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COMPLIANCE
BHUTAN CSR
CONFERENCE

1-3 October, 2014



3 Day CSR Conference in Thimphu, Bhutan. UN Guiding Principles as a precondition for global happiness and corporate social responsibility

October 1-3, 2014

Historic times post the financial and credit crisis need a revised set of Corporate Social Responsibility and Environment Social Governance components to create value, capabilities and sustainable business solutions.

We have the necessary technology, resources and ability to address each and every issue on the planet. Never before in the history of corporate culture have directors, management, employees and stakeholders been as responsible, competent and efficient as we are today. However the consequences of the financial and credit crisis continue to build disorder in the management, businesses and governments across all continents. Are we missing the all-inclusive consciousness and focus on CSR and ESG issues to solve this everlasting global crisis on happiness and trust issues?

Corporate Social Responsibility (CSR) and Environmental Social Governance (ESG) activities occur in the field. During the 3 day event we examine the governmental and corporate implications and how business comply and act on the CSR challenges that result in real liabilities as well as reputational risks. What are the processes and tools to manage the key steps to ensure CSR compliance to the hard laws and regulations, to the soft laws and with the organization's strategy, goals and codes.

CSR/ESG issues are now key components of standard global business practices. CSR risks and opportunities can be linked to values thru a structured approach that provides value creation and Integrated sustainability components to the business. CSR disclosures are now a part of integrated reporting and CSR disclosures in the annual reports is growing all over the world especially in Asia.



Challenges and complication

Business is complex. Upgrading technology, big data and quality business intelligence issues continue to burden organizations of all trades and sizes. Continued change in regulatory compliance, globalization, distributed operations, risk management processes, competitive momentum from emerging economies, 3rd party business relationships etc. complicated the issues even more.

The above CSR challenges require simple yet sophisticated and comprehensive CSR structures. At the conference we will Synchronise the above components to prudent CSR management recommendations like keeping complexity and change in force, provide significant challenges for the board of directors, senior executives, management and governance management, and government professionals throughout the world to use UN Guiding Principles as a precondition for global happiness and the development of global CSR issues.

Based on the global reach of Copenhagen Compliance, recommendations from past summits and events where delegates have played a prominent role in providing solutions, influencing discussion on CSR policy issues with all stakeholders or in solving CSR problems or implementation.

DRAFT PROGRAMME OUTLINE

The Copenhagen Compliance® CSR Framework

Secretary General of Copenhagen Compliance Kersi F. Porbunderwalla: 'Traditionally there is much denial as many of the CSR problems since the Enron and Lehman scandals and the finance crisis are self-inflicted,' He continues: 'The current global business environment is a consequence of the lack of ethical and structured CSR implementations and monitoring. In fact, when CSR processes are not compatible, like for example when we repackage horse meat, exploit workers in sweatshops, or encourage child labor, we are asking for trouble'.

Businesses are increasingly being subject to new and higher expectations of their corporate citizenship. Whether the focus be CSR, renewable energy, business in the community or sustainability, many organizations are finding it difficult to keep up or decide how best to lead. Businesses can respond because they feel obliged, or to find a competitive edge. It is perfectly possible to establish a marketing advantage by being more responsible or 'green' than the next. But customers, employees, stakeholders of all kinds are also increasingly sensitive and alert to companies adopting an approach which is merely 'skin-deep'.

Authentic and profitable

Underlying these integrated issues the need for an ethical corporate CSR culture and good corporate governance which operates effectively at all levels is easy to say but difficult to deliver.

At the 1st annual Global CSR summit will provide a complete CSR framework for all NGO's and CSR stakeholders' incl. corporate senior management, oversight authorities, policy makers, researchers, government officials etc., to explore the complete set of policies and services, and to make recommendations for future CSR implementations.

The event will attract delegates from across the ASEAN countries and global companies for 3 days of challenging CSR value and related discussion and focus on the future CSR agenda and how governments and businesses can prepare for forthcoming CSR challenges.

The three-day event with seminars, conferences, workshops and key note speeches will bring together Government, CSR and ESG executives across ASEAN countries, Scandinavia, Europe and elsewhere. The 20+ seminars, workshops, conferences and group discussions will include keynote speakers, concurrent panel discussions and presentations, plus small-room tête-à-tête sessions to deliver high-quality CSR and ESG content. The CSR event will be both a global, regional and national happening in cooperation with Copenhagen Compliance and GNH commission with global prominent dignitaries and speakers to bring together both national and international CSR stakeholders on combining the components of CSR and GNH.

Major takeaways from the conference are:

- Adopting action plans for next generation CSR activities with an clearly defined path
- Move the focus from an exclusive center of attention to a much broader range of CSR issues and subjects characterized by increasing globalization
- Increasing CSR visibility on the global scene to strengthen both competitiveness and sustainable growth so that CSR is a part of core business with a competitive effect.
- Incorporating CSR/ESG disclosure requirements into listing rules and governance standards
- Explore measures to encourage best practices through sustainable indices
- Support the requirement for a resolution on a ESG/CSR sustainability report

Main Session Day 1:

- Welcome/introduction
- Happiness and Corporate Social Responsibility in Bhutan
 - Visions, plans and challenges (High level representative from the royal Government of Bhutan)
- Commercial development and Happiness
 - Vision, progress and challenges (High level representative from the royal Government of Bhutan)
- Discussion and questions
- Introduction to CSR and UN Guiding Principle
 - State duty to protect
 - Requirements and processes
 - What he we so far done in Denmark and what are the challenges ahead? (A representative from the Danish Ministry of Business and Growth)
- Discussion and questions

Main Session Day 2:

- Reflections from the first day
- Corporate responsibility to respect
 - Requirements
 - Processes and tools
 - Experiences and challenges (A representative from a Danish Cooperation)
- Access to Remedy
 - Requirements and processes
 - Experiences and challenges
- Discussion and questions:
 - Challenges of applying the UNGPs in Corporations and Governments
- Panel Discussion: The UNGPs as a condition for happiness in Bhutan
 - Status
 - Challenges
 - Outlining a roadmap and recommendations
- Closing remarks

Parallel Sessions and Workshops Day 1

Setting the Bhutanese/Asian and international CSR scene - to the current CSR reality

- The CSR 2014 regime: The interaction between the hard and soft laws to the organization's vision, strategy, goals and code of conduct.
- What are the trends, who are the trendsetters and how do organizations act and react?
- The soft laws and the right link to the organization, culture and people
- How should the organization react on the soft laws?
- How to position the right CSR ambition, leadership and the risk appetite!
- How can the organization develop an effective Code of Conduct for management and employees, and the monitor the results?
- The international anti – bribery and corruption hard laws
- What are the bribery, fraud and corruption (BFC) risks and how can an organization implement the BFC dangers into the CSR system to be compliant.
- The semi hard laws of non-compliance. The OECD Guidelines for Global Enterprises
- The concept of CSR in relation to UN's Global Compact.
- What are the fraud and corruption risks
- How can an organization implement the international regulatory system to be in compliance?

Parallel Sessions and Workshops Day 2

CSR after the financial crisis

- Did CSR put Detroit in receivership?
- The KPI's and the KRI's of CSR
- From talk the walk to walk the talk

A couple of company cases

- How does The Tata Group/an Bhutanese and ASEAN Company (TBD)/The Maersk Group, Novo Nordisk, manage the hard and the soft CSR mandates, develop the Code of Conduct, ensure the right implementation, reduce Governance and CSR Compliance risks and monitor the CSR implementation and the achieved results?

Mini CSR workshop in smaller groups

- What is the state-of-the-art CSR composition in your organization or
- What should be the state-of-the-art CSR composition in the organization as its relation to the hard and soft laws and mandates?
- How can the right Code of Conduct have an impact and value of your organization's CSR activities?

Final Day 3

- Information about the potentials for cooperation between Bhutan and Denmark/EU
- B2B meetings
- Closing Ceremony in Bhutanese traditional customs & manners



Special Program
for accompanying spouses

Bhutan as the ideal locus for socially sustainable market structures

Introduction The Kingdom of Bhutan introduced the new measurement of national prosperity, the Gross National Happiness Index (GNH). Gross National Happiness is defined as the factor that guides Bhutan's development, economic growth and modernization, and it is the government's duty to ensure that the elements contributing to the happiness and wellbeing of the Bhutanese people will be nurtured and protected¹. The values of the GNH are very well aligned with the values that constitute the United Nations Guidelines for Business and Human Rights (UNGPs).

These Guidelines have become the global authoritative reference point and clearly distinguish between the role of the State and that of business enterprises by establishing that while the State has the duty to protect, the businesses have the distinct responsibility to respect human rights. The UNGPs can be seen as the elements that will ensure the happiness of the Bhutanese people, and therefore the elements that the Bhutanese State must nurture.

Bhutan constitutes the ideal locus for a socially sustainable business environment

Combining Bhutan's growing commercial development and the traditional values of the Bhutanese GNH index with its orientation of the people and the nation towards happiness and wellbeing, Bhutan constitutes an excellent locus for supporting and strengthening a market structure that is based on social sustainability with a focus on the protection and respect of human rights. Bhutan considers happiness "an inalienable human right", and there are no doubts that the fulfillment of human rights protecting all individuals' dignity is the necessary foundation for happiness.

The Bhutanese government should ensure the strengthening of a market structure that is grounded upon the values of social sustainability where businesses respect human rights. By embedding these values into the Bhutanese business environment, material and economic growth will not suppress the fundamental happiness and wellbeing of the people. Rather, by enforcing corporate respect for human rights, the Bhutanese State can ensure that the human being is the center and ultimate purpose of development.

The role of the Bhutanese government

In line with His Majesty The king of Bhutan's stance that the responsibility and purpose of the government is "to create conditions to enable citizens to achieve what they want most in life and that is happiness", Bhutan has an excellent possibility to become a first-mover in implementing the UNGPs, which obliges it exercise existing human rights obligations to respect, protect and fulfill human rights and fundamental freedoms also in relation to its expectation from businesses operating in the country. Posing these global expectations onto businesses will direct global attention to the Bhutanese market and foster increased foreign investments into the country.

As Bhutan covers a smaller geographical area, the Bhutanese businesses operate closer together, which enables them to learn from each other and cooperate on meeting the expectations that are put on them by the government.

For questions and enquiries please contact
Secretary General [Kersi Porbunderwalla](#),
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