

2016 CSR Innovation Week @ SIP

1 CSR Learning Day: Sustainable Operation & CSR

Time 2016.5.19, 8:30~17:00

Location Room C1106, Central Building, Xi'an Jiaotong-Liverpool University,
No.111 Ren'ai Rd, Suzhou Dushu Lake Higher Education Town, Suzhou Industrial Park

Business Ecology discovered the following from interviews with companies, NGOs and experts:

- ▶ Some factories pay close attention to environmental indicators such as the amount of waste generated, electricity and water usage. Analysing these data help them to improve the lifecycle of their products – from design to production, packaging, delivery, usage and disposal. They are then able to reduce the negative environmental impact and increase resource efficiency;
- ▶ Other factories/companies combine high quality and environmental consideration into their production, and which make this a part of their corporate social responsibility;
- ▶ A hotel group promotes its environmental protection programme to all member subdivisions. By encouraging water and energy saving, it hopes to eventually influence customer behaviour.

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Practices in these enterprises reflect that green operation is a part of CSR, and also a vital part of corporate sustainable development strategies.

As a CSR practitioner, did you ever considered how to ...

Analyse CSR in a more systematic way?

Carry out CSR projects through social innovation?

Better emphasize the importance of CSR in corporate sustainable development strategies?

To help furthering companies' CSR projects and to bridge the gap between companies, NGOs and social enterprises, *Business Ecology* will hold a CSR Learning Day in Suzhou Industrial Park (SIP) again. Co-organizers are Suzhou Industrial Park CSRA, Konrad-Adenauer Stiftung, and the International Business School at Xi'an Jiaotong-Liverpool University. To this event, we invite experts and practitioners, domestic and from overseas, who work in the field of CSR and social entrepreneurship for years.

Two of the 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.



Nadav Ben Simon

General Manager of Taicang Sino-German Handicapped Technology Co., Ltd. Nadav is a social entrepreneur who has been working with NGO's and governmental sectors in various social programs and sustainability projects. Nadav is specializing in projects that are focusing on the inclusion of the "other" back into the society.

Workshop features:

Profession

Insights from experts in the industry

Practice

Sharing of first-hand experiences from companies, NGOs and social enterprises

Interaction

Discussion and brainstorming with all the participants

Diversity

Involved with different social groups (government, business, academia, NGO, media)

Participants:

80 ~100 people.

Government reps, foundations, enterprises, experts, NGOs and media
(Workshop: 50 people)

Language:

English/Chinese (salon, with translation),
Chinese (workshop)

Agenda

Time	Activity	Speaker
8:30~9:00	Registration	
9:00~9:15	Opening Speech	Official from Suzhou Industrial Park (TBC) Tim Wenniges, Head of the Shanghai Office of Konrad-Adenauer-Stiftung (KAS) Sun Haiyan, Co-Founder & Chief Editor, <i>Business Ecology</i> Magazine
9:15~10:00	CSR & Sustainable Development Strategy	William Valentino, Adjunct Professor of International Center for Communication, Tsinghua University
10:00~10:20	A Calculation of Green Transformation	Wang Jun, wGeneral Manager of Ingersoll Rand(China) (TBC)
10:20~10:40	CSR Case Study	Gordan Lu, EHS Manager of Miba Precision Components (China) Co., Ltd
10:40~10:55	Tea Break	
10:55~11:25	Another Manufacturing model in Taicang: a Social Inclusiveness Case Study	Nadav Ben Simon, General Manager of Taicang Sino-German Handicapped Technology Co., Ltd
11:25~12:10	Panel discussion, Q&A	William Valentino, Adjunct Professor of International Center for Communication, Tsinghua University Wang Jun, The General Manager of Ingersoll Rand(China) (TBC) Nadav Ben Simon, General Manager of Taicang Sino-German Handicapped Technology Co., Ltd Gordan Lu, EHS Manager of Miba Precision Components (China) Co., Ltd Rolf H. Koehler Member of the Board, German Chamber of Commerce in China (Shanghai) (TBC)
12:15~13:00	Lunch	
13:00~13:05	Opening of "The Wisdom of CSR" Exhibition	
13:05~13:15	Exhibition Introduction and Guided tour	Xi Youmin, Executive President, XJTLU
13:20~13:50	Keynote Speech	Chiu Yie-Ru, Associate Professor of the General Education Center, Tzu-Chi University
13:50~14:20	Warm Up for the Workshop & The Purpose and the Methods Introduction	
14:20~15:00	Group Discussion 1: Challenges for sustainable operation in different fields (e.g. water and waste management).	
15:00~15:10	Tea Break	
15:10~15:45	Group Presentation & Expert Comment	
15:45~16:20	Group Discussion 2: Create a CSR project related to sustainable operation in a chosen field.	
16:20~16:55	Group Presentation & Expert Comment	
16:55~17:00	Summary	

2 "500 Boxes" Eco Exhibition

Time 8:30 ~ 17:30, 2016.5.19 ~ 2016.6.2

Location Ground Floor, Central Building, Xi'an Jiaotong-Liverpool University

This year, "500 Boxes" Eco Exhibition will stop by XJLU again. You can learn inspiring case stories about sustainable operation and CSR. The exhibition will be presented in an environmentally friendly way.



Application

The Learning Day will be divided into two parts: salon and workshop. Please fill out the application form and identify the activity you would like to participate in. Please send the completed form to: info@bemediamedia.com.cn

Limited availability — early birds can get free admissions!

Application deadline: May 10, 2016

We hope to see you soon!

Any questions please contact:

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