

CORPORATE SOCIAL RESPONSIBILITY- BASICS, DEFINITIONS, AND PRACTICES



Through Corporate Social Responsibility (CSR), companies aim to contribute to sustainable development on a voluntary basis, except in Indonesia where CSR is included in the law. But how to judge if a company's CSR policy is effective, efficient and targeting the right domains and beneficiaries?

In Indonesia, Japan, Europe and China, *PA CSR* works for an optimal definition and global understanding of the term Corporate Social Responsibility. *PA* established three Academic Chairs with top experts such as Dutch Socio-Economic Council Chairman Dr Alexander Rinnooij Kan, US Governance expert Dr Rod Hills and former Indonesian Unilever President Director Sri Urip to research these issues. The new definition and concept are intended to benefit both society and industry through a more structured approach of industrialists' systemic and, as *PA* puts it, *organic* assistance to a society that badly needs such structural support. In his presentation Mr. Rio Praaning Prawira Adiningrat will provide a preliminary definition of CSR and suggest answers to the questions as to when CSR is required, where and why, and provide insights into how his companies engage in CSR!

Rio D. Praaning Prawira Adiningrat is founder and Managing Partner of *PA Europe* (previously Praaning Meines Consultancy Group) and of *PA Asia*, *PA Russia*, *PA Middle East* and *PA CSR*. In 2004 he established the Public Advice International Foundation through which former political leaders and top business executives from all continents provide advice on international socioeconomic and cultural issues, on a free or non-profit basis. The Foundation organizes international conferences and projects on poverty alleviation, cultural and religious tolerance, sustainable production, food safety and waste management. In 2007 Rio established *PA CSR* which provides senior company management with advice on Corporate Social Responsibility strategies and projects. Among *PA's* signatory projects are the lifting of the SSN 'Kursk'; the winning of the OPCW (UN/chemical weapons) headquarters for The Hague; the first merger between national (airline) carriers; the first and successful introduction of rDNA (rennet) in food (cheese); the prevention of a ban on fish export to the EU; and the accession of a new Member State to the EU. In 30 years of strategic advice to more than 400 clients (from authorities, companies and civic organizations to non-governmental organizations) Rio also established the Tasik Children's Foundation and the Kofi Annan Business School Foundation. He has published several books and articles on International Security and Food Safety. In Japan *PA* cooperates with the UN University, Yamanashi University and supports several industrial and non-profit organizations.

Date: Wednesday, 10 February, 2010
Time: 12:00 – 14:00 hr
Programme: Corporate Social Responsibility – Basics, Definitions and Practices
Venue: Hilton Tokyo, Katsura Room
Access: 5 min walk from Nishi-Shinjuku St, Marunouchi Line (Exit C8)
Fee: Members: 5,000 yen.
Non-members: 6,000 yen.

Paid on day (receipts provided). Payment by bank transfer available on request.

The presentation and discussion will be conducted in English.

Registration: Registration is required. Reservation deadline is Thursday, 4 February. Cancellations after February 4 and no-shows will be charged in full. Please send your registration for this event to the NCCJ Office by email: nccj@nccj.jp or by fax: 044-246-1355

FAX REPLY FORM (044-246-1355)

I would like to register to attend the NCCJ Luncheon on Wednesday, 10 February 2010 at Hilton Tokyo Hotel from 12:00 -14:00 hrs.

Name:

Company Name:

Email:

Tel: