

press release

23 August 2007

CSR Conference: Raising the Bar

The Institute of Corporate Responsibility Malaysia (ICR Malaysia) and UNDP today organised one day conference on CSR with the theme “**Raising the Bar**” at the Securities Commission Kuala Lumpur.

Building on the success of the UNDP-SC 2006 Conference, the conference this year will focus on issues beyond the basics of CSR and more on exploring how business, government and civil society can raise the bar of implementing CSR as a way of life or business.

“Today’s conference will move beyond the questions of what and why CSR but more on how to align strategic CSR programme with the vision, strategy and goals of the company. We will also explore how business, government and civil society must work in partnership to continuously ‘raise the bar’ in pursuit of innovative ways to meet national development aspirations,” said Dr Richard Leete, UNDP Resident for Malaysia, Singapore and Brunei Darussalam in his Welcome Remarks at the Conference.

“Business corporations today are faced with multiple complex challenges. However there is now a recognition that global corporate citizenship is about *how* the company makes its profits everywhere it operates, not simply what it does with these profits afterwards.

“Corporate Social Responsibility (CSR) is moving beyond the boundaries of compliance programmes and traditional philanthropy. In Malaysia, companies are also beginning to move away from mere philanthropic activities, thanks in part to the various CSR related capacity building initiatives by various organizations. Indeed CSR requires clarity of corporate purpose, principles and values, backed up by rigorous internal accountability systems,” explained Dr Leete further in his speech.

The conference brings together CSR experts who will share their insights on issues such reporting and measuring CSR effectiveness, partnerships for sustainable development and issues on implementing CSR effectively during the panel discussions. There will also be two session on ‘Ideas for Partnership’ exploring how business can collaborate with NGOs for sustainable development.

Dato’ Zarinah Anwar, Chairman of the Securities Commission delivered the Keynote Address. More than 90 participants from various organisations attended the conference.

The Conference is supported by the Securities Commission and sponsored by the Putrajaya Committee, Khazanah Nasional Berhad, IBM and Pricewaterhouse Coopers.

Notes to editor

1. About UNDP

UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners. Its current priority is to help all countries achieve the Millennium Development Goals (MDGs) by 2015.

To read more about the work of UNDP in Malaysia, please visit our website at www.undp.org.my

2. About ICR Malaysia

The Institute of Corporate Responsibility Malaysia(ICR Malaysia), is a unique network of corporate and academic institutions, committed to advancing responsible business philosophy and practices that will have positive impacts on people, environment and society. ICR Malaysia s supported by an advisory panel comprising of the Securities Commission, Bursa Malaysia Berhad and Khazanah Nasional Berhad.

The main objective of ICR Malaysia is to promote the development of socially responsible business practices.