



19-21 September 2016
Kempinski Hotel, Nay Pyi Taw, Myanmar

Corporate Social Innovation: Why it Matters for a Better Future

Forum Program

as of 13 September 2016

The Asian Forum on Corporate Social Responsibility (AFCSR) is Asia’s leading forum on CSR and responsible business practice. AFCSR 2016 will focus on Corporate Social Innovation and will take place in Myanmar, an economy of exceptional promise.

19 Sep 2016, Monday Myanmar Business Roundtable

MYANMAR BUSINESS ROUNDTABLE Doing Good and Doing Well in Myanmar 2:00pm – 6:00pm

A Forum on Myanmar’s changing business landscape, where the investment opportunities are, and key considerations on doing business responsibly.

2:00pm – 2:15pm Welcoming Remarks

2:15pm – 3:30pm SESSION ONE
What’s Next for Myanmar?

How will the new government change the future of business and society? What shifts in economic and social priorities should we anticipate? Where do the opportunities lie? What lessons and examples can Myanmar draw from other economies?

An open forum discussion led by

- **M.R. Pridiyathorn Devakula**, former Deputy Prime Minister of Thailand
- **Serge Pun**, Chairman, SPA Group, Myanmar
- **Winfried Wicklein**, Country Director, Asian Development Bank, Myanmar

Moderated by **Dato Timothy Ong**, Chairman, Asia Inc Forum; Chairman, AFCSR 2016

3:30pm – 3:45pm Networking break

3:45pm – 5:00pm

SESSION TWO

How can Inclusive Growth be Achieved?

What does Inclusive Growth entail? What are the major challenges in the areas of governance, investment, infrastructure and education? What strategic partnerships are required?

An open forum discussion led by:

- **Diosdado "Dado" Banatao**, Silicon Valley-based award-winning technopreneur, and Forbes Asia “Hero of Philanthropy” for education and innovation, USA
- **Vicky Bowman**, Director, Myanmar Centre for Responsible Business, Myanmar
- **Oliver Coughlan**, Chief Operating Officer, edotco Group, Malaysia
- **Roberto Laviña**, Senior EVP and COO, PHINMA Group, Philippines
- **Chandran Nair**, Founder, Global Institute for Tomorrow, Hong Kong

Moderated by **Prof. David Grayson**, Director, Doughty Centre for Corporate Responsibility, United Kingdom

5:00pm – 6:00pm

Creating Shared Value

What does Creating Shared Value mean and what are its benefits? How can businesses in Myanmar create shared value? What is the role of government in encouraging responsible investment? Who are the key partners in creating shared value?

Launch of position paper by the **Australia Myanmar Chamber of Commerce** followed by an open forum discussion led by

- **Verity Lomax**, Advisor, Australia-Myanmar Chamber of Commerce and Chair of the Responsible Investment Working Group
- **Vicky Bowman**, Director, Myanmar Centre for Responsible Business and Co-Chair of the Responsible Investment Working Group
- **Sett Hlaing**, General Manager at KBZ Bank and Counsel at the KBZ Group of Companies
- **Stav Zotalis**, Country Director, CARE Myanmar
- **Lourens Roets**, Head of Strategy and Operations, Group Vitality, AIA Group

6:00pm – 7:00pm

Networking Cocktails

20 Sep 2016, Tuesday

AFCSR 2016 - DAY ONE

9:00am – 9:15am

WELCOME REMARKS

9:15am – 10:00am

OPENING SESSION

Keynote Address followed by Q&A

10:00am – 10:45am

PLENARY ONE

“Corporate Social Innovation for a Better Future: How it works and why it matters”

An open forum discussion led by **Dr. Anjan Ghosh**, Regional Director, Corporate Affairs Group (Greater Asia Region) of Intel on how corporate social innovation works and the impact it can make.

10:45am – 11:15am Networking break

11:15am – 12:30pm

PLENARY TWO

**“Lifting the Bottom of the Pyramid:
How Corporate Social Innovation can help win the War on Poverty”**

Scene-setting remarks followed by an open forum discussion led by

- **Engr. Aisa Mijeno**, Co-Founder and CEO, SALT (Sustainable Alternative Lighting), Philippines
- **Eddie Razak**, Executive Vice President - Social Innovation, Agensi Inovasi Malaysia, Malaysia
- **Martin Pun**, Head of Corporate Social Responsibility, Yoma Strategic Holdings, Singapore
- **Mrs. Runa Khan**, Executive Director, Friendship Organization, Bangladesh

Scene-setter and Session Moderator: **Dr. Brad Googins**, Professor Emeritus, Carroll School of Business, Boston College, USA

12:30pm – 2:00pm

Networking Luncheon

2:00pm – 3:30pm

CONCURRENT SESSIONS I

[I-A] Identifying Opportunities and Building New Markets to meet the challenge of disparity

This session features companies on cutting edge product innovation working towards identifying new business opportunities and building new markets to create sustainable solutions to social challenges. Speakers will present perspectives and experiences on the opportunities and challenges in developing and rolling out solutions and products. This session will discuss how innovation around inclusive products and services can help meet the challenge of disparity and uplifting marginalized communities.

- **Dr. Daiana Beitler**, APC Philanthropies lead, Microsoft Asia, Singapore
- **Hideaki Kato**, General Manager, Fuji Xerox Asia Pacific, Myanmar

Session Moderator: **Brian Michael Suskiewicz**, Chief Executive Strategist, Coaches Across Continents, USA

[I-B] Leadership at the intersection of Innovation and Competitive Advantage

As technology changes, so too does the role of a business leader. Technology creates opportunities for companies to innovate, create operational efficiencies and develop competitive advantage. Understanding and balancing opportunities and risks should be a key area of focus for business leadership. This session will discuss the critical questions that business leaders need to ask to ensure that innovation and business strategy are aligned.

- **Evan Scandling**, Managing Director, Sunlabob Renewable Energy, Myanmar
- **Leonardo Cortez**, Program Manager for Stakeholder Engagement, Jollibee Group Foundation, Philippines

Session Moderator: **Dr. Philip Mirvis**, Author and Research Fellow, Global Network on Corporate Citizenship, USA

[I-C] Public Sector Innovation

Governments around the world are faced with growing social challenges that threaten sustainable economic growth. Social innovation offers considerable promise and new opportunities for governments and public sector managers. This session will focus on what governments can do to foster public sector innovation.

- **Peter Batchelor**, Country Director, United Nations Development Programme, Myanmar
- **Filip Lauwerysen**, Executive Director, European Chamber of Commerce, Myanmar

Session Speaker /Moderator: **Verity Lomax**, Advisor, Australia-Myanmar Chamber of Commerce

3:30pm – 4:00pm

Networking break

4:00pm – 5:30pm

CONCURRENT SESSIONS II

[II-A] Encouraging Innovators: How the Millennials are changing the World

Designers have traditionally focused on enhancing the look and functionality of products. Recently, they have begun using design tools to tackle more complex problems. Business was first to embrace this new approach—called design thinking. In this session we discuss how the young, business, government and social enterprise can adopt design thinking in solving the world's biggest problems.

- **Martin Hart-Hansen**, Deputy Resident Representative, United Nations Development Programme, Thailand
- **Eddie Razak**, Executive Vice President - Social Innovation, Agensi Inovasi Malaysia, Malaysia

Session Speaker/ Moderator: **Ramon Gutierrez**, Area Manager, Habitat For Humanity International, Philippines

[II-B] Breakthrough Business Models

Business model innovation is the development of new concepts for supporting an organization's mission, financial viability and the processes for bringing those concepts to completion. This session will discuss approaches to identify new revenue sources by improving product value and how products are delivered to customers.

- **Dr. Chito Salazar**, President, PHINMA Education Network, Philippines
- **Deevya Desai**, Regional Head of Public Affairs, GrabTaxi, Singapore
- **Andrew Lee**, Chief Country Representative - Global Growth Organization, GE International Inc, Myanmar

Session Moderator: **Dr. Edilberto C. de Jesús**, Professor Emeritus, Asian Institute of Management, Philippines

[II-C] Can Asian Family Enterprises lead Innovation and Sustainable Businesses?

Many family businesses across the world have managed to be innovative leaders for decades. This session will discuss the role of Asian family enterprises in stimulating a more strategic approach to philanthropy, sustainable business, and social innovation.

- **Dr. Hannah Kyaw Thaug**, Advisory Board Member, KT Care, Myanmar
- **Dr. Andrea Santiago**, Professor, Asian Institute of Management, Philippines
- **Nevcan Coban**, Senior Manager - Group Strategy and Business Development, Capital Diamond Star Group, Myanmar

Session Moderator: **Alex Mavro**, Chief of Operations - Sasin Centre for Sustainability Management, Thailand

6:00pm – 8:00pm

Networking Cocktails

9:00 – 10:00am

PLENARY THREE

**“Inclusive Impactful Innovation:
How can it work for poor countries?”**

Conversation with **Diosdado Banatao**, Silicon Valley-based award-winning technopreneur and Forbes Asia “Hero of Philanthropy” for education and innovation

Moderated by **Prof David Grayson**, Director, Doughty Centre for Corporate Responsibility, United Kingdom

10:00am – 11:00am

PLENARY FOUR

“Sustaining the Spark: Creating an Environment for Social Innovation ”

Scene-setting remarks followed by an open forum discussion led by

- **Debbie Aung Din Taylor**, Co-Founder, Proximity Designs, Myanmar
- **Tatsuya Kanai**, Senior Advisor - Office of Co-Financing Operations, Asian Development Bank, Philippines

Scene-setter and Session Moderator: **Dr. Philip Mirvis**, Author and Research Fellow, Global Network on Corporate Citizenship, USA

11:00am – 11:30am

Networking Break

11:30am – 1:00pm

PLENARY FIVE

The Forum Debate on the Motion:

“Technology is the key to winning the war on Poverty”

A spirited debate on technology’s place in the fight against poverty between four thought leaders and practitioners. An electronic poll will be taken before and after the debate.

To argue For the Motion:

- **Prof David Grayson**, one of the UK’s leading authorities on corporate citizenship and Director of Doughty Centre for Corporate Responsibility, UK
- **Natasha Garcha**, Business Development & Partnership, Impact Investment Exchange Asia, Singapore

To argue Against the Motion:

- **Chandran Nair**, renowned author, Asian thought leader and Founder of Global Institute for Tomorrow, Hong Kong
- **Mrs. Runa Khan**, a leading social entrepreneur in Bangladesh and Executive Director of Friendship organization, Bangladesh

Moderator: **Dr. Brad Googins**, Professor Emeritus, Caroll School of Business, Boston College, USA

1:00pm – 2:30pm

Networking Lunch

2:30pm – 4:00pm

CONCURRENT SESSIONS III

[III-A] Advancing CSR through Technology and Innovation

How can technology and innovation contribute to finding solutions to the economic, environmental, political, and social challenges we face today? The change necessary to solve our most pressing challenges will require larger, more concerted effort from government, business and social enterprise. In this session we explore how technology and innovation can advance business social responsibility and sustainability.

- **Janet Neo**, Head of Corporate Sustainability Asia Pacific, Fuji Xerox Asia Pacific, Singapore
- **Deborah Yen**, Director, Taiwan Corporate Affairs Group and Regional CSR and Marketing (Asia Pacific and Japan Region), Intel
- **Min Thu**, Head of Business Sustainability, Telenor, Myanmar

Session Moderator: **Sylvia Saw McKaige**, Group Communications, Yoma Strategic Holdings, Singapore

[III-B] Financing Social Good and Innovation

This session discusses innovative financial mechanisms to mobilize private sector capital in new and more efficient ways. Leading companies are experimenting with different investing methods to maximize these benefits within their own supply chains. Impact investing continues to grow as a sector that generates measurable social and environmental impact alongside a financial return.

- **Wilson John Barbon**, Myanmar Country Program Coordinator, International Institute of Rural Reconstruction, Philippines
- **Engr. Aisa Mijeno**, Co-Founder and CEO, SALt (Sustainable Alternative Lighting), Philippines

Session Speaker /Moderator: **Eric Rose**, Lead Director, Herzfeld Rubin Meyer & Rose Law Firm, Myanmar

[III-C] Sustainable Development Goals (SDGs) and Why Business Matters

The challenges highlighted by the SDGs will require significant scaling-up of public-private collaboration and impact to achieve local and global change. The SDGs provide a structure for thinking about how business can invest in the long-term sustainability of their business models, reduce social and environmental risks, and build products and services for marginalized communities. This session will discuss opportunities for business to contribute to inclusive infrastructure, sustainable development and foster innovation locally and globally.

- **Marko Kasic**, Founder, FundLife, United Kingdom
- **Dr. Naoki Adachi**, CEO, Response Ability, Japan

Session Speaker/Moderator: **Brian Michael Suskiewicz**, Chief Executive Strategist, Coaches Across Continents, USA

4:00pm – 4:30pm

Networking Break

4:30pm – 6:00pm

CONCURRENT SESSIONS IV

[IV-A] Sustainable Cities and Technological Innovation

This session will focus on the application of emerging technologies towards building smart sustainable cities. It will aim to leave participants with a better understanding of the new technologies and their implications for sustainability. It will also examine how to proactively apply sustainability thinking to the technological requirements of individual enterprises.

- **Kawamura Mitsugu**, Senior Engineer, Shimizu Corporation, Japan

Session Moderator: **Alex Mavro**, Chief of Operations, Sasin Graduate Institute of Business Administration, Thailand

[IV-B] Innovation Impact and Assessment

This session will discuss the importance and challenges of measuring impact of CSI. It will cover stages and approaches to measurement, identifying appropriate outcomes and impact, and standardization efforts.

- **Debbie Aung Din Taylor**, Co-Founder, Proximity Designs, Myanmar
- **Natasha Garcha**, Business Development & Partnership, Impact Investment Exchange Asia, Singapore
- **Vasu Srivibha**, Senior Research Associate and Strategic Coordinator, Sasin Center for Sustainability Management, Thailand

Session Moderator: **Dr Brad Googins**, Professor Emeritus, Carroll School of Business, Boston College, USA

[IV-C] Building Effective Multi-Stakeholder Partnerships

This session covers building successful and systematic approach to multi-stakeholder partnerships. It will discuss both opportunities and risks for enhancing the role and effectiveness of multi-stakeholder partnerships as a modality for scaling up innovation.

- **Prof. David Grayson**, Director, Doughty Centre for Corporate Responsibility, United Kingdom
- **Xavier Pr el**, General Manager, Total E&P Myanmar, Myanmar

Session Moderator: **Sirasa Kantaratanaku**, Sustainability Manager, Sasin Graduate Institute of Business Administration of Chulalongkorn University, Thailand

7:00pm – 9:30pm

AFCSR 2016 AWARDS GALA DINNER

The AFCSR Gala Dinner is a highlight of the AFCSR. At the dinner we honor innovative and impactful CSR projects and outstanding CSR practice.