM (the International Network of Environmental Management), ARPSCP (the Asian Pacific Roundtable of Sustainable Consumption and Cleaner Production), and Matthias was awarded one of the Men of the Year in Malaysia by Clive Magazine.

He is co-founder of Maleki GmbH, a company that specialises in low carbon footprint, high performance building material, which won recognition in the Green City Osnabrueck as the most innovative green SME with high growth potential.

He was appointed executive committee member of Pertubuhan Pelindung Khazanah Alam (PEKA), a new NGO under the patronage of the Sultanah to assist preserve the biodiversity of Pahang state forest. Most recent, Matthias has been appointed as the Country Manager for LOHAS Malaysia (Lifestyle of Health and Sustainability), a market segment focused on health and fitness, the environment, personal development, sustainable living, and social justice.

http://www.greenmanspeaks.com/biodata.htm

EU-Malaysia Chamber of Commerce and Industry

EUROPA SUSTAINABILITY AWARDS 2012

The Awards

The **Europa Sustainability Awards 2012** are a new and innovative opportunity to recognise and acknowledge excellence in social, environmental and governance contributions of **Community-Based Organisations, Charities, Societies and Non-Government Organisations** of all forms.

The **Europa Sustainability Awards 2012** are the EUMCCI's way of recognising the leadership and vision of organisations that operate with integrity and responsibility. The awards will give outstanding programmes the recognition they deserve and showcase them to a wide international audience.

We hope that the examples we select will encourage companies of all types to support organisations that are part of a growing movement for change in social, environmental and governance practice.

Categories

There are no specific awards categories. The **Europa Sustainability Awards 2012** will acknowledge ten of the best social, environmental and governance programmes of whatever form from amongst the following areas:

Bringing Communities Together ● Combating Corruption and Promoting Integrity ● Combating Global Warming ● Communicating Responsible Business Practices ● Creating Green Products and Services ● Culture & Heritage ● Empowering Minority Groups ● Empowering People with Disabilities
Encouraging International Outreach ● Encouraging Participation of Employees in Social and Environmental Projects ● Encouraging Sustainable Consumption ● Environment ● Family Friendly Work Practices ● Helping those with long-term illness ● Innovations for Sustainable Production ● Preservation of Local Cultures and Communities ● Promoting Arts & Crafts ● Promoting Education ●
Promoting Good Corporate Governance ● Promoting Healthy Lifestyles ● Protecting Biodiversity and Environmental Heritage ● Social Welfare ● Supporting Development in Underprivileged Communities ● Supporting Human Rights ● Supporting the Elderly in Active Lives ● Womens' Empowerment ● Workplace Practices

These categories are not intended to be exhaustive – any project designed to promote responsible and sustainable practices in the areas of social, environmental or governance initiatives is eligible to apply

The Nomination Process

Nominations are encouraged from companies that have supported **Community-Based Organisations, Charities, Societies and Non-Government Organisations** in successful programmes in the eligible categories. Recognition will be provided for corporate support of the winners.

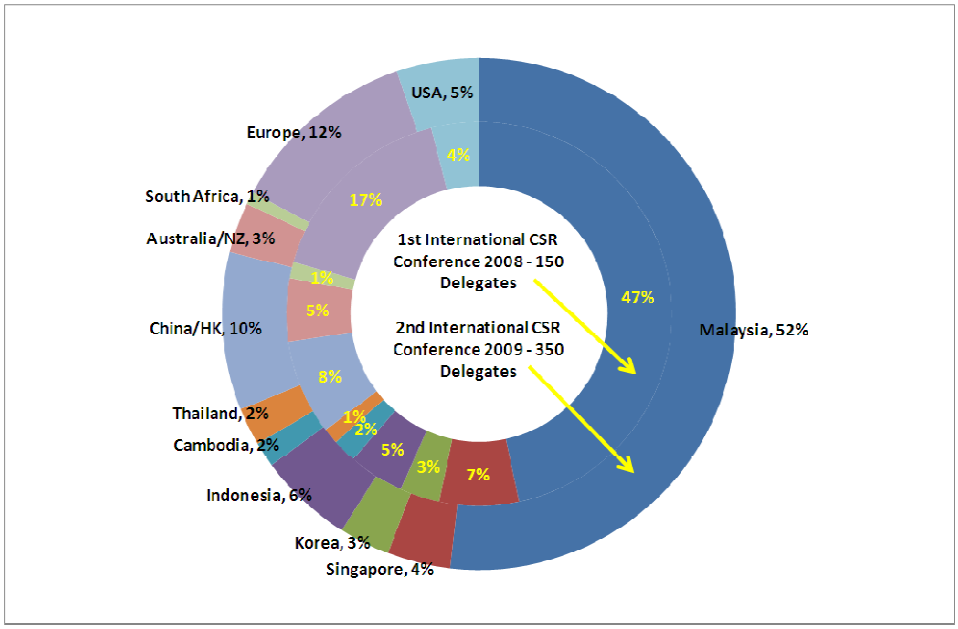
Nominations can also be made by organisations themselves or by individuals who have identified excellent programmes that deserve recognition. EUMCCI will also invite organisations to apply for the awards on a case-by-case basis.

The Prizes

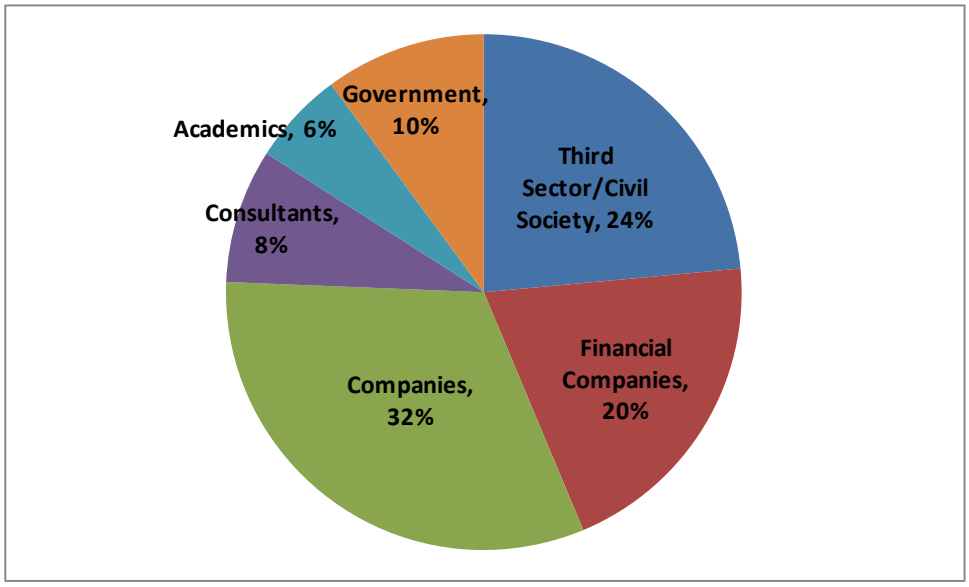
The ten winners will receive a package of services provided free-of-charge from members of the EUMCCI.

These will be designed with the winners themselves to provide help and support in creating, supporting or developing their organisational processes in areas such as training and capability development, publicity, communications, public relations management, business advice and introductions to partners for support and sponsorship of the programmes in the long-term.

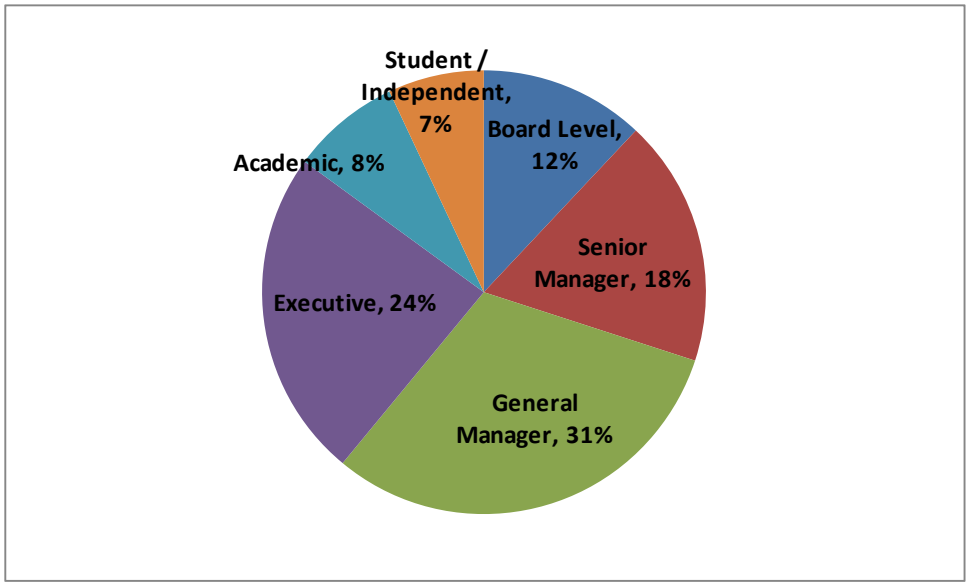
Delegate Profile: Country



Delegate Profile: Sector



Delegate Profile: Management Level



Selected participants in previous Conferences

Air Asia Berhad ● ASEAN Biodiversity Foundation ● BNP Paribas ● Bureau Veritas ● Bursa Malaysia Berhad ● Business Council for Sustainable Development Malaysia (BCSDM) ● CCM Berhad ● Cheshire Homes Selangor ● Companies Commission of Malaysia (SSM) ● Corston-Smith Asset Management ● Counterpoint Sdn Bhd ● Daiwa Asset Management ● EUMCCI ● F&C Asset Management Ltd ● F&N Coca-Cola (M) Sdn Bhd ● Fortis Investment Management ● Fraunhofer Institute for Factory Operation and Automation (IFF) ● International Islamic University Malaysia ● Kenanga Investment Bank Berhad ● Khazanah Nasional Berhad ● KPMG ● Kulim (Malaysia) Berhad ● Lafarge ● Landmines Action Group ● Malaysia Airports Holdings Berhad ● Malaysian Employers Federation (ISO26000 Mirror Group) ● Malaysian Institute of Integrity ● Malaysian Red Crescent ● Maybank Berhad ● MIRA ● MN Asset Management ● MRCB ● NESTLE ● Open University Malaysia ● OWW Consulting Sdn Bhd ● Pacific World Destination East ● Perunding Good Earth Sdn Bhd ● PETRONAS ● Petronas Gas Berhad ● Phoenix Global Asset Managment LLC ● PS the Children ● Putrajaya Perdana Berhad ● PWC ● Securities Commission ● SGS Malaysia Sdn Bhd ● Sime Darby Holdings Berhad ● SIRIM ● SK Energy, Korea ● SMR HR Technologies Sdn Bhd ● Standards Malaysia ● Tesco Stores (M) Sdn Bhd ● UBS ● UEM Group Bhd ● UMW Holding Berhad ● Universiti Kebangsaan Malaysian ● Universiti Sains Malaysia ● World Resources Institute ● Yayasan Kehati

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EUMCCI CSR Master Classes and EUROPA Sustainability Awards 2012
Pricing and Discounts 2012

Pricing and Discounts Rates:

	Company	**NGO / Students**
Full Price (3 days master classes and EUROPA Sustainability Awards Dinner 2012)	MYR 2,400 / USD 800	MYR 1,400 / USD 465
Early Bird Rate (15% discount) - by 30 August 2012	MYR 2,040 / USD 680	N.A.
EUMCCI Committee Members *(20% discount)	MYR 1,920 / USD 640	MYR 1,120 / USD 370
Multiple Participation Package (5-9 delegates - 20% discount) - by 30 August 2012	MYR 1,920 / USD 640	NA
Multiple Participation Package (10 delegates and up - 30% discount) - by 30 August 2012	MYR 1,680 / USD 560	NA
EUROPA Sustainability Awards Dinner 2012	MYR 350 per pax / USD 115	NA
EUROPA Sustainability Awards Dinner 2012 **(1 Table - 10 pax discounts)**	MYR 3,000 per table / USD 1,000 for 10 pax	NA

EU-Malaysia Chamber of Commerce and Industry

EUMCCI Social Responsibility Week 2012

REGISTRATION FORM

Name of Company: .....

Name of Attendee(s)/Position : .....

Add: .....

.....

Tel: .....

Fax: .....

E-mail: .....

Person-to-contact: .....

Tick the appropriate registration:

	Company	**NGO / Students**
Full Price (3 days master classes and EUROPA Sustainability Awards Dinner 2012)	MYR 2,400 / USD 800 [ ]	MYR 1,400 / USD 465 [ ]
Early Bird Rate (15% discount) - by 30 August 2012	MYR 2,040 / USD 680 [ ]	N.A.
EUMCCI Committee Members *(20% discount)	MYR 1,920 / USD 640 [ ]	MYR 1,120 / USD 370 [ ]
Multiple Participation Package **(5-9 delegates - 20% discount)** - by 30 August 2012	MYR 1,920 / USD 640 [ ]	NA
Multiple Participation Package **(10 delegates and up - 30% discount)** - by 30 August 2012	MYR 1,680 / USD 560 [ ]	NA
EUROPA Sustainability Awards Dinner 2012	MYR 350 per pax / USD 115 [ ]	NA
EUROPA Sustainability Awards Dinner 2012 **(1 Table - 10 pax discounts)**	MYR 3,000 per table / USD 1,000 for 10 pax [ ]	NA

EU-Malaysia Chamber of Commerce and Industry

Payment Mode:

By cheque, payable to "EUMCCI", RM
cheque no.

By GIRO, bank details: **Standard Chartered Bank Malaysia Berhad,** Account No.897 1 5669440 7 *(please indicate our **reference no.** which is provided to you upon confirmation of your registration and keep us advised)*

RSVP by 10th September 2012

All participants must be registered prior to the event. A return e-mail with a **reference no.** will be sent to confirm your registration. Please apply the reference no. when making payment to us. Walk in participants will be admitted on space availability basis with an additional charge of RM50.00. **Cancellation policy**: Please be informed that any cancellations must be received **2 working days** prior to the event in writing. Substitution is allowed for registered participants. **No show** by registered participants will be invoiced accordingly and payments received after the event date will be subject to an additional charge of RM20.

For further enquiries, contact: **EUMCCI**, Geetha Veerasamy, tel: +603-2162 6298, fax: +603-2162 6198, e-mail: events@eumcci.com or geetha@eumcci.com.

Please return this form for registration via fax/e-mail and send the payment to: EUMCCI, Suite 3.03, Level 3, Menara Atlan, 161B Jalan Ampang, 50450 Kuala Lumpur.

Early Bird & Special Discount

All Early Bird discounts require payment at time of registration and before the cut-off date in order to receive any discount.

The multiple participation packages cannot be combined with any other sponsorship package discounts, Strategic Partner offers or the early bird promotions. Registrations must be submitted at the same time and from the same company. To enjoy the multiple participation packages, please contact eumcci@eumcci.com

Booking Confirmation

Registration is considered confirmed upon receipt of payment. A confirmation e-mail and receipt will be sent to you within 3 working days when payment is received. If you do not receive any confirmation after 3 days of completing the registration, please contact us at eumcci@eumcci.com

Transfer policy

If you are unable to attend, a substitute delegate is welcome at no extra charge. Please provide the name and title of the substitute delegate with a completed registration form. Any difference in conference fees must be paid.

Cancellation policy

A 50% refund will be provided for cancellations received in writing no later than four weeks prior to the summit; thereafter we regret no refunds can be made. EUMCCI reserves the right to alter the programme without notice including the substitution, alternation or cancellation of speakers and/or topics and/or alternation of the dates and/or location of the summit.

Disclaimer:

The participant acknowledges that he/she has no right to lodge damage claims against EU-Malaysia Chamber of Commerce & Industry (EUMCCI) should the holding of the EUMCCI Social Responsibility Week 2012 on 24-27 September 2012 ("said Conference") be hindered or prevented by unexpected political or economic events or generally by force majeure or should the non –appearance of speakers or other reasons necessitate program changes. Upon registration and accepting this special complimentary invitation and/or paying a fee of RM2400 to attend the said Conference, the participant accepts this proviso.

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