

# CSR in Practice: A Practical Introduction to CSR Reporting

## One-Day Training Workshop

Organized by

OWW  
Consulting

Training Partner



**"PLCs will have to report their  
corporate social responsibility activities"**  
(2007 Budget Statement)

**But how do you do it?**

### FUTURE DATES & VENUE

13<sup>th</sup> December 2007  
24<sup>th</sup> January 2008  
13<sup>th</sup> March 2008  
16<sup>th</sup> April 2008  
15<sup>th</sup> May 2008

Pacific Regency Hotel, Jalan Punckak (Off Jalan P  
Ramlee), 50250 KL ([www.pacific-regency.com](http://www.pacific-regency.com))

### WORKSHOP OUTLINE

#### Session 1

9 am – 10:30 am

##### Where should you start?

- What is CSR?
- Practical: Stakeholder mapping and engagement

Tea break and networking (10:30 am – 11 am)

#### Session 2

11 am – 12:30 pm

##### What information should be reported?

- Assessing your current CSR performance using the OWW Responsibility™ Rating Tool
- Data collection for reporting: What data to collect, which areas should be reported

Lunch break and networking (12:30 pm – 1:30 pm)

#### Session 3

1:30 pm – 3:15 pm

##### Bureau Veritas Assurance of your CSR Report

- Scoping the verification process
- What areas can be verified?
- Levels of verification and assurance

Tea break and networking (3:15 pm – 3:30 pm)

#### Session

3:30 pm – 5 pm

##### What should a CSR Report look like?

- How to write a basic CSR report, with examples, following the Malaysian basic reporting framework
- Takeaway: Step-by-step planning guide, step-by-step timetable planner, key milestones

### WHO SHOULD ATTEND

- General managers and chief operating officers
- Finance managers and controllers
- Corporate social responsibility department teams
- Corporate affairs managers
- Public relations officers
- Human resource managers
- Project planning and environmental managers
- Investor relationship managers
- Internal and external auditors

### WHAT YOU WILL LEARN

- What is CSR? How do you do it?
- What do you report? How do you report it?
- How do you write a basic CSR report?
- External verification services and assurance by Bureau Veritas

### TRAINER PROFILES

#### Dr Geoffrey Williams, Managing Director

**(MA(cantab), MA(oxon), MA(econ), PhD, FRSA)**

Geoffrey was formerly Fellow in Economics at Pembroke College, University of Oxford and Research Fellow at London Business School. He has an active research interest in developing practical management tools for the assessment and implementation of successful CSR systems within companies. His work has been published in leading academic journals and has been covered in the media including the Financial Times, the Wall Street Journal, Bloomberg and CNBC.

#### Arshad Adam, Finance Director (BBA, MSc, FCCA)

Arshad was formerly Assistant Professor of Accounting and Deputy Director of the MA/MSc programmes at Nottingham University Business School, Malaysia Campus. He is a Chartered Accountant and has extensive international experience in training of finance professionals in accounting qualifications for ACCA and CIMA throughout South East Asia.

### METHODOLOGY

Limited to 20 participants, the workshop uses lectures, case analysis, practical exercises, small-group discussion and presentations, step-by-step guide to report-writing, and access to online support after the workshop.

## CPD CREDITS

Upon successful completion of the workshop, participants will be presented with a certificate of attendance, which can be used to obtain CPD points from various professional bodies.

## REGISTRATION & PAYMENT

The workshop fee is RM1,495. Please submit the **online** Workshop Registration Form OR **fax** the attached form to OWW Consulting at **03-2261 4310**. More details on payment, withdrawal and deferment are provided on our website.

## ENQUIRIES

Please direct enquiries about the content, registration or payment for the workshop to OWW Consulting.

Email [training@oww-consulting.com](mailto:training@oww-consulting.com)  
Website [www.oww-consulting.com](http://www.oww-consulting.com)  
Tel: +60 (0)3 2116 5978  
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## ABOUT OWW CONSULTING

**OWW**  
Consulting



Owens, Williams & Wood Sdn Bhd is a technology-based Corporate Social Responsibility (CSR) and Socially Responsible Investment (SRI) specialist located in Malaysia and Singapore. OWW offers a range of unique web-based technologies to enable clients to improve their management and communication of corporate social responsibility and sustainability. Our services include assessment, stakeholder engagement, strategy, training, and communications.

Our portfolio includes the following services:

- **Responsibility™** Online self-reporting and rating tool for responsible business management.
- **Sri-Asia™** Information, research and indexes for socially responsible investment in Asia.
- **CSR Surveys™** Opinion surveying solutions for stakeholder engagement.
- **Private Client Research Services** Fully bespoke analytical reports and recommendations.
- **Industry Research** Macro views, analysis and reporting of industry benchmarks.

OWW Consulting is a member of the Singapore Compact and is the first company in Malaysia and Singapore to sign-up to the United Nations Principles for Responsible Investment (UNPRI).

OWW Consulting is the Bureau Veritas Training Partner for the South East Asia Region.

**Website:** [www.oww-consulting.com](http://www.oww-consulting.com)  
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## ABOUT BUREAU VERITAS



**BUREAU**  
**VERITAS**

Since its foundation in 1828, the Bureau Veritas Group has consistently built recognized expertise, helping clients comply with standards and regulations relating to Quality, Health & Safety, Environment and Social Responsibility.

The Group's network of regional and local offices manages client relationship and delivers a comprehensive range of services including inspection, testing, auditing, certification, ship classification and related technical assistance, training and outsourcing. When appropriate, Bureau Veritas also provides advisory services.

Large and small organizations, whether private or public, can rely on Bureau Veritas to support them in protecting their respective brands, assets and business. We play a key role in both risk management and performance improvement.

Bureau Veritas deploys multidisciplinary skills from over 26,000 employees in 700 offices and laboratories worldwide.

**Website:** [www.bureauveritas.com](http://www.bureauveritas.com)  
**Contact e-mail:** [syed.fairul@my.bureauveritas.com](mailto:syed.fairul@my.bureauveritas.com) or [eva.soo@my.bureauveritas.com](mailto:eva.soo@my.bureauveritas.com)

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Organized by



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to CSR Reporting  
One-Day Training Workshop  
REGISTRATION FORM**

Training Partner



Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Number of people: \_\_\_\_\_

Which day: (Please tick)

- 13<sup>th</sup> December 2007 \_\_\_\_\_
- 24<sup>th</sup> January 2008 \_\_\_\_\_
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- 15<sup>th</sup> May 2008 \_\_\_\_\_

Participant Names:

Authorised Signature & Company Chop

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**Please complete and return by fax to:**

**OWW Consulting Sdn Bhd  
+603 2261 4310**