

CSR Innovation Week @ Suzhou Industry Park

① CSR Learning Day—The Management of a CSR Program

Time: 2015.4.10 8:30~17:30

Location: Room G1106, Central Building, Xi'an Jiaotong-Liverpool University, No.111 Ren'ai Rd, Suzhou Dushu Lake Higher Education Town, Suzhou Industrial Park

As a professional working with CSR: Have you ever had the following concerns?

- How do other companies approach CSR? Are there any industry benchmarks?
- How to make a CSR project sustainable?
- How can CSR really create value for both the company and the community?
- How to find suitable projects? How to collaborate with NGOs in a more effective way?
- How to maximize the budget of CSR programs?
- How to evaluate a CSR project?

To help furthering companies' CSR projects, to bridge the gap between companies, NGOs and social enterprises, and to promote the development of civil society in China, *Business Ecology* Magazine will hold a CSR workshop in Suzhou. Co-organizers are Suzhou Industry Park CSRA, Konrad-Adenauer-Stiftung, and the International Business School at Xi'an Jiaotong-Liverpool University.

To this workshop, we invite experts and practitioners from Mainland China, Hong Kong and Taiwan who work in the field of CSR and social entrepreneurship.

Workshop features:



Participants:

40 ~50 people.
Government reps, foundations, enterprises, experts, NGOs and media

Language:

English/Chinese (lecture part, with translation),
Chinese (workshop part)

② "The Wisdom of CSR" Exhibition

From April 10th to April 24th, *Business Ecology* Magazine will be holding an exhibition "The Wisdom of CSR" in Suzhou. This is one stop of "The Eco Journey of 500 Boxes", with original CSR case stories presented in an environmentally friendly way.

1 Reading Corner

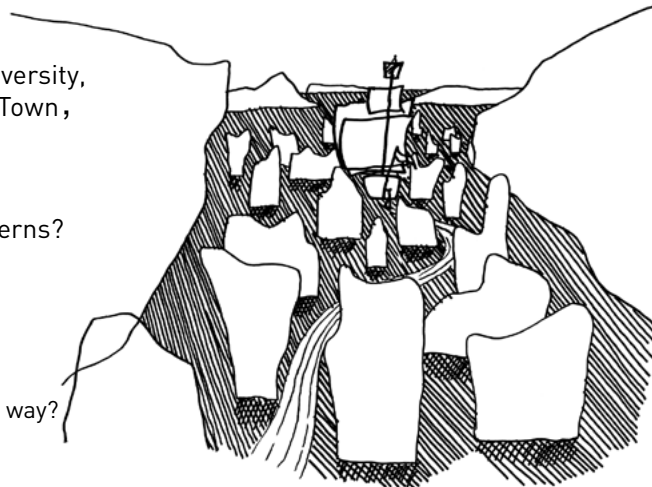
10 CSR Case Stories

1 Creative Space

1 Opening Salon

24 Posters

12 Wooden Exhibition Frames



Agenda

Time	Contents	Speakers
8:30~9:00	Registration	
9:00~9:15	Opening speech	Wang Mingjin , Vice Researcher of Publicity Office in Suzhou Industrial Park Peter Hefele , Director of KAS office in China
9:15~10:00	20 years of CSR in China	William Valentino , Adjunct Professor of International Center for Communication, Tsinghua University
10:00~10:30	New development of social enterprises in Taiwan	Lin Yaonan , Associate Professor of Department of Business Administration Social Enterprise Research Center, Fu Jen Catholic University, Taiwan
10:30~10:45	Tea break	
10:45~11:30	Creating shared values through CSR	Kee Chi Hing , Chair of Fullness Social Enterprises Society Limited, Hong Kong
11:30~12:20	Panel discussion, Q&A	All Guest Speakers
12:20~13:00	Lunch	
13:00~13:10	The opening of "The Wisdom of CSR" Exhibition	Sarah Dixon , Dean of International Business School Suzhou, Xi'an Jiaotong-Liverpool University
13:10~13:30	Exhibition introduction and guided tour	
13:30~13:50	The journey of an independent magazine	Sun Haiyan , Chief Editor of <i>Business Ecology</i> Magazine
13:50~14:20	CSR program sharing & expert comment	Eason Chen , Vice President of Delta Environmental & Educational Foundation
14:20~14:50	CSR case study	
14:50~15:25	Group discussion 1: How to choose a good CSR program?	
15:25~15:40	Tea break	
15:40~16:15	Group discussion 2: How to create value for both the company and the community?	
16:15~17:15	Group presentation & Expert comment	
17:15~17:30	Summary	

Some Guest Speakers:



William Valentino

Adjunct Professor of International Center for Communication, Tsinghua University. William Valentino is an expert in sustainable development, social enterprises and CSR. As a hands-on practitioner of CSR, he was Bayer's VP of Corporate Social Responsibility China until his retirement in July 2011 after 25 years of working for the company in China.



KEE Chi Hing

Chair of Fullness Social Enterprises Society, Adjunct Associate Professor of the School of Business in Hong Kong Baptist University, and now a member of the "Social Enterprise Advisory Committee" in the Home Affairs Bureau. Before retirement, he was a Corporate Vice President and the Hong Kong Managing Director of Hewlett-Packard (HP), responsible for the P&L of HK\$4B business. During his 26 years in HP, he spent 9 years in Beijing and 1 year in Shanghai. Mr. Kee graduated from Hong Kong University (Electrical Engineering) and attended the General Manager Program of Harvard Business School.



LIN Yaonan

Director of Department of Global Entrepreneurial Management, and Associate Professor of the Department of Business Administration in Fu Jen Catholic University's Social Enterprise Center. President of the Chinese Creativity Association. PhD of Business Administration from Golden Gate University. Dr. Lin's research field is in management, consumer psychology, product and marketing innovation, creativity and human resource management. He has a substantial experience in international education and insights into social enterprise issues in Taiwan.

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We cordially invite you to participate!

Host:

**BUSINESS
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Co-organizer:

