

Dubai

IOD
Institute of Directors

**Building[®]
Tomorrow's
Boards**

In association with



GLOBAL CONVENTION 2012

7th International Conference on

SOCIAL RESPONSIBILITY

24-26 April, 2012, Dubai, UAE

Theme:

‘Making CSR an Actionable
Business Agenda’



Reg. fees includes
WELCOME DINNER
on 24th April, 2012



Presentation of
Golden Peacock Awards for CSR



Rt. Hon'ble Baroness Verma
Lords Minister for British Government



Justice P.N. Bhagwati
former Chief Justice of India



Dr. Ola Ullsten
former Prime Minister of Sweden

Event Details:

Tuesday, 24 April 2012

1400hrs : Welcome Dinner

Wednesday, 25 April 2012

Venue: Hotel InterCon Dubai Festival City

0900hrs : Inauguration of Global Convention 2012

1300hrs : Lunch

1800hrs : Business Meet

1900hrs : Presentation of Golden Peacock Awards

2030hrs : Dinner

Thursday, 26 April 2012

Venue: Hotel InterCon Dubai Festival City

0900hrs : Case study presentations by achievers

1300hrs : Lunch

1600hrs : Valedictory Session

For complete programme please visit
www.iodonline.com

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"Poverty and Global Warming are the two most critical challenges of our time. Poor are a business opportunity and cannot be treated as the begging bowl of our economic system. Transparent Governance is the key to CSR success."

Justice P.N. Bhagwati
former Chief Justice of India and
Chairman, Organizing Committee

Invitation

Dear All,

I have great pleasure in inviting you to the **7th International Conference on Social Responsibility, being held on 24-26 April 2012, in Dubai, UAE.**

The deliberations of our last International Conference on Social Responsibility held in New Delhi in 2011 on 'Turning your Business into a cause', underscored the importance of social issues in boosting the capital markets. It was noticed that companies engaged in CSR and clean and green issues were thriving despite a worldwide meltdown. The IOD council felt that the time has come to discuss about "Making CSR an actionable Business Agenda".

The prevailing approaches to CSR are so fragmented and disconnected from business and strategy, as to obscure many of the greatest opportunities for companies to benefit society. If, instead, corporations were to analyze their prospects for social responsibility, using the same framework that guide their core business choices, they would discover that CSR can be more than a cost, a constraint, or a charitable deed - it can be a source of opportunity, innovation, and competitive advantage.

From drawing board to boardroom, and to shop-floor, in this Conference we would like to examine the case studies of a number of companies at the forefront of strategic CSR, as well as their alliance partners, and explore the evolution of corporate citizenship, and attempt to peer over the horizon to what's next. The choice is no longer one of 'whether or not?' but rather of 'How to?' and 'To what extent?'

The reason for selecting Dubai (UAE) as the venue is the unprecedented business opportunities offered by this fast growing entrepreneurial capital of the Middle-East. This international conference will provide you a platform to interact with movers and shakers from around the world, to explore joint business collaborations.

The conference is expected to be attended by business and political leaders, legislators, policy makers, economists, philanthropist, NGOs and CSR professionals from all over the world.

There are many ways you can contribute and benefit from the Congress - presenting your case studies or paper as a speaker, show casing your products, profiling your brand as a sponsor, exhibitor or advertiser or becoming a partner to promote the conference among your contacts. Together, we could promote your business strategy to include CSR, as an actionable business agenda.

I look forward to welcoming you, at this International Conference.

Yours sincerely,

Justice P.N. Bhagwati



Golden Peacock Awards Nite in London: (R-L) Rt Hon. Mark Hoban Financial Secretary to Her Majesty's Treasury, Rt. Hon Baroness Hanham CBE, Parliamentary Under Secretary of State at the Department for Communities and Local Government and Rt. Hon Baroness Sandeep Verma, Minister for Universities and Women and Equalities in The House of Lords Whips in the Cabinet Office, UK.

THEME

Making CSR an Actionable Business Agenda

TOPICS

A. CSR - A Business Agenda

- CSR – A bridge between Business and Society.
- Social Responsibility Agenda – An emerging corporate strategic approach to building brands, reputation and trust.
- Corporate citizenship – CSR as new agenda beyond governance

B. Strategic CSR – Creating Shared Value

- Business strategy and social Responsibility
- Strategy and society: the link between competitive advantage and CSR
- Business Social initiatives and community involvement strategy.
- Aligning and embedding CSR in business strategy.
- Growth of Corporate Social Responsibility in emerging economies
- CSR- A Pathway to Alleviate Poverty and deliver on the 'Millennium Development Goals'
- CSR as 'enlightened self-interest' – a journey, not a destination.

C. Social Innovation

- Social Innovation – Practical challenges in managing Strategic CSR.
- Corporate conscience or science entrepreneurship.
- CSR – As a new market penetration tool.
- CSR Plus – Strategies that enrich the poor and build corporate brands.
- Measuring benefits of CSR – Universal integrated standards for reporting on CSR and sustainability.

D. Transparency for CSR Effectiveness & Sustainable Development

- CSR and Transparency – the stakeholders' perspectives.
- CSR – The connect – Practices – Accountability & Disclosure.
- Role of CRS in Corporate Governance strategies for sustainable business.
- CSR – A sustainable development endeavourer.



HE Kamallesh Sharma



Rt Hon Baroness Verma



Alok Sharma MP for Reading West



Lord Tariq Ahmad of Wimbledon



Lord Karan Billimoria CBE DL



Vindi Banga



Rt Hon Baroness Usha Parashar CBE



Lord Khalid Hameed CBE DL



Shailesh Vara MP



Dr. Ola Ullsten



Ernst R. Ligteringen



Sunil A. Misser

Guests of Honour at the Global Convention 2011 in London

GUIDELINES FOR PAPER PRESENTERS

All paper presenters are required to send their papers by e-mail to sushil@iodonline.com

A brief CV of 100 words and passport size colour photograph are also required. Paper and Speaker guidelines are available on our website www.iodonline.com

WHO WOULD BENEFIT

- All stakeholders interested in sustainability and the well- being of society, creating profits and improving the quality of life for their organization and community.
- Legislators, lawyers, jurists and all those concerned with efficient and ethical conduct of corporates and good governance.
- Philanthropists, Company chairmen, directors, presidents, CEOs, CFOs, bankers, fund managers, company secretaries, NGOs, investors, brokers, chartered accountants, management analysts, management students, financial consultants, academics & students.
- All stakeholders interested in Sustainability of Business and well being of Society.

MARKETING OPTIONS

(a) Sponsors

The International Conference offers a unique opportunity to project your organisations commitment to Corporate Social Responsibility. The event will be attended by eminent corporate heads, environmentalists and opinion leaders from across the world. Here is your chance to advertise your commitment to good Corporate Governance and Corporate Sustainability for your company's brand image. The Sponsorship rates are as follows:

	Indian (in `)	International (in US \$)
Principal Sponsor	10,00,000	20,000
Platinum Sponsor	7,50,000	15,000
Gold Sponsor	5,00,000	10,000
Silver Sponsor	3,00,000	6000
Associate Sponsor	2,00,000	4000

(b) Advertising in Global Convention Souvenir Book

A Conference Souvenir book will be released on the Inaugural Day at the Conference venue. It will also be distributed to all delegates, associates, industry leaders, concerned govt. departments, decision makers, eminent persons, NGO's, organizations, standards institutions etc. worldwide.

The advertisement tariff for A-4 size paper colour Advertisement is as under:

Place	Rate	
	Indian (`)	US \$
Back Cover	75,000	1500
Inside Front Cover	60,000	1200
Inside Back Cover	50,000	1000
Full Page Color	40,000	800
Half Page (Color)	25,000	500



A view of the audience



Hon'ble Shri P. Chidambaram, Union Home Minister of India, addressing the Golden Peacock Awards Nite in New Delhi



Golden Peacock Awards®
A Strategic Tool to Lead the Competition

Golden Peacock Awards, instituted by Institute of Directors (India) in 1991, are now regarded as holy grail of Corporate Excellence awards worldwide.

Today Golden Peacock Awards Secretariat receives over 1,000 entries per year for various awards, from over 25 countries worldwide. The Golden Peacock Award has been instituted to celebrate and honour the best of the best as recognition of their unique achievements.

The selection is an elaborate process done by a team of professional independent assessors. The short listed final applications are then submitted to a Jury of eminent people known for their independence and impartiality, headed by a former Chief Justice of India.

Currently the Golden Peacock Awards Secretariat is inviting applications for the following institutional awards for the year 2012.

Golden Peacock Awards (Global Category) :

- Golden Peacock Global Award for Corporate Social Responsibility (GPGACSR)

Golden Peacock Awards (National Category):

- Golden Peacock Award for Corporate Social Responsibility(GPACSR)

The application forms and self-assessment criteria can be downloaded from website www.goldenpeacockawards.com

LAST DATE FOR SUBMISSION : 15 March 2012

This year's Golden Peacock Awards for CSR will be presented during the **DUBAI GLOBAL CONVENTION 2012**, being held in Dubai (UAE) on 24-26 April, 2012.



Golden Peacock Awards Nite

