

Bangladesh



17 May 2012

# 1st National Conference

Creating Buy-in for Socially Responsible  
Products and Services in  
Bangladesh for Sustainability

Conference Proceedings

**Venue:**  
EFES, 13 Gulshan  
South Avenue Dhaka, Bangladesh





Creating buy-in for socially responsible products and services  
in Bangladesh for sustainability on 17th May 2012, Dhaka

## Conference Proceedings

June 2012

Prepared and Submitted By

### **SR (Social Responsibility) ASIA - Bangladesh**

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## Content

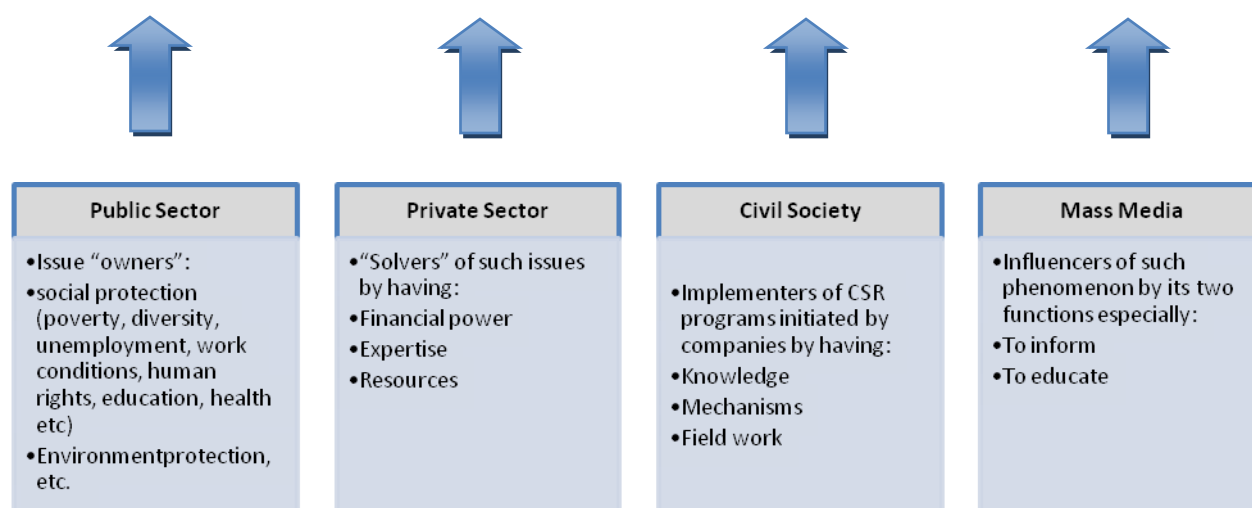
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## Conference Vision and Mission

## Conference Vision

The vision of the conference is to sensitize all stake holders for Social Responsibility (SR) and Socially Responsible Product and Services for sustainability in an integrated manner, by including the public and the private sectors, the civil society and mass media. A complete SR strategy can be successful only when it considers all of these four areas for societal awareness, environmental equilibrium and economical growth.

**Social Responsible Product and Services for  
Societal awareness, environmental equilibrium and economical growth**  
by bringing all main actors to the same discussion table and make them team up!



**Conference Theme:** The greening of corporate Asia will add a new and different type of criterion to some organizational buying decisions-social responsibility. Societies and Scholars have given little attention to such noneconomic buying criteria due to the continued buying of products through attractive aids and media buying. On the basis of a study of 35 buying processes in ten organizations and an in-depth examination of 21 of those processes, the Conference will addresses how and why socially responsible buying comes about in organizations. The findings suggest that two factors have been key to the success of socially responsible buying initiatives. It is multidimensional however one factor is the presence of a skilful policy entrepreneur. Policy entrepreneurs are found to have many of the same characteristics as business entrepreneurs, but invest their resources in instituting new organizational policies. The quest for socially

responsible buying is rooted in a commitment based on a complex and often difficult process of moral reasoning etc. The second factor influencing the success of socially responsible buying is the organizational context within which policy entrepreneurs operate and society they serve. Through this conference expert will deliberate how corporate strategy and further framework is necessary to offer socially responsible products and services for sustainable business

### Key objectives of the conference:

The SR Asia Bangladesh through this seminar:

- a) Promote social responsibility in Bangladesh
- b) Establish a relationship of SR in trade facilitation and development within region and beyond Asia
- c) Promote Socially responsibility Products (Product safe to use, healthy and environmental friendly and products in following good manufacturing practices)
- d) Promote Productivity with responsibility
- e) Linking and establishing Socially Responsible Products to Sustainability
- f) Address Issues related to 3P, People, planet and Profit
- g) Create knowledge pool and repository for future
- h) Socially Responsibility is everybody duty, might not be a legal binding but a necessity for binding the human with human and to the healthy eco system
- i) Exhibit /Showcase Companies following best practices in the CSR/SR domain**

## Conference Supporter & Partner

National Productivity Organization-  
Ministry of Industries, Bangladesh



CBI  
Ministry of Foreign Affairs of the Netherlands



Asian Productivity Organization  
(APO)



## Lead Sponsor & Research Partner



## Silver Sponsor



## Media Partner





## Research /Survey lead to the National Conference of SR ASIA Bangladesh

### Survey design & analysis by:

Ms. Sumaya Rashid,

(Country Director)

SR (Social Responsibility) ASIA, Bangladesh

### Abstract:

Corporate Social Responsibility (CSR) is now on board and burning issues for the sustainability for societies, countries and beyond which has been a quite ignored phase before the mid 20<sup>th</sup> century is catching up now. The survey was conducted to examine what are the constraints of implementing green productivity and how it has impact on triple bottom line. This paper is focused on Bangladesh's Green Practice.

**Methodology:** Primary data is followed by conducting a survey among 33 (Thirty Three) companies (Manufacturing, Pharmaceutical, Textile, knit & Composite). There are several opportunities and scope to work on triple bottom line. Objective of the study is to identify the gap and hindrance to implement green productivity and how do the constraints influence toward the rear and which advocacy might be the remedy for the worsen.

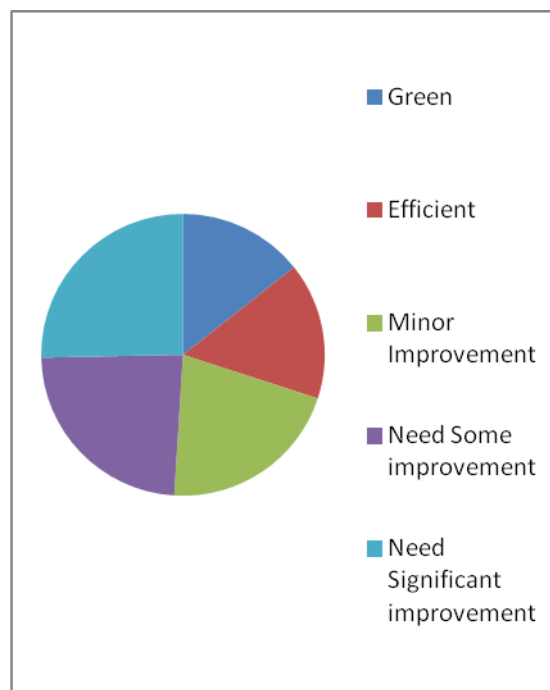
The survey was conducted during the first quarter of 2012 among 33 (Thirty Three) companies (comprises of Manufacturing, Pharmaceutical, Textile, knit & Composite). There were 28 questions within the scope of triple bottom line (Society-Environment-Economy). The HR Manager/Compliance Manager and the Top Management concerned with compliance and CSR of the organization have responded to the questionnaire.



The study was analyzed under the main drivers which are

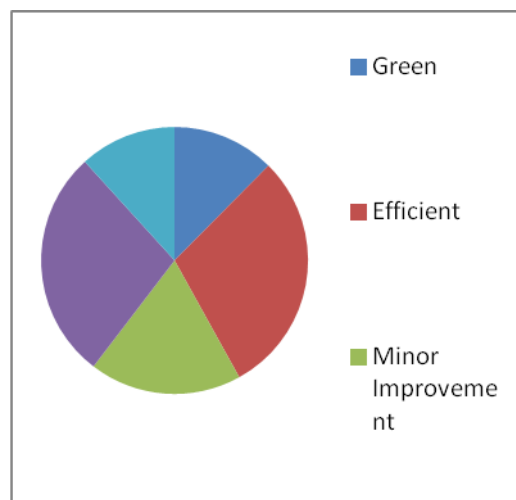
### 1-Environmental Drivers

- Choice of raw materials
- Use of raw materials
- Use of energy
- Use of water
- Chemical content of waste water
- Prevention and reduction of waste
- Selective separation of waste
- Recycling of materials to avoid waste
- Reuse of materials to avoid waste
- Dust or odors within the workplace
- Dust or odors outside the workplace
- Noise or vibration in the workplace
- Noise or vibration outside the workplace
- Prevention of environmental accidents
- Good emergency response plan in place
- Environmental information
- Mobility and transport of employees and products



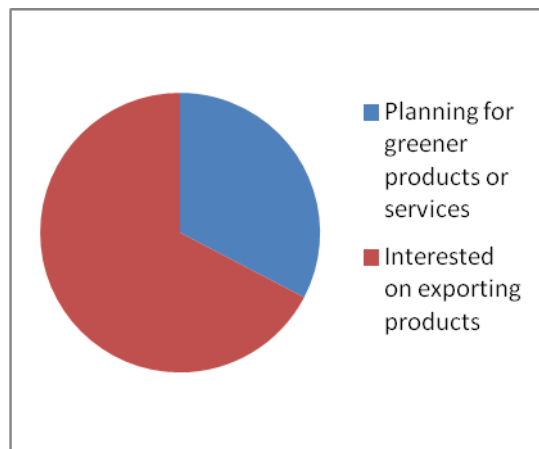
### 2-Societal Drivers

- Storage of products
- Health and safety in the workplace
- Communication with customers
- Communication with suppliers
- Motivation of managers
- Mechanisms to ensure legal compliance
- Confidence in management approach
- Need to institutionalize management of environmental issues
- Coordination with others in the community



### 3-Economical Drivers

- Planning for greener products or services
- Interested on exporting products



### Findings:

Encouraging ones:

1. There is a certain degree of awareness on green practices.
2. Organizations are planning and willing to take some initiatives
3. There is an interest to improve on 3Ps and develop export market as a result of this.

The feedback of the survey was analyzed and the following hindrances were identified:

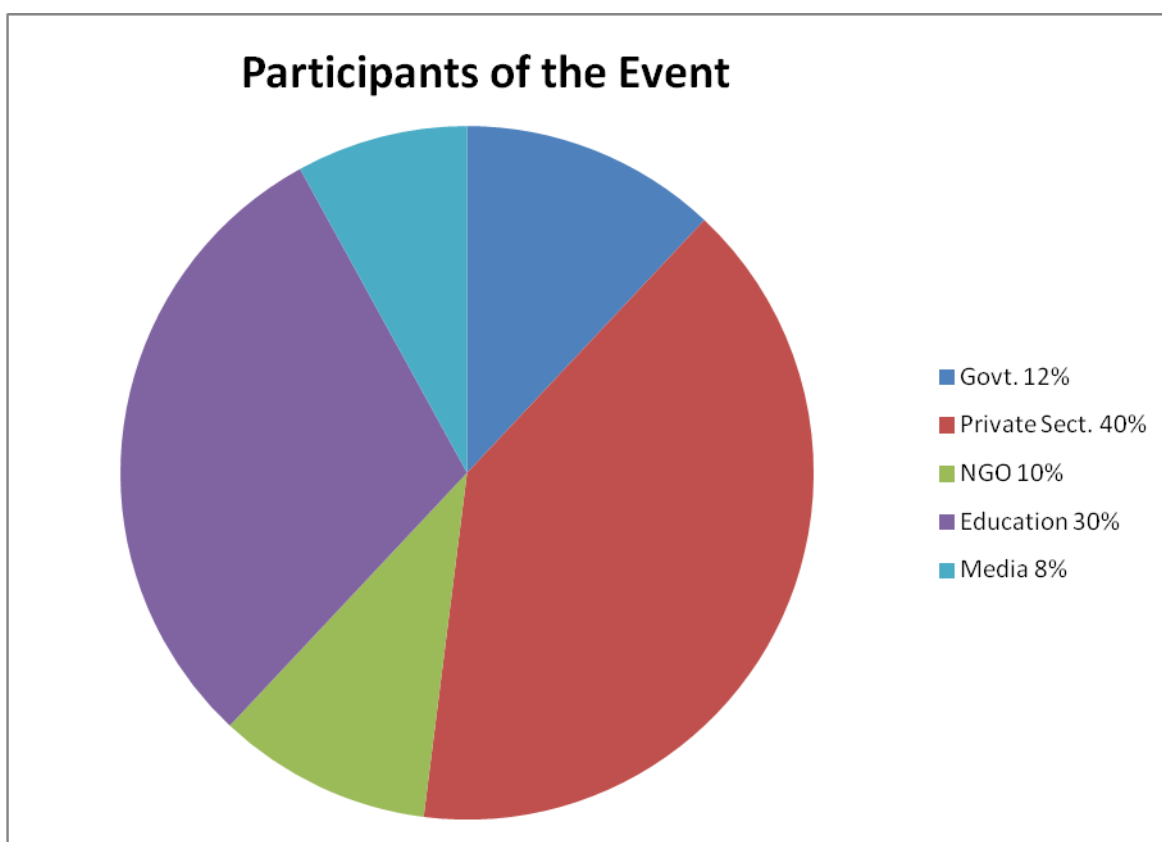
- Most of the responses showed lack of awareness towards CSR issues and practices,
- One of the major findings was the lack of suitably trained and skilled human resources ( need of more trainers and experts ) at grass root level on triple bottom line,
- Responses showed lack of awareness towards the environmental and societal drivers as they were not clear of its implication on growth of the company.,
- One of the major issues which can be most influential is the indifferent approach of the management towards implementing SR practices
- The procurement practices by most of the respondent companies was found to be traditional with no consideration towards the choice and use of raw materials, employing energy efficient measures, reducing the chemical content of waste water and Prevention and reduction of waste as well as selective separation of waste.
- The efforts at present are not market driven as of now as a result of poor consumer awareness
- Nothing comes for free; it was evident as most respondent companies saw CSR expenses as a burden.

**Conclusion:** A socially responsible Business can be economically feasible, environmentally sound and socially equitable. It can be done by providing a highly structured, fact-based technique to identify the strategic fit between organization's strengths and relevant CSR measures. Integrating CSR into firm's Policy and creating a common language and conceptual framework so that it can be managed and improve the productivity of the organization. Imparting training to employees in organization on the CSR practices thereby involving people of all levels and in all units to promote individual responsibility and thereby organization as a whole can certainly facilitate comparisons with other organizations as well as integrate the CSR initiatives into normal operations.

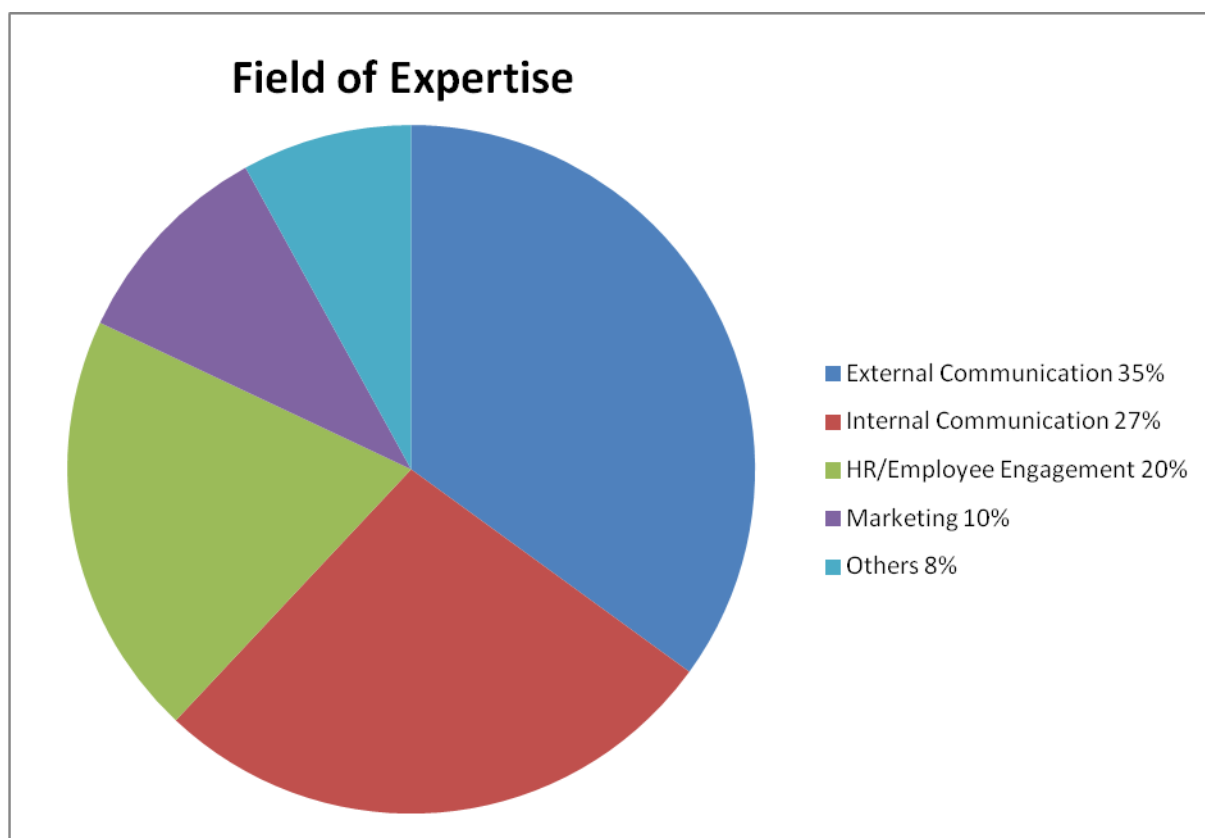
#### **Final outcome and conclusions:**

- Organization wants to improve, needs motivation and drive, perhaps policy maker has a great role to play
- Green is very merely known and much more is needed to be done to achieve the organizational and country objectives
- Business can be economically feasible, environmentally sound and socially equitable by providing a highly structured, fact-based technique to identify and assessing organization's strengths and areas for improvement relevant to CSR.
- Integrate SR into organization Policy and Strategy, Creating a common language and conceptual framework for the way it can be managed and improve organization.
- Educating people in organization on the SR concept, involving people at all levels and in all units in SR programs and actions.
- Facilitating comparisons with other organizations, integrating the various SR initiatives into normal operations.
- Prepare organizations to report in a systematic and integrated way to the stakeholders.

## Participation of the Event



## Field of Expertise



## Conference Agenda (Initial)

Conference Agenda (17 <sup>th</sup> May 2012)	
9:00 - 9:20	<b>REGISTRATION AND NETWORKING</b>
9:20 - 9:30	National Anthem
9:30 - 9:40	WELCOME AND INTRODUCTIONS
	Sumaya Rashid, SR Asia Bangladesh - Country Director
9:40 -9:50	Government and Non Government initiatives in Bangladesh
	<b>Speaker:</b> Conference Chairperson: Director-NPO, Ministry of Industries, Bangladesh
9:50-10:00	Special Address by Special Guest: Mr. Nick Southern, Country Director-Care Bangladesh
10:00 -10:20	Special Address by Honourable Guest: Mr. Md. Tarik-ul-Islam, ACD-UNDP, Bangladesh
10:20-10:30	Special Address by Chief Guest, Mr. Rafiqul Islam, Secretary - Ministry of ICT
10:30:-11:00	Socially Responsible Products and European Market -A sustainable business model
	<b>Speakers:</b> Mr. Birendra D Raturi, <b>SR Asia Int. Director and CBI Expert</b>
11:00-11:15	<b>Refreshment and Networking</b>
11:15-11:30	Group Discussion (How Social responsibility impact long term to SMEs)
11.30-12:00	Feedback from Group Discussion
12:00 - 12:20	Regional and International Drivers for CSR
	<b>Speaker:</b> Mr. Saif Mohammad Moinul Islam, CARE Bangladesh
12:20-12:40	Success Story & Presentation by Mr. Aftab Mahmud Khurshid
	CSR Perspective, Challenges and Opportunities in Bangladesh
	<b>Speaker:</b> Mr. Shubhashish Bose, <b>Vice Chairman, Export Promotion Bureau</b>
12:40-13:00	Does Corporate Social Responsibility Increase Profits?
	<b>Speaker:</b> Mr. Rafiuddin Ahmed, Assistant Professor- Dhaka University
13.00-14:00	<b>LUNCH BREAK</b>
14:00 -14:30	Socially responsible and environment aware service sector - An example of a survey based consulting firm
	<b>Speaker:</b> Dr. Nasir Uddin Khan, Executive Chairman, Somra-MBL Limited
14:30 – 14:50	Steps towards Sustainability
	<b>Speaker:</b> SR ASIA Bangladesh - Country Director
14:50 - 15:20	Idea Generation ..... Knowledge sharing session
15:20 - 15:35	<b>Refreshment and Networking</b>
15:35 – 16.20	<b>Panel Discussion:</b> Initiatives for sustainable business in Bangladesh
	Showcasing successful models and best practices in project implementation and partnerships that will provide insights and new learning on the way forward, Role of youths.
	<b>Session Chairman:</b> Brig. General M Mofizur Rahman Assistant Director, EPB, Joint Director, NPO-MoI, Future Startup
16.20 – 16.45	Crest Distribution by Honourable Md.Amiruzzaman, Honorary Consul of the Republic of Seychelles to Bangladesh, SR ASIA- CD
16:45 – 17:00	<b>Vote of Thanks and overall summary of the conference outcome and output:</b> Mr. Birendra D Raturi, International Director, SR ASIA

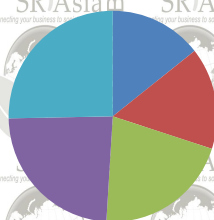
## Conference Presentation



## Abstract SR Asia Bangladesh

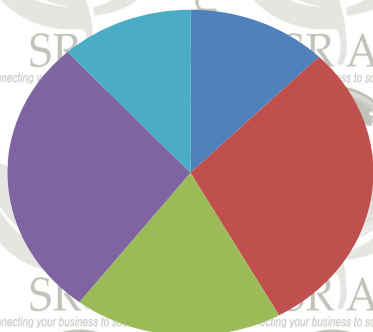


## Environmental Drivers



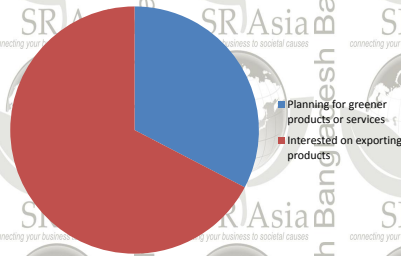
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- Dust or odors outside the workplace
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- Noise or vibration outside the workplace
- Prevention of environmental accidents
- Good emergency response plan in place
- Environmental information
- Mobility and transport of employees and products

## Societal Drivers



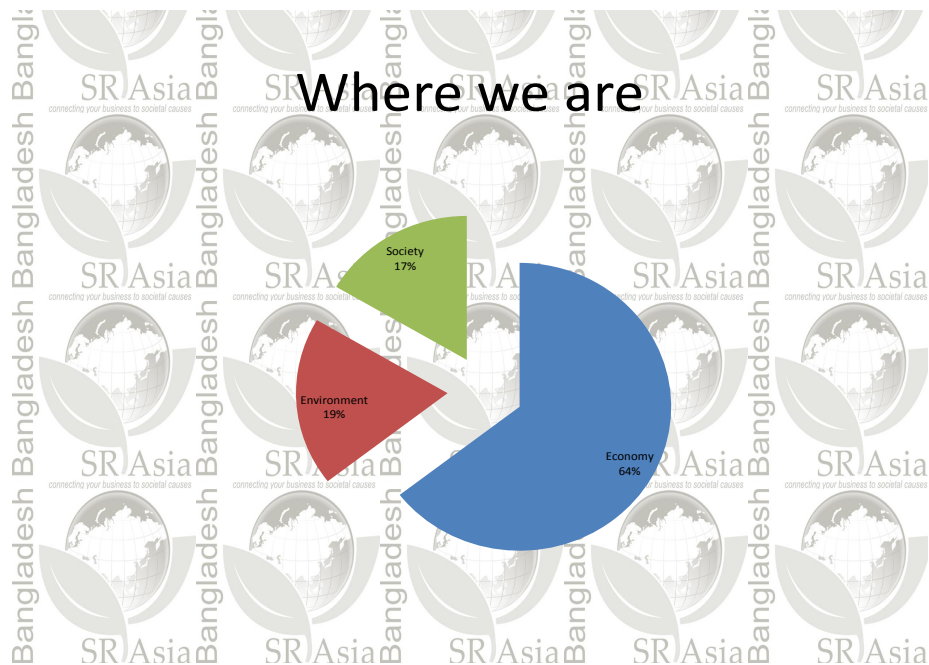
- Storage of products
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- Communication with customers
- Communication with suppliers
- Motivation of managers
- Mechanisms to ensure legal compliance
- Confidence in management approach
- Need to institutionalize management of environmental issues
- Coordination with others in the community

## Economical Drivers



- Planning for greener products or services
- Interested on exporting products

## Where we are



## Abstract CARE Bangladesh

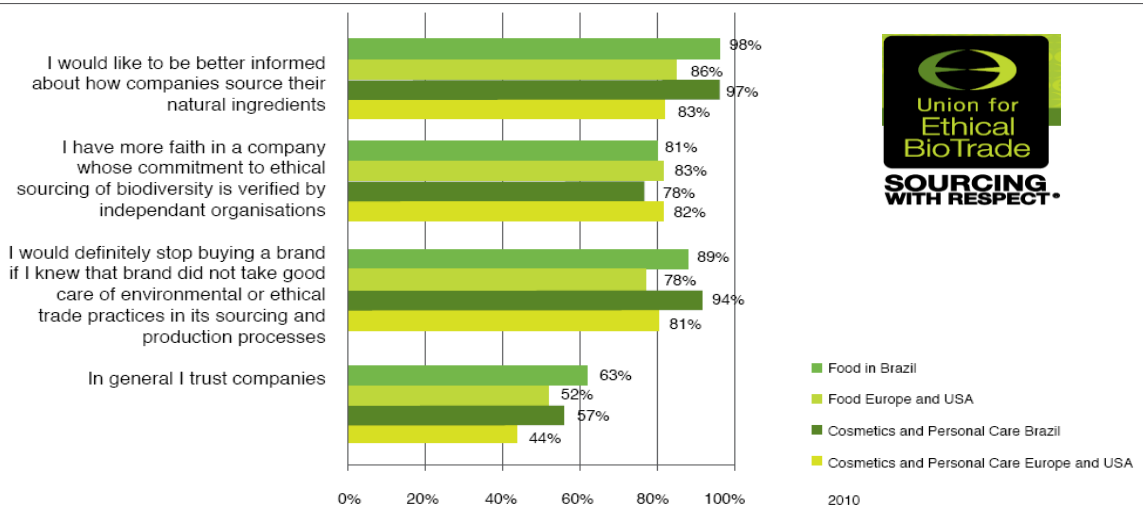


### Creating Buy-in for SR Products and Services in Bangladesh

17<sup>th</sup> May, 2012



### What the Consumers Have to Say...

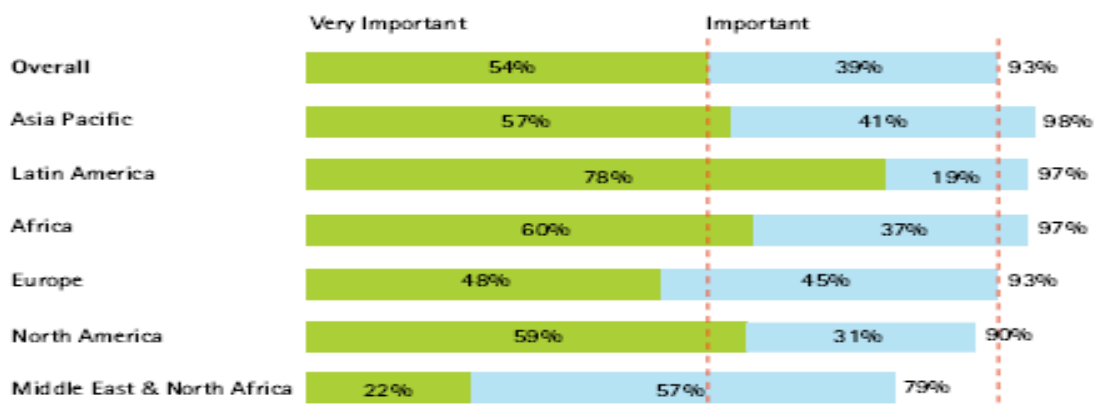


### Biodiversity Barometer 2010

Base 5000 / IPSOS Report

## What the CEOs Have to Say....

Figure 2: Almost all CEOs believe that sustainability issues should be part of their organizations' strategies in future



Source: United Nations Global Compact CEO Survey 2010 (based on 766 completed responses)

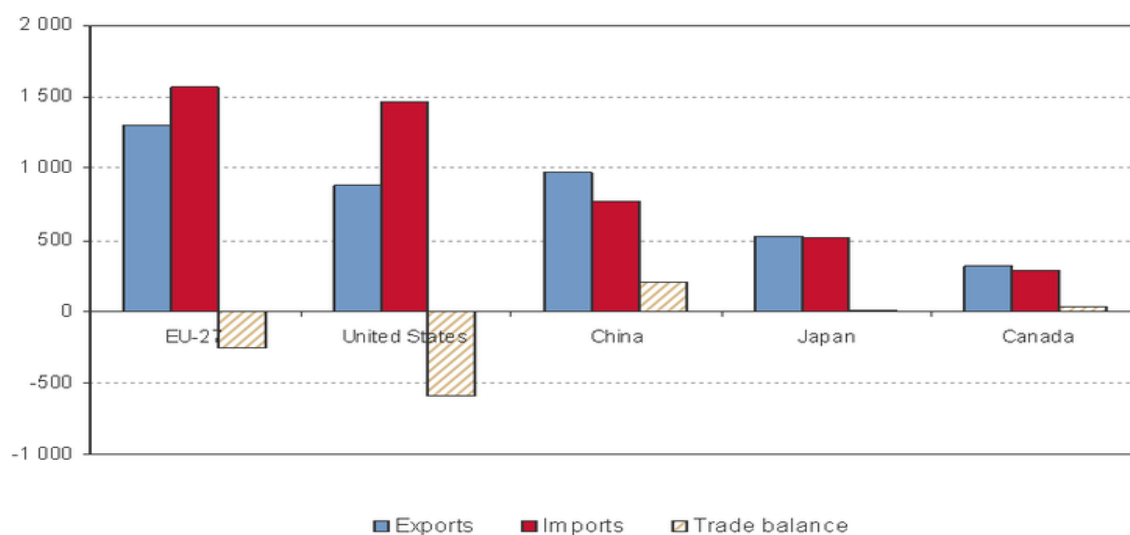
CLIMATE CHANGE	Energy-related CO <sub>2</sub> emissions	+20
	Mean temperature rise	0.5-1.0 °C
ENERGY & FUEL	Primary energy demand	+33
	Net electricity generation	+84
MATERIAL RESOURCES	Raw materials extraction (excluding fossil carriers)	+55
WATER	Demand for water withdrawals	+53
	% Population under water stress	+39
POPULATION	Total population	+20
	% Population 65 and older	+50
WEALTH	Middle-class purchasing power	+172
	Real gross domestic product	+130
URBANIZATION	Urban population	+44
	Urban land cover km <sup>2</sup>	+110
FOOD SECURITY	Aggregate food demand	+50
	Key staples food prices	+70 to +90
ECOSYSTEMS	Terrestrial mean species abundance	-9 to -17
	Human ecological footprint	+33
DEFORESTATION	Net forest cover	-13
	Amazon forest loss	+55

## Mega Forces Driving CSR...



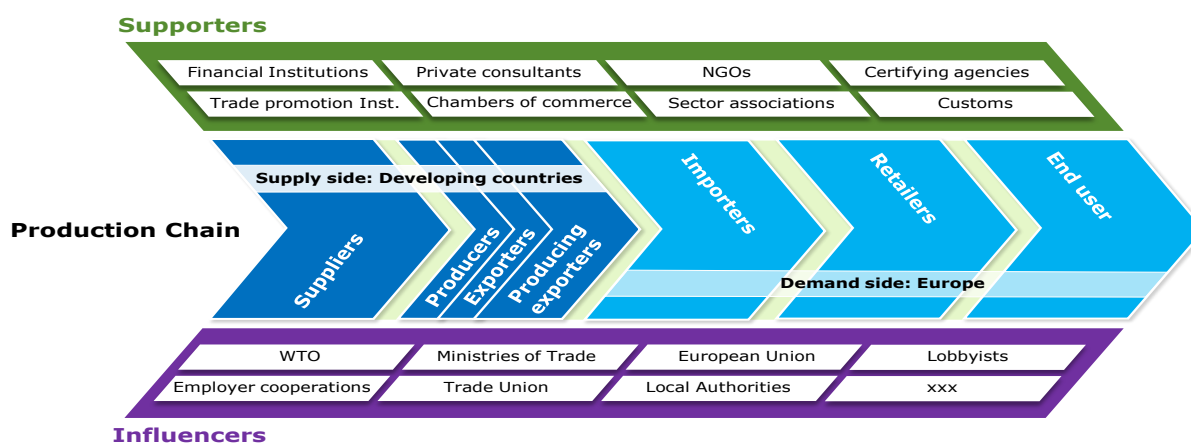
## Abstract SR Asia

### Socially Responsible Products and European Market Statistics Import and Export



Source: Eurostat ([tet00018](#))

## Export Value System





## SR is becoming more important





## **Top 10 CSR Business Benefits**

source: CIM

**Increased profit & greater growth rate**

**Access to capital (Socially Responsible Investment SRI)**

**Reduced operating costs (reducing waste, increasing energy efficiency, using recycled materials)**

**Enhanced brand image & reputation**

**Increased sales & consumer loyalty**

**Increased productivity & quality ([www.bsr.org](http://www.bsr.org))**

**Increased ability to attract & retain employees**

**Reduced regulatory oversight**

**Improved risk management**

**Competitive advantage**



# Communication Strategy

## Integrated communication

The communication strategy chosen to promote the Conference was an integrated one, due to the importance of each media and the different effects it produces with the audiences. The communication campaign included print and TV advertisements, as well as online banners, posters, flyers, invitations. The table below offers details concerning the timeframe for each chosen

Product	Media
Promo (20 Seconds) 10 <sup>th</sup> May 2012 to 16 <sup>th</sup> May 2012	ATN Bangla
News of Conference 17 <sup>th</sup> May 2012	ATN Bangla
Press Release and Print Ads 15 <sup>th</sup> May 2012 18 <sup>th</sup> May 2012 19 <sup>th</sup> May 2012	The Bangladesh Protidin, The Daily Sun (Page-3) The Bangladesh Protidin, The Daily Sun (Page-3) The Financial Express (Page-3)
Online Newspaper 15 <sup>th</sup> May 2012 18 <sup>th</sup> May 2012 19 <sup>th</sup> May 2012	The Daily Sun The Daily Sun The Financial Express
CSR Articles 25 <sup>th</sup> May 2012	www.rafiqphd.org
Social Networks and other site Entire April 2012 to till 17 <sup>th</sup> May 2012	<b>CSR Centre EUROPE Website</b> ( <a href="http://www.csreurope.org/events.php?action=show_event&amp;event_id=688">http://www.csreurope.org/events.php?action=show_event&amp;event_id=688</a> )  <b>Facebook</b> ( <a href="https://www.facebook.com/pages/SR-Asia/216819745013467">https://www.facebook.com/pages/SR-Asia/216819745013467</a> , <a href="https://www.facebook.com/SrAsiaBangladesh">https://www.facebook.com/SrAsiaBangladesh</a> )  <b>Linkedin</b> (SR ASIA Group)
Invitations Starting April 25 <sup>th</sup> , 2012	Emailing and Mailing to over 100 persons from Govt. multinationals, SME's, NGO's

## Press Release & Print Ads

**daily sun** TRUE & IMPARTIAL

Today's Newspaper Editorial DHAKA Tuesday

Home | First Page | Sports | Metropolis | Business | Asia | World | Back Page | NEWS - LINK | ed

**BREAKING NEWS :** Train <=> Govt high school assistant teachers upgraded to class - II <=> Jou

**Business**

Previous News Email Print

**Confice on SR products, services May 17**  
— Business Desk

The national conference on Creating Buy-in for Socially Responsible (SR) Products and Services in Bangladesh for Sustainability will be held in Dhaka Thursday.

The SR Asia, according to a press release, is organising the conference, first of its kind in the country, in collaboration with NPO under the aegis of industries ministry.

Sumaiya Rashid, country director Bangladesh, a seasoned and successful entrepreneur will make a special address on the occasion to share SR Asia vision for Bangladesh.



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The European business network for CSR

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### Creating buy-in for socially responsible products and services in Bangladesh for sustainability

#### Description

The greening of corporate Asia will add a new and different type of criterion to some organizational buying decisions—social responsibility. Societies and Scholars have given little attention to such noneconomic buying criteria due to the continued buying of products through attractive aids and media buying. On the basis of a study of 35 buying processes in ten organizations and an in-depth examination of 21 of those processes, the Conference will address how and why socially responsible buying comes about in organizations. The findings suggest that two factors have been key to the success of socially responsible buying initiatives. It is multidimensional however one factor is the presence of a skilful policy entrepreneur. Policy entrepreneurs are found to have many of the same characteristics as business entrepreneurs, but invest their resources in instituting new organizational policies. The quest for socially responsible buying is rooted in a commitment based on a complex and often difficult process of moral reasoning etc. The second factor influencing the success of socially responsible buying is the organizational context within which policy entrepreneurs operate and society they serve. Through this conference expert will deliberate how corporate strategy and further framework is necessary to offer socially responsible products and services for sustainable business

#### Why should you attend?

- To find out how socially responsible products will lead to the sustainability.
- How SR (Social Responsible) product can increase your companies productivity.
- How embedding "SR" into you brand can work for trade regionally and internationally.
- Learn how to develop and execute a CSR strategy in your company
- Explore the latest CSR programs from around the world
- Share the region's best practice case studies in CSR.

**FE The Financial Express**

Space For Online Ad Space For Online Ad

HOME POLITICS & POLICIES METRONews VIEWS & REVIEWS TRADE & MARKET EDITORIAL LETTER TO EDITOR

VOL 20 NO 285 REGD NO DA 1589 | Dhaka, Saturday May 19 2012 FE Search Google Search

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**FE METRO/NEWS**

National conference on Social Resp held

**Sustainability Reporting**  
G3, AA1000 and ISO 26000 standards Training from leading practitioners  
[www.respononews.com](http://www.respononews.com)

**Jobs Australia**  
5 urgent open positions. Apply now! Jobs Australia  
[jobsaustralia.com/job-awstralia](http://jobsaustralia.com/job-awstralia)

**Sustainable procurement**  
Solution enabling responsible sourcing across supplier networks  
[greenprocurement.com/sustainable/](http://greenprocurement.com/sustainable/)

The conference was chaired by Dr Nazrul Islam, Director NPO while Rafiqul Islam, secretary, ICT, Govt of Bangladesh attended as chief guest. Rafiqul Islam said that the initiative shall help the country in realising the aspiration of its people in receiving safe and healthy products. He was also of the view that such initiatives should be taken in other parts of the country.

Speaking on the occasion a former secretary to Govt of Bangladesh Syed Naqub Muslim said that 3P model i.e. People, Producers and Policy-makers shall be engaged for successful outcome. Mr Md Amiruzzaman, Honorary Consul, The Republic of Seychelles also graced the occasion and distributed crests to distinguished speakers.

The SR Asia International Director Birendra Raturi projected on how social responsibility can benefit the companies and country at large.

Ms Sumaya Rashid, Country Director SR Asia in a special message shared the importance of SR drivers for Social, Economical and Environmental aspects. She also shared a research conducted by her on how CEO's perceive the SR and shared the various gaps that needs to be plugged in.

Among others, former BEPZA chief Brig. Gen. (ret'd) Mofiz and Care Bangladesh CEO also participated in the conference.





## Conference

Creating buy-in for socially responsible products and services in Bangladesh for sustainability on May 17<sup>th</sup>, 2012



Knowledge Partner



Research Partner



Co-Organizer

NPO, Ministry of Industries, Bangladesh



Media Partner



Ministry of Foreign Affairs of the Netherlands

Conference Partner



Sponsors




**Poster**



*Create a sustainable life.....*

## Brochure



# 1st National Conference

**Creating Buy-in for Socially Responsible Products and Services in Bangladesh for Sustainability**

**Venue:**  
EFES, 13 Gulshan  
South Avenue Dhaka, Bangladesh

**17 May 2012**


**Conference Theme**

The green products and services with integration of stakeholders to nurture a socially responsible behavior is the underline message of this conference. The focus is on two factor, one is the presence of a skillful policy entrepreneur. Policy entrepreneurs are found to have many of the same characteristics as business entrepreneurs, but invest their resources in instituting new organizational policies. The quest for socially responsible buying is rooted in a commitment based on a complex and often difficult process of moral reasoning etc. The second factor influencing the success of socially responsible buying is the organizational policy makers context within which entrepreneurs operate and society they serve. Through this conference experts will deliberate on suitable options to offer socially responsible products and services for sustainability.

**Conference Objective**

The SR Asia Bangladesh through this seminar:

- a) Promote social responsibility in Bangladesh.
- b) Establish a relationship of SR in trade facilitation and development within region and beyond Asia.
- c) Promote Socially Responsible Products (Product safe to use, healthy to consume and environmental friendly and manufactured using best practices).
- d) Promote Productivity with responsibility.
- e) Linking and establishing Socially Responsible Products to sustainability.
- f) Address issues related to 3P: People, planet and Profit.
- g) Create knowledge pool and repository for future.
- h) Socially Responsibility is everybody duty, might not be a legal binding but a necessity for binding the human with natural ecosystem.
- i) Business case following best practices in the CSR/SR domain.



**The conference is suitable for**

- a) CEO s, Directors, and Managers of leading companies from Banking and Financial, Manufacturing, Trading, ICT, and Service sectors.
- b) Marketing, Corporate Communications, Public Relations, and Business Development Managers from all sectors.
- c) Academics, Researchers, and Activists in the fields of CSR, Environment, Community Development, and Related Fields.
- d) Top Management of Companies, NGOs and government and International agencies.

**Registration:** Directly on website ([www.sr-asia.org](http://www.sr-asia.org)) or get in touch with Country Director's office.

SR Asia Trainers: BANGLADESH | FIJI | INDIA | INDONESIA | JAPAN | MALAYSIA | PHILIPPINES | SINGAPORE | SRI LANKA | THAILAND | VIETNAM



SR Asia FOOTPRINT: BANGLADESH | THAI | INDIA | INDONESIA | JAPAN | MALAYSIA | PHILIPPINES | SINGAPORE | SRI LANKA | TAIWAN | VIETNAM



#### Message from APO Japan

Workshop on Creating buy-in for Social Responsible Products and Services in Bangladesh for Sustainability on 17 May 2012 in Dhaka, We, APO Secretariat is pleased to note that our project held last year titled Seminar on ISO26000: Development of Social Responsibility (11-IN-17-GE-SEM-B) has created such a significant impact and it has been supported by various international and national stakeholders. We would like to congratulate NPO Bangladesh on your initiative and would like APO Director Bangladesh to represent the APO at the Workshop. Last but not least, we appreciate your effort and proactive action to create the multiplier effect of our project and wishing you a very successful workshop.

Setuko Miyakawa Director Industry Department

#### Message from UNDP - Bangladesh

The initiative of SR Asia Bangladesh is very promising for engaging private sector and for harnessing their CSR potentials which are critical input in efforts to achieve social, environmental and economic development of Bangladesh. UNDP seeks to create stronger partnership with the private sector in Bangladesh for increased investment in the social, environmental and human development and thus fosters lives of the poor and better social cohesion. To that end, the conference on 'Creating buy-in for socially responsible products & services in Bangladesh for sustainable world' aims to achieve an important milestone and I wish this event a great success.

Md. Tarik-ur-Rahman Assistant Country Director  
 Environment, Energy and Mitigation\*

#### Message from SR Asia Bangladesh

The first national conference on buy-in for Social Responsible Products and services in Dhaka, perhaps the most vital and strategic steps for Sustainability, and therefore falls in our top priority. The idea has been complimented by our stakeholders by their involvement and endorsement for this conference. SR Asia Bangladesh is committed to carry on this SR campaign and other initiatives in entire country. Further it gives me a sense of great pride and privilege to thank Ministry for Industries, NPO Bangladesh, SR Asia International office and APO Japan, CBI, UNDP, CSR Europe, CSR Bangladesh, our esteemed and valued sponsors SOMARA-MBL Ltd, CARE Bangladesh, SCHOLARS Bangladesh and media partner ATN Bangla and Bangladesh Praotidin and others. We are sure your support and contributions with us will help us build an institution we aspire to have. Once again I thank you very much.



Sumaya Rashid Country Director

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 Building a Bridge of HRD We Welcome

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 Ministry of Industries, Bangladesh

#### Conference Partner



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Joint Productivity Organization  
 Ministry of Industries, Bangladesh

#### SR Asia Profile

- A professional network of SR professionals resulting from elearning and trainer led program at ROC Taipei by APO Japan and NPOs of member countries.
- Strategic partners are APO and NPOs of member countries and Government agencies. SR Asia has set up in eleven APO countries.
- Work partners are International and National agencies, Civil Society Organizations, Academic institutes and Business Support organizations, other professionals and Business.
- SR Asia works closely with policy makers and organizations to design produce and sell socially responsible products.
- Campaign to improve Consumer awareness on SR Products.
- Sustainability in everything we do.
- Promoting Social Responsibility in Business

#### Vision

A leading networking organization contributing to the sustainable development of a prosperous Asia and world

#### Mission

- To create network and engage all stakeholders in Asia for knowledge pooling, implementation and setting up sustainable policies and practices.
- Advocate, promote and implement green products and services.
- Share knowledge and build partnership for developing socially responsible Products for Asian society and rest.
- Promote social research and tools, institutionalization, use of technology for minimizing the impact of globally accepted threats and perceptions on sustainable development.

#### SR Asia Services

- Consulting and Training
- Stake Holders Engagements
- Customized Solutions
- Conferences and Seminars
- Public Private Partnership-Project
- Research and Development,
- Information Management
- Membership



Mr. Sirendra Raturi  
 SR Asia International Director

#### Message from SR Asia Headquarter

I wish you a hearty Congratulations for organising first ever national conference in Bangladesh. The vision of the conference approached Corporate Social Responsibility (CSR) in an integrated manner, by including the public and the private sectors, the civil society and mass media. You have made us all proud, with your sincere determination and serious efforts. With the same spirit and zeal, you shall always make us proud.

SR Asia FOOTPRINT: BANGLADESH | THAI | INDIA | INDONESIA | JAPAN | MALAYSIA | PHILIPPINES | SINGAPORE | SRI LANKA | TAIWAN | VIETNAM

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## "1st International conference on Socially Responsible products and services for sustainable Asia and Beyond" 18-19 Oct 2012, New Delhi India

Supported by



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## Invitation Card

Creating buy-in for socially responsible products and services  
in Bangladesh for sustainability on 17th May 2012, Dhaka



Jointly Organised by  
SR Asia Bangladesh  
NPO-Ministry of Industries  
StratBiz Bangladesh Ltd.  
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Connecting your business to societal cause...

### Co-Organizer

National Productivity Organization-  
Ministry of Industries, Bangladesh



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Dear Sir/Madam,

As you might be aware, SR (Social Responsibility) ASIA - Bangladesh and NPO-Ministry of Industries will be hosting conference on "Creating buy-in for social responsible product and services in Bangladesh for sustainability", this exciting event will take place on 17<sup>th</sup> May 2012 at EFES, 13 Gulshan South Avenue, Gulshan-1, Dhaka, Bangladesh (Ph: 9899720, 9894964). Many prominent international and national experts will provide their speech in light with the agenda. I am honored to invite you to attend this conference as our guest.

Please feel free to contact me if you need further details to join us at SR ASIA - Bangladesh.

I look forward to seeing you at EFES.

Best regards

Sumaya Rashid  
Country Director  
SR (Social Responsibility) ASIA-Bangladesh

## Impact of the event

## **Impact of the conference**

The conference was well attended by senior government officials, public sectors, corporate, media, civil society organizations, academia and scholars etc. The conference deliberated upon the significant issues and concerns by the representative from the industry sectors, experts and policy makers. The conference was a platform to discuss on creating a buy in for social responsible products where towards the end a number of constraints were addressed and the experts came in with probable solutions and policymakers can think of bringing about a change in the decisions to nurture the Bangladesh industry initiative on SR per se . It is evident from the inputs that such initiatives are imperative for sustainable business and society at large.

The integrated approach specific to this conference was meant that how companies can adopt and adapt Social Responsibility through a structured approach. How organization could use of internationally available framework for SR (ISO26000) within the management systems. The conference agenda to create a buy-in means those organizations shall also promote SR Products and services as a part of their business within the organization and outside. The deliberations were broad and specifics too and can be used by any one for building a sustainable business.

- The conference treats the main elements of SR (Socially Responsible Product and Services to create buy-in concept where sustainable business conduct, employee relations, occupational health and safety, monitoring systems, and community involvement are focused)
- All main four actors – public sector, private sector, civil sector, and mass media were present at the same table of discussion

## Messages and Feedback

### **Dr. Nazrul Islam (Conference Chairman), Director-NPO, Ministry of Industries Bangladesh**

I am very happy to be associated with SR Asia Bangladesh in organizing the one day conference on creating buy-in for Social Responsible products and services in Bangladesh for sustainability on 17th May 2012. The subject matter, indeed, may appear new to general people but its appeal is universal. The sustainability includes; among others, focus needs of society and it has got three dimensions- economic, social and environmental which are interdependent. On the other hand social responsibility focus on organization, concerns an organization responsibility to society and the environment, moreover an overarching objectives of an organization which contribute sustainable development.

NPO as the pioneer of productivity movement in the country will also work with the “newly borne baby” SR Asia Bangladesh as a productive partner. Since productivity is working together, I assure our cooperation and wish the conference a success.

### **Mr. Rafiqul Islam (Chief Guest), Secretary-Ministry of ICT, Bangladesh Government**

SR (Social Responsibility) Asia. Bangladesh chapter come forward to undertake some initiatives to address implementing, designing and developing SR Product and Services. A workshop was conducted on 27<sup>th</sup> of April 2012, jointly organized by SR-Asia Bangladesh and National productivity Organization (NPO), Ministry of Industries. I was privileged as chief guest on the occasion.

Keynote paper presenter highlighted some issues which were not talked before in Bangladesh. Some ex-government high officials, producers, consumer’s community representatives, and representatives from Ministry of Industries talked about Social Responsibilities in the Seminar. They opined the talks as eye opening and time worthy for Bangladesh. Within the hardship it was well organized by the organizer.

The initiative was limited in respect of time and representation. But as a beginning, it was quite good. More such initiatives are needed in this respect to sensitive the Ps. SR-Bangladesh Could be the pioneer. I wish its all success.

**Mr. Tarik-ul-Islam (Special Invitee), Assistant Country Director-Environment, Energy & Mitigation, UNDP Bangladesh**

The initiative of SR Asia Bangladesh is very promising for engaging private sector and for harnessing their CSR potentials which are critical input in efforts to achieve social, environmental and economic development of Bangladesh. UNDP seeks to create stronger partnership with the private sector in Bangladesh for increased investment in the social, environmental and human development and thus fosters lives of the poor and better social cohesion. To that end, the conference on 'Creating buy - in for socially responsible products & services in Bangladesh for sustainable world' aims to achieve an important milestone. UNDP Bangladesh has undertaken a new programming initiative that aims to build capacity to harness the emerging opportunities of cleaner technologies, innovative financing and policy instruments in support of low emission green development in Bangladesh. Private sector engagement has become a major priority for us, without whom, the proposed transformational shift is never possible. I see immense future potentials to work in partnership with SR Asia on areas of mutual interest.

**Mr. Birendra D Raturi, SR Asia International Director CBI Expert, Minister of Foreign Affairs, the Netherlands Government**

This is indeed a unique initiative of SR Asia Bangladesh to address the products and services which are produced, delivered and served in a responsible manner. In the first place it is the product or services which has a larger impact on the 3Ps (People, Planet and Profit). It is vital to note that business houses in developing countries from any of the product category and size like SME, MSME, large and multinational organization shall take social perspective first place. Business is dependent to the society is serves not the vice versa. Thus business offering which may be primarily it products and services shall have built-in responsibility factors to address the need of society for now and future, such a aim of the business will be long lasting and sustainable.

Everybody wants healthy and safe products (SR Products), but how this can happen?. is a challenge for the policy makers, implementation agency, producer and people.

There is no one solution, but one of the vital solutions is to create the awareness among all the stake holders and engagement with them. There is a tremendous potential in the objectivity of SR ASIA Bangladesh which it can offers to the government, organization and Society.

**Ms. Sumaya Rashid, Country Director- SR ASIA Bangladesh**

The first National Conference on “Creating buy-in for Social Responsible products and services in Bangladesh for sustainability” has been jointly organized by SR ASIA Bangladesh and NPO-Ministry of Industries, Bangladesh. StratBiz Bangladesh Limited is a management consulting firm which has supported logistics. I thank conference partners, sponsors and participants and who have indirect contribution to have a successful event.

On the basis of a study of 35 buying processes in ten organizations and an in-depth examination of 33 of those processes, the Conference has addressed how and why socially responsible buying comes about in organizations. The findings suggest that two factors have been key to the success of socially responsible buying initiatives. It is the presence of a skilful policy entrepreneur. Policy entrepreneurs are found to have many of the same characteristics as business entrepreneurs, but invest their resources in instituting new organizational policies. The quest for socially responsible buying is rooted in a commitment based on a complex and often difficult process of moral reasoning. The second factor influencing the success of socially responsible buying is the organizational context within which policy entrepreneurs operate and society they serve. Conference experts have deliberated how corporate strategy and further framework is necessary to offer socially responsible products and services for sustainable business.



## Event Media Exposure

The media coverage was done by some of the prominent news papers and electronic media!



## Conference Glimpses







## White Paper

Sustainable development and social responsibility is clearly articulated in various national and international forums, Journals and standards etc. SR Asia Bangladesh though its own research have identified what is that matter most and one of the important area which the research has brought up is creating buy-in for socially responsible products and services for sustainability in Bangladesh.

The socially responsible products are what? The answers seems simples, yet hard to realize on the ground. There is no universal definition of SR Products and services but the meaning is simple , a products which is healthy to consume, safe to use, safely disposable and is not a part of drying up natural resource that can create a imbalance in our eco system for now or future.

The conference outcome and output is summarized based on the research papers, experts views, policy think tanks, professional's experience sharing, produces inputs, others and concerned raised by general public. The points which has a greater influence and impact are

### Policy Framework

The SR Products and Services needs very clear directions and definitions and policies available from government, as of now there are no clearly stated guidelines, framework from government to move on this directions. There shall be nodal ministry related to the corporate governance and social responsibility and at the same time interrelated ministry shall be engaged in policy formulation and implementation.

The research conducted by SR Asia establishes clearly some key areas where policy can be prioritized. This is significant to note that business houses are ready to support in various way and one of the way is having policy document from government.

### Relationship between policy maker and Business

As a policy-maker, it is not possible to have extensive knowledge on each and every subject. They appreciate the expertise that is available in business and gladly use their knowledge. Businesses should of course be aware of the responsibility they carry here

as a reliable partner. Co-operation between public and private parties can be fruitful, particularly when it is not economically viable to invest in the development of a new drug. A financial stimulus given by the state could make the development of the new drug possible, for example by prolonging the patent monopoly. Companies in the food industry are also open for improvements by making healthier products. But they will only do that actually if they are obliged to do so: by a ban on an ingredient or by allowing them to provide a product with a health claim. This is also profitable to them as they can stand out with a distinctive product on the market.

## **Law of the land**

Legal framework for social responsibility will pave the ways for successful outcome and meeting the expectation of all stake holders. Local laws and binding on companies to comply on socially responsible products and services will be motivational factors.

## **Stake holder Engagement**

First of all, state involvement in societal matters does not offer a structural solution. If the government is involved in many practical issues it prevents companies from feeling responsible. The company that produces a product is also responsible for this product. That company employs people and is therefore responsible for them. The role of the state is merely to set conditions and to legislate. It should remain a limited role. That is the reason why government and business should co-operate, without interfering in each other's responsibilities. Private parties should not want to influence the government and the state should not try to interfere in the management of companies. The private sector cannot function without an effective government. The sector cannot do without a good functioning business climate with legal frameworks by which companies can be sure that their rights are being respected and that there will be offered a fair and competitive level playing field.

Some key areas to look at are

1. **Inclusion and cohesion.** Each society must struggle to find ways to include people, lest it will create resentment and lack of public trust, followed by serious tensions that might block development.
2. **Multi-dimensionality or diversity.** Development should take into account and make use of the full range of human capacity, rather than focus on one particular dimension. Just making profits is desired for the moment, but will appear unsatisfactory if it is not accompanied by other meaningful matters. An economy that is based on one sector is vulnerable to international trends. A society that takes into account solely the economical aspect, ignoring the social, cultural and religious dimensions of life, it will

create collective feelings of dissatisfaction. Diversity is as crucial to the natural environment as it is to the social environment.

3. **Cooperation.** Development should always be of a co-operative nature, making full use of internal and external networks, rather than being performed within a relatively isolated environment. Isolated or blind development is bound to be biased and unable to become aware of important trends in the social and natural environment, and will certainly be unable to anticipate.

4. **Wisdom in using natural resources.** Natural resources are necessary in all types of activities. All individuals and all corporations must start caring and acting responsibly towards the environment in order not to waste natural resources, but use them thriftily.

## Government initiatives

The importance of Government in supporting SR initiatives

- SR projects often viewed as belonging to the private domain only
- Sponsorships often viewed as the preferred path to corruption
- Lack of clear understanding of the concept - no real strategies to support SR initiatives
- Mostly promoted by multinational companies which often transplant programs implemented abroad (by the sister groups)
- Financing granted to corporate foundations, by the corporations controlling them are not deductible
- Social initiatives launched by companies, lack government support
- Public-Private Partnerships do not extend to projects which do not have an important economic value
- For the business community, investing in social/cultural/education projects (often defined as SR) is voluntary.
- For the government, supporting such projects/domains (either publicly or privately financed) it is considered a must.
- It is the government, rather than the business community, the one which should be the main promoter and supporter of SR projects
- i.e. Public Education/Public Health represent issues of national concern and they are publicly (to some extent) financed. The fact that private companies refurbish schools/ hospitals; donate medicines, etc should add-up to the public efforts to support those fields. Government should not neglect, but support & encourage such initiatives.
- In fact both Government and companies are equally important in supporting / promoting SR
- Companies should *drive* and Government's should *facilitate*
- Minimum standards are required for reporting National SR Initiatives should also receive government support at the local level



## **Linking CSR to Business and Trade**

Social Responsibility (SR) framework adopted by countries and companies of late is attracting investment and trade. EU is already and partly keeping SR as market access requirements, thus leaving no choice for business organization to adopt it.

Thus governments have several soft power strategies available to advance SR through trade and

Investment agreements, including:

- Creating an enabling environment to promote SR principles, including the rule of law, accountability, and good governance;
- Promoting CSR tools, such as the Global Compact, the OECD Guidelines for MNEs, ISO 26000, among others;
- Providing capacity-building to promote better working conditions, increase environmental data collection, and foster environmental protection;
- Convening stakeholder dialogues at the local, national, regional, and international levels.
- Regular consultation on CSR issues between the governments party to an agreement and
- stakeholder groups could address some national and/or regional challenges;
- Funding research on the obstacles and challenges to CSR and sustainable development in a country, region, or sector and the development of CSR instruments;
- Supporting partnerships to address regional, national, and sectoral issues, or to address points of divergence among different initiatives; and
- Ensuring legislative consistency between national legislation and trade agreements.
- Governments can also work with other governments to promote harmonization between the
- Legislation of different countries.

## **International standards and self regulation**

Standards like ISO 26000, OECD guidelines for Multinational companies on CSR and European Commission Guidelines on CSR, Including voluntary guidelines may be a referral point for self regulation and promoting SR in Bangladesh.

## **ISO 26000 Processes**

The ISO 26000 guidelines, which do not include a protocol for certification, provide guidance on core social responsibility issues, including:

Organizational governance;

Environment;

Human rights (to include civil and political rights, economic rights, and fundamental rights at work);

Labor practices;

Fair operating practices;

Consumer issues;

Community involvement and society development.

Companies will be able to use the ISO 26000 Guidelines in many ways. First, the guidelines provide a common language and framework for companies. Second, companies will be able to adopt the guidelines or use them to orient their own policies. Third, companies can use the listing of issue areas to report on key topics.

## **OECD Principles of Corporate Governance**

In 2011, the OECD endorsed the OECD Principle of Corporate Governance, which are a set of nonbinding principles that include both process and performance guidelines. The Principles represent minimum standards that address the following issues:

- The rights of shareholders
- The equitable treatment of shareholders
- The role of stakeholders
- Disclosure and transparency
- Responsibilities of the board of directors

The Principles apply to all companies and are written in such a way as to apply to a wide range of countries with different type.