

Business for Social Responsibility

THE 2002 BSR ANNUAL CONFERENCE

RETURN ON RESPONSIBILITY

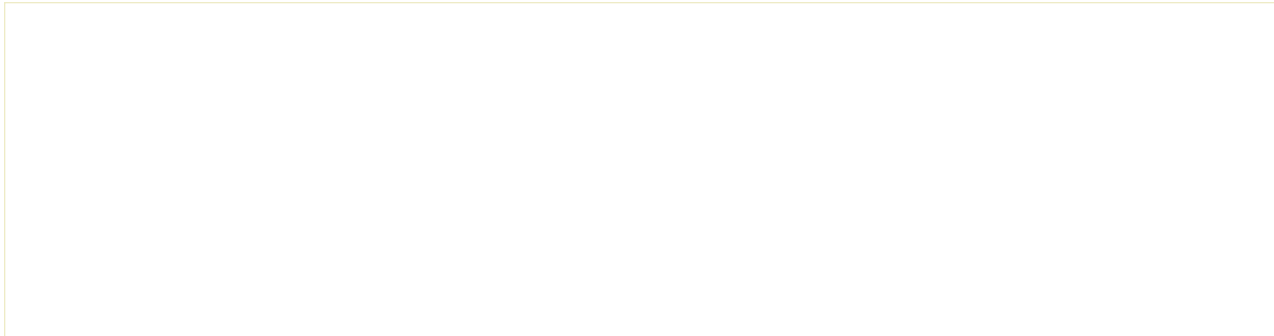
REALIZING VALUE FOR BUSINESS AND SOCIETY

NOVEMBER 5-8, 2002

MIAMI, FLORIDA

Special Sessions on CORPORATE ETHICS, GOVERNANCE and TRANSPARENCY

Register by September 15, 2002,
to take advantage of reduced rates!



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Ethical, economic, social and environmental challenges present today's business decision makers with unprecedented risks and opportunities. Evidence is mounting that companies **acting responsibly** enjoy significant and **long-term advantages**; those failing to do so are penalized, often at great cost.

A growing number of leadership companies are developing goals and strategies that recognize the importance of making and marketing products and services in ways that **benefit both business and society**. The effective **integration** of corporate social responsibility requires the wise use of resources and **systemic** changes in the ways companies operate and **influence** their business partners.

The largest international gathering in the field of corporate social responsibility, the Business for Social Responsibility (BSR) Annual Conference convenes 1,000 **business leaders** from companies across a **wide range of industries** and from every part of the world. The BSR Annual Conference is an excellent opportunity for you to:

- > Stay informed about changing requirements of corporate social responsibility (CSR)
- > Network with business peers and engage with thought leaders in the field
- > Learn to apply innovative strategies and practices that add value to your company and society

EXPLORING **RETURN ON RESPONSIBILITY (ROR)** ENABLES YOU TO:

- > **Understand** what investors, customers, employees, business partners, opinion leaders and the media see as the current and future characteristics of responsible companies
- > **Evaluate** the policies and practices of leadership companies from around the world
- > **Learn** about the development and use of measurements that gauge the costs and benefits of responsible business practices

DISCOVER AND IMPROVE YOUR COMPANY'S ABILITY TO UNDERSTAND, MEASURE AND MAXIMIZE ITS **RETURN ON RESPONSIBILITY (ROR)** IN SESSIONS ALONG THE FOLLOWING TRACKS:

- > Defining the Responsible Company
- > Examining How Business Impacts Society
- > Realizing Value for Business
- > Measuring Return on Responsibility
- > Getting Ready for the Future

See the Agenda and Breakout Session descriptions for information on sessions corresponding to these tracks.

Thirty-five breakout sessions take you through a range of CSR-related issues areas including, Accountability, Community Investment, Corporate Governance, Environment, Ethics, Human Rights, Marketplace, Transparency and Workplace.

- > Best Practices in Governance: Appearance and Reality
- > Building CSR Management Systems
- > Business and Public Policy
- > Case Studies: Latin America and the Caribbean
- > Changing Corporate Culture for CSR Success
- > China and the Future
- > Conservation and Commerce: New Business Models for Preserving Biodiversity
- > Contributing to Sustainable Development? The Role of Extractives, the World Bank and NGOs
- > Corporate Community Investment on a Global Scale: Strategies and Challenges
- > Corporate Transparency, Reporting and Beyond: A Case Study

- > Evolving CSR Standards
- > Extra-Territoriality and Legal Liability
- > Free Speech vs. Commercial Speech
- > Gender and Poverty
- > Getting to Integrity: A New Business Imperative
- > Global Trade Rules that Benefit Everyone
- > Integrating CSR into Risk Management
- > Making Amends: The Role of the Corporation in Addressing Past Wrongs
- > Meeting the Educational Needs of the Future
- > Paths to Sustainable Product Transportation
- > Post-Johannesburg: Just and Sustainable?
- > Product Stewardship for Hi-Tech Waste
- > Realizing Value for Business: An Overview
- > Responding to Critics: Striking a Balance for Business
- > Responding to HIV/AIDS and Other Communicable Diseases in the Labor Force
- > Return on Community Investment

- > Return on Integrating Human Rights into Business Operations
- > Return on Environmental Responsibility
- > Return on Responsibility: In Conversation with VanCity
- > Sustainable Improvements to Working Conditions: Working with Local Institutions in China
- > Terrorism in the Global Economy: Assessing the Risk and Impact of Business in Conflict Zones
- > The European Union Defines CSR: A Regulatory or Voluntary Approach?
- > The Future of CSR in Latin America
- > Two Keys to Climate Change: Corporate Strategy and Commitment
- > Women's Health in the Global Supply Chain

November 5, Pre-Conference Workshops

- > Approaches to Responsible Business in China
- > Best Practices in Stakeholder Engagement
- > Social Responsibility in the Supply Chain

KEYNOTE AND PLENARY SESSION SPEAKERS



DR. JUDY HENDERSON "EXAMINING THE IMPACT OF BUSINESS ON SOCIETY"

Judy Henderson is Chair of the Global Reporting Initiative. She has an extensive record of involvement in global sustainability issues. She was the former Chair of Oxfam International, a former board member of Greenpeace International and was a Commissioner on the World Commission on Dams. She is the immediate past-Chair of Australian Ethical Investment Ltd. and is a member of the advisory board for the Centre for Australian Ethical Research. Dr. Henderson is also currently a board member of the NSW Environment Protection Authority.



NICANOR RESTREPO "REALIZING VALUE FOR BUSINESS"

Nicanor Restrepo is the President of Suramericana de Inversiones S.A. and the Chairman of the Board of Directors of Cemento Argos, Nacional de Chocolates, Bancolombia and Smurfit Cartón de Colombia. He has occupied several positions in the private sector, including, the Presidency of Suramericana de Seguros and the investment bank Corporación Financiera Nacional y Suramericana. In the public sector during the 1980s, he was appointed Governor of the Antioquia State and High Commissioner for Peace. Mr. Restrepo is past president of the Latin America Business Council and chairman of the National Association of Entrepreneurs. He has received numerous honors inside Colombia and internationally.



TIMOTHY LANKFORD "MEASURING RETURN ON RESPONSIBILITY: A FINANCIAL PERSPECTIVE"

Timothy Lankford is President of Strategic Asset Management USA, which together with Dow Jones & Co. launched the Dow Jones Sustainability World index, the world's first index to track the performance of global, sustainability-driven companies. Responsible for SAM USA's role as an investment advisor in North America, Mr. Lankford has 25 years of management, sales and financial markets experience with several of Wall Street's premier firms. He has been a leader in the financial services industry having actively served on various industry and exchange boards and government advisory committees. Mr. Lankford previously held positions with Lehman Brothers Kuhn Loeb, Cargill Investor Services and Continental Bank.



DR. VANDANA SHIVA "EXAMINING THE IMPACT OF BUSINESS ON SOCIETY"

Vandana Shiva is the Founder and Director of the Research Foundation for Science, Technology and Ecology, a New Delhi-based, independent research institute. The Foundation addresses significant ecological and social issues in close partnership with local communities and social movements. Dr. Shiva has advised governments in India and abroad as well as NGOs such as the International Forum on Globalization, Women's Environment and Development Organization and Third World Network. Her book, *Staying Alive*, dramatically shifted the perception of Third World women. Having won awards in Thailand, Italy, the Netherlands, Austria, Spain and India, she was named by *Asiaweek* magazine as one of the five most powerful persons in Asia.



MARK MALLOCH BROWN "PARTNERING FOR PROGRESS"

Mark Malloch Brown is the Administrator of the United Nations Development Programme and chair of the United Nations Development Group. He previously served at the World Bank, first as Director for External Affairs and then as Vice President for External Affairs and United Nations Affairs. While at the World Bank, he reshaped the Bank's communications strategy, strengthened partnerships with the UN and NGOs and built new links with donor and client countries. Mr. Malloch Brown has also been lead international partner for the Sawyer-Miller Group, founder and editor of the *Economist Development Report* and a political correspondent with *The Economist* magazine.



MARINA SILVA "GETTING READY FOR THE FUTURE"

Marina Silva is the youngest senator ever to serve in Brazil. As a native Amazonian, Silva's work representing the state of Acre has built support for environmental protection, social justice and sustainable development in the Amazon region. Previously, she founded an independent trade union movement with rubber tapper leader Chico Mendes in Acre. With Mendes and others, she helped organize "empates" – peaceful demonstrations by forest-dwelling rubber tappers against deforestation and the expulsion of forest communities. Today, Acre's sustainable extractive reserves encompass two million hectares of forest managed by the traditional communities that inhabit them.



WILL OULTON "RETURN ON RESPONSIBILITY: A FINANCIAL PERSPECTIVE"

As Deputy Chief Executive of FTSE Group, Will Oulton is responsible for FTSE's global strategy and marketing. He helped to establish FTSE as an autonomous company in 1995. Since then, he has strengthened and expanded the Group and worked for three years in New York to establish FTSE Americas, the Group's first overseas business unit. Prior to joining FTSE, Mr. Oulton spent five years in the London Stock Exchange Indices Unit serving as the Head of Commercial Management, and five years in the derivatives industry specializing in the marketing and promotion of traded options while working with the LSE's subsidiary, the London Traded Options Market.



CHARLES STRAUSS "THE SPECIAL CHALLENGES OF THE GLOBAL COMPANY"

Charles Strauss is the business group president of Home and Personal Care, North America at Unilever United States, Inc. as well as a director of the company and chairman of its North America Committee. He was previously Unilever's business group president of Latin America. He began his business career at Procter and Gamble, worked at Playtex and the Marketing Corporation of America and later become president and CEO of Gagliardi Brothers, an affiliate of H.J. Heinz and Company. He joined Unilever in 1986 as president and CEO of Ragù Foods.

WHO ATTENDS

The Conference's examination of CSR is relevant to CEOs, senior executives, directors and managers who are responsible for the full scope of business functions:

- > Business Development
- > Community Relations
- > Corporate Governance
- > Communications and Public Relations
- > Compliance
- > Education and Training
- > Environmental Affairs
- > Ethics
- > Finance
- > Government Affairs
- > Human Resources and Diversity
- > Investor Relations
- > Legal Affairs
- > Marketing, Advertising and Branding
- > Operations
- > Public Affairs
- > Real Estate and Facilities Management
- > Risk Management
- > Social and Environmental Reporting
- > Sourcing and Supply Chain Management
- > Strategic Planning

Representatives from government, academia, nonprofit and nongovernmental organizations also attend, creating opportunities for cross-sector dialogue.

CREATING A SUSTAINABLE CONFERENCE

BSR is working to make this year's Annual Conference a "green meeting," which involves taking steps to conserve energy and resources and offset the greenhouse gas (GHG) emissions associated with Conference activity. BSR's arrangements include:

- > Offsetting the transportation and facility environmental impact by investing in activities that eliminate an equal or greater amount of carbon emissions through the Better World Club "Climate Cool" program
- > Adopting conference planning techniques, such as the purchase of recycled post-consumer waste materials and the use of e-mail correspondence, that are environmentally friendly
- > Ensuring that services and products used at the hotel – from bed sheets to dinnerware – are integrated into recycle or reuse programs

The goal of these measures is to make the Conference more sustainable and to reduce the impact of the event on the climate and environment. BSR also seeks to make the Conference a tangible example of how important – and easy – it is for companies and organizations to "green" their own operations and events.

If your company or organization would like to help support the Climate Neutral Conference initiative, please contact Michael Schilling at mschilling@bsr.org or 1.415.537.0890 x178.

For more information, please visit www.bsr.org/greenmeeting.

ABOUT BUSINESS FOR SOCIAL RESPONSIBILITY (BSR)

Founded in 1992, Business for Social Responsibility has a decade of experience helping companies to improve CSR and realize ROR for business and society. A global, nonprofit organization of member companies, BSR provides information, tools and advisory services that enable businesses to achieve success in ways that respect ethical values, people, communities and the environment. BSR also promotes private, public and independent sector collaboration and contributes to global efforts to advance the field of corporate social responsibility. BSR member companies have total annual revenues of nearly \$2 trillion and employ more than six million workers around the world.

Spotlight: Sessions on corporate ethics, governance and transparency

- > Best Practices in Governance: Appearance and Reality
- > Building CSR Management Systems
- > Business and Public Policy
- > Corporate Transparency, Reporting and Beyond: A Case Study
- > Getting to Integrity: A New Business Imperative

BREAKOUT SESSIONS

TOPIC TRACKS

G&A Governance and Accountability

E Environment

C Community

H Human Rights

CSR General CSR

THEME TRACKS

D Defining the Responsible Company

E Examining How Business Impacts Society

R Realizing Value for Business

M Measuring Return on Responsibility

G Getting Ready for the Future

COMMUNITY

Corporate Community Investment on a Global Scale: Strategies and Challenges **C D**

This session helps managers of corporate community investment programs learn from one another about operational issues and approaches to running an effective program, particularly one that involves multiple countries and business unit managers.

Gender and Poverty **C H E**

The majority of the world's poorest people are women and children. This session examines the links between gender and poverty and discusses ways companies are attempting to improve the quality of life in communities by addressing issues specific to women.

Making Amends: The Role of the Corporation in Addressing Past Wrongs **C D**

There is a growing movement by activists to seek compensation from companies that once profited from slavery. This trend has stimulated a broader debate about what role companies should play in addressing past wrongs and providing reparations to victims or their descendants. This session features a discussion about these emerging issues and the types of strategies corporations are using to address them.

Responding to Critics: Striking a Balance for Business **C R**

This session evaluates effective corporate responses to critics and vocal stakeholder groups' concerns. Learn how companies manage to balance business challenges with critics' concerns and determine when, where, how and why to respond.

Return on Community Investment **C M**

As poverty alleviation tops the agenda at the World Economic Forum, the World Social Forum and the World Summit on Sustainable Development, civic leaders and consumer activists alike are calling on companies to help reduce poverty and inequity in the regions where they operate. This panel discusses the impacts of poverty on business and examples of the role companies can play in reducing inequality.

ENVIRONMENT

Conservation and Commerce: New Business Models for Preserving Biodiversity **E R**

Join representatives from agricultural and extractives companies and their partner conservation organizations to examine innovative models for achieving commercial success while preserving biodiversity. This in-conversation session examines efforts to align core business functions, corporate values and long-term business strategies with a commitment to conserve biodiversity in our natural resources and ecosystems.

Paths to Sustainable Product Transportation **E E**

As companies take increasing interest in understanding their environmental footprint, many are beginning to look beyond factory walls to measure and manage the environmental impacts of shipping their products along global supply chains. In this session, major retailers based in the U.S. and Europe discuss both the work they are pursuing independently, and their involvement with BSR's Clean Cargo and Green Freight working groups.

Post-Johannesburg: Just and Sustainable? **E G**

Whether the Earth Summit in Johannesburg is judged a success or a disappointment, the issues of sustainability will only grow more pressing in coming years. In this session, a panel of participants from diverse backgrounds examines the most viable options available to companies concerned about adopting sustainable business practices amid mounting evidence that action on this front is necessary.

Product Stewardship for Hi-Tech Waste **E G**

With a growing surplus of consumer electronic waste, garbage dumps in developing countries are overflowing with unwanted computer parts, mobile telephones and electronic equipment, exposing salvage workers and sensitive environments to hazardous materials. This interactive session explores the broad economic, environmental and human rights issues surrounding the disposal and recycling of electronic products in developing countries, and considers ways to assign responsibility and identify innovative solutions for addressing impacts across global chains of commerce.

Return on Environmental Responsibility

E M

This session builds on recent work by companies to develop the business case for environmental responsibility. Conversation ranges from the financial benefits and resulting market valuation of energy-efficient companies, to the overall rewards of environmental leadership both for mainstream global businesses and for smaller companies that target the environmentally-conscious market.

Two Keys to Climate Change: Corporate Strategy and Commitment

E G

In the spirit of voluntary greenhouse gas reductions – and as a growing number of companies recognize the benefits of self-imposed emission reductions – many US and global companies are implementing unprecedented climate change programs. This panel discussion spotlights the innovative methods these companies are developing to address climate change, including the strategies, benefits and emissions reduction targets identified in the process.

GENERAL CSR

Case Studies: Latin America and the Caribbean

CSR E

CSR continues to develop into an increasingly global movement, and this is especially true in Latin America. This session, offered in cooperation with Brazil-based Forum Empresa, highlights companies based in Latin America who operate using socially responsible business policies. This overview includes leadership practices and lessons learned from companies such as Compañía General de Electricidad, S.A., Empresa Interamericana, La Constancia, S.A., Natura Cosméticos, S.A., CCU and Fersol Indústria e Comércio Ltda.

Changing Corporate Culture for CSR Success

CSR D

Join this session to take an in-depth look at a critical and strategic necessity for integrating CSR into the policies and practices of your company – creating positive and systemic change in your company's corporate culture. Case studies examine workplace issues and actions necessary to make your transition successful.

The European Union Defines CSR: A Regulatory or Voluntary Approach?

CSR G

The heads of state of the fifteen countries of the European Union have stated that CSR resides in the center of plans for European prosperity and social inclusion over the next ten years. Moving towards this goal, the EU has published a Green Paper presenting its views on CSR and is debating how to integrate CSR into the operations of companies conducting business in Europe. This session explores the different perspectives on CSR from around Europe and the implications for companies in the debate over a voluntary or regulatory approach to CSR.

Free Speech vs. Commercial Speech

CSR E

The ruling by the California Supreme Court that companies can be held liable for misleading ads and statements about their business has raised complex issues for companies releasing sustainability reports or disclosing responsible practices. How should a business respond to the increasing willingness of activists to sue when they perceive that a company hasn't lived up to its pledges?

The Future of CSR in Latin America

CSR D

This session provides participants with an invaluable opportunity to hear from practitioners about how the different countries and regions in Latin America view and exercise CSR and where they are headed in the future.

Getting to Integrity: A New Business Imperative

CSR R

An astonishing series of failures in corporate integrity has depressed the stock market and damaged public trust in the leadership of U.S. corporations. Meanwhile, many businesses based in Europe and Asia have instituted codes to ensure ethical behavior and avoid the systemic issues inherent in masking risk and overstating earnings. Join this session to learn from experts and corporate professionals how values-based decision-making can build sustainability and help companies avoid costly mistakes.

Integrating CSR into Risk Management

CSR R

Most companies take a systemic approach to risk management, and an increasing number are taking a similarly comprehensive approach to CSR. While risk management and CSR staff recognize that social, environmental and ethical performance can present enormous risks to corporate success, both groups rarely play a role in one another's planning and decision-making processes. Join a discussion of challenges and successes with three path-forging companies that have developed systemic, comprehensive approaches to integrating CSR and risk management.

Realizing Value for Business: An Overview

CSR R

Creating Return on Responsibility is no easy task. It means changing corporate culture, developing new competitive strategies, valuing intangibles and inventing best practices. There is a business case for social responsibility, and it can be defined. Join leaders and innovators in corporate strategy and measurement practices and define your path for realizing CSR value.

BREAKOUT SESSIONS (continued)

TOPIC TRACKS

G&A Governance and Accountability

E Environment

C Community

H Human Rights

CSR General CSR

THEME TRACKS

D Defining the Responsible Company

E Examining How Business Impacts Society

R Realizing Value for Business

M Measuring Return on Responsibility

G Getting Ready for the Future

Return on Responsibility: In Conversation with VanCity

CSR D

Canada's largest credit union, Vancouver City Savings Credit Union, has innovatively integrated community-leading, environmentally sound and socially just products and services into its business since it was founded in 1946. This session presents an interactive conversation with Dave Mowat, CEO of VanCity, and Bruce Ralston, Chair of VanCity Board of Directors.

Terrorism in the Global Economy: Assessing the Risk and Impact of Business in Conflict Zones

CSR D

As companies increasingly expand their production across the world, the international community is becoming more and more interdependent, tied together by economy, technology and ecology, as well as by disease, violence and the threat of terror. This session discusses the direct and indirect ways that companies can avoid supporting terrorism in the global community and how the business community and their stakeholders are reacting to conflict and violence.

GOVERNANCE AND ACCOUNTABILITY

Best Practices in Governance: Appearance and Reality

G&A D

During the past year, companies have received a stern reminder of the costs of inadequate corporate governance. No longer can boards and managers simply go through the motions of meeting responsibilities to shareholders and other stakeholders. This session focuses on the practices necessary to implement effective corporate governance.

Building CSR Management Systems

G&A M

Years of experimentation and growth in the CSR field have taken us to a point at which many organizations are eager to more formally and systematically manage their CSR practices. As companies adapt quality, risk and/or environmental management systems to incorporate CSR, the designers grapple with enormous complexity. This session helps to sort out the infinite number of CSR issues that could affect the success of any one system and strategy.

Business and Public Policy

G&A D

Examining the role of the private sector in public policy development, participants discuss the link between companies' CSR policies and practices and their involvement in the policy arena. Join this session to look at ways companies have sought to align their mission and values with their legislative activity, exploring both successes and internal struggles.

Corporate Transparency, Reporting and Beyond: A Case Study

G&A M

"What is proving effective to support corporate transparency?" is the central question this session examines through a case study of a company's specific practices in transparency. This session explores the effectiveness of various modalities of corporate transparency, including voluntary reporting, stakeholder engagement, public access to information and verification, and features company representatives as well as transparency stakeholders.

Evolving CSR Standards

G&A M

The last several years have seen a proliferation of external CSR standards produced for companies by governmental, nongovernmental, advocacy, business and other types of organizations. While many in the CSR community have hailed this standards boom as a positive indication of the growing visibility and prominence of CSR, many are now calling for rationalization and streamlining after the initial period of experimentation. This session features CSR and standards experts discussing the pros, cons and future of external CSR standards.

Spotlight: Sessions on CSR in Latin America

- > Case Studies: Latin America and the Caribbean
- > The Future of CSR in Latin America
- > Keynote: Nicanor Restrepo, "Realizing Value for Business"
- > Keynote: Marina Silva, "Getting Ready for the Future"

HUMAN RIGHTS

China and the Future

H G

With the recent accession of China to the World Trade Organization and the intensified race to do business with China, what are the challenges and opportunities involved in doing business responsibly? Join this session for a frank discussion of what companies can do now and the challenges they face in China in the near term and the years ahead.

Contributing to Sustainable Development?

H E

The Role of Extractives, the World Bank and NGOs

This session examines the contribution of the extractive sector to sustainable development and the respective roles of extractive companies, the World Bank and NGOs in that process.

Extra-Territoriality and Legal Liability

H G

Increasingly, multinational companies are being taken to court in their home countries for the actions of their subsidiaries overseas. Pending civil court cases include actions brought against companies in the apparel and footwear, extractive and food products sectors, for violations of environmental, indigenous and human rights. This session examines this growing phenomenon and its affects on corporate behavior.

Global Trade Rules that Benefit Everyone

H C E

After providing a summary of the standard debate on globalization and free trade, this session considers an emerging world view that embraces the possibility of developing global trade rules that benefit all participants, including workers, corporations and governments.

Meeting the Educational Needs of the Future

H G

Education is vital to success for every individual in our rapidly changing world. Increasingly, business is partnering with educators to keep up with economic, social and technological evolutions. This session, focusing on the efforts in Latin and South America, explores the core issues of the role of business in education and ensuring each generation can increase the health and prosperity of the next.

Responding to HIV/AIDS and Other Communicable Diseases in the Labor Force

H D

Companies are creating more focused, comprehensive strategies to address HIV/AIDS and other communicable diseases through impact assessments, feasibility studies, community outreach, facilitation of health care and measurement. The innovative approach of one company illustrates how businesses can help curb the spread of HIV/AIDS, build a strong business case for intervention and overcome challenges related to stigma and discrimination.

Return on Integrating Human Rights into Business Operations

H M

This session focuses on case studies of the business benefits achieved by manufacturers' efforts to integrate human rights principles into their business operations. Company representatives present the actions taken, challenges encountered, benefits gained and methodologies used to measure their progress and success.

Sustainable Improvements to Working Conditions:

H E

Partnering with Local Institutions in China

Affecting sustainable change in the workplace through traditional compliance efforts raises the need for collaborative programs that harness the expertise and resources of businesses, civil society organizations and governmental agencies. This session explores the challenges and learning realized from a multi-organization project in China that involved business, government and local NGOs in addressing productivity and overtime issues at factories in Guangdong Province.

Women's Health in the Global Supply Chain

H E

This session focuses on the predominant health issues women face in the global supply chain, which include topics such as reproductive health, nutrition, and workplace hygiene and safety.

2002 Annual Conference Agenda

TOPIC TRACKS

- G&A** Governance and Accountability
- E** Environment
- C** Community
- H** Human Rights
- CSR** General CSR

THEME TRACKS

- D** Defining the Responsible Company
- E** Examining How Business Impacts Society
- R** Realizing Value for Business
- M** Measuring Return on Responsibility
- G** Getting Ready for the Future

All sessions subject to change.

November 5, 2002
Tuesday

Pre-Conference Workshops

- Approaches to Responsible Business in China
- Best Practices in Stakeholder Engagement
- Social Responsibility in the Supply Chain

6:00-8:00 pm **Opening Reception**

November 6, 2002
Wednesday

- 7:30-8:30 am **Continental Breakfast**
- 8:30-9:30 am **Opening Keynote**
- 9:30-10:00 am **Coffee and Networking Break**
- 10:00-11:30 am **Breakout Session I**
- C** **D** • Corporate Community Investment on a Global Scale – Strategies and Challenges
 - G&A** **M** • Corporate Transparency, Reporting and Beyond: A Case Study
 - E** **M** • Return on Environmental Responsibility
 - CSR** **D** • Return on Responsibility: In Conversation with VanCity
 - CSR** **D** • The Future of CSR in Latin America
 - H** **E** • Women's Health in the Global Supply Chain
- 12:00-1:00 pm **Lunch**
- 1:00-2:00 pm **Plenary Panel: Examining the Impact of Business on Society**

- 2:30-4:00 pm **Breakout Session II**
- G&A** **D** • Best Practices in Governance: Appearance and Reality
 - CSR** **D** • Changing Corporate Culture for CSR Success
 - E** **R** • Conservation and Commerce: New Business Models for Preserving Biodiversity
 - H** **D** • Responding to HIV/AIDS and Other Communicable Diseases in the Labor Force
 - H** **M** • Return on Integrating Human Rights into Business Operations
 - CSR** **D** • Terrorism in the Global Economy: Assessing the Risk and Impact of Business in Conflict Zones
- 4:30-5:30 pm **Networking Reception**
- 5:30-7:00 pm **Dinner**
- 7:00-8:00 pm **Keynote: Partnering for Progress**

November 7, 2002
Thursday

7:30-8:30 am **Continental Breakfast**

8:30-9:30 am **Keynote: Realizing Value for Business**

9:30-10:00 am **Coffee and Networking Break**

10:00-11:30 am **Breakout Session III**

- G&A** **D** • Business and Public Policy
- H** **E** • Contributing to Sustainable Development? The Role of Extractives, the World Bank and NGOs
- CSR** **E** • Free Speech vs. Commercial Speech
- CSR** **R** • Integrating CSR into Risk Management
- H** **E** • Sustainable Improvements to Working Conditions: Working with Local Institutions in China
- E** **G** • Two Keys to Climate Change: Corporate Strategy and Commitment

12:00-1:00 pm **Lunch**

1:00-2:00 pm **Keynote: The Special Challenges of a Global Company**

2:30-4:00 pm **Breakout Session IV**

- G&A** **M** • Evolving CSR Standards
- H** **C** **E** • Gender and Poverty
- CSR** **R** • Getting to Integrity: A New Business Imperative
- C** **D** • Making Amends: The Role of the Corporation in Addressing Past Wrongs
- H** **G** • Meeting the Educational Needs of the Future
- E** **G** • Product Stewardship for Hi-Tech Waste

4:30-6:00 pm **Breakout Session V**

- H** **G** • China and the Future
- H** **C** **E** • Global Trade Rules that Benefit Everyone
- E** **E** • Paths to Sustainable Product Transportation
- CSR** **R** • Realizing Value for Business: An Overview
- C** **M** • Return on Community Investment

6:00-7:30 pm **Networking Reception**

November 8, 2002
Friday

7:30-8:30 am **Continental Breakfast**

8:30-9:30 am **Plenary Panel: Measuring Return on Responsibility – A Financial Perspective**

9:30-10:00 am **Coffee and Networking Break**

10:00-11:30 am **Breakout Session VI**

- G&A** **M** • Building CSR Management Systems
- CSR** **E** • Case Studies: Latin America and the Caribbean
- H** **G** • Extra-Territoriality and Legal Liability
- E** **G** • Post-Johannesburg: Just and Sustainable?
- C** **R** • Responding to Critics: Striking a Balance for Business
- CSR** **G** • The European Union Defines CSR: A Regulatory or Voluntary Approach?

12:00-1:00 pm **Lunch**

1:00-2:00 pm **Keynote: Getting Ready for the Future**

PRE-CONFERENCE WORKSHOPS NOVEMBER 5, 2002

GUIDED BY EXPERTS IN THE FIELD, THESE ONE-DAY WORKSHOPS EDUCATE PARTICIPANTS ABOUT THE TECHNIQUES AND TOPICS INVOLVED IN VARIOUS CORPORATE SOCIAL RESPONSIBILITY CHALLENGES.

APPROACHES TO RESPONSIBLE BUSINESS IN CHINA

On the heels of WTO accession, the Beijing Olympics and the phasing out of apparel quotas, the CSR debate on China is gaining new urgency and importance. Join BSR for a day-long workshop that convenes experts on China with companies developing strategies for engaging responsibly in China, consistent with long-term business strategy. Topics to be explored include: how to engage with the independent sector in China; addressing short-term crises and controversies in China and forecasting China's evolution.

BEST PRACTICES IN STAKEHOLDER ENGAGEMENT

Presented in partnership with London-based AccountAbility, this workshop features case studies and best practice examples of the ways stakeholder engagement is benefiting companies in their efforts to increase transparency, maintain their license to operate and improve business planning, decision making and execution. This one-day investigation into basic stakeholder engagement techniques profiles current leading thinking from around the world. Participants will have the opportunity to explore the basic components required to develop and launch a stakeholder engagement strategy appropriate to their own organization. This program is best suited to corporate CSR professionals who have some prior experience in dealing with transparency and stakeholder engagement issues.

SOCIAL RESPONSIBILITY IN THE SUPPLY CHAIN

Companies are increasingly being held accountable for the practices of their suppliers, vendors, licensees and other business partners. Several companies have attempted to communicate their values and ethical business practices to their suppliers in order to protect their brand, strengthen their supply base and increase the positive impact the business has on communities, the environment and people. This half-day training provides guidance to companies seeking to develop policies and implementation strategies for communicating and ensuring compliance with their supply chain policies. The training also outlines the emerging issues and pressures from stakeholder groups and provides lessons from companies and industries that have put socially responsible supply chain practices into place.

Pre-conference workshops combined with regular Conference registration are available through a special **VIP Pass**. See the registration information for details and rates.

PRESENTATIONS FROM MORE THAN 50 LEADING COMPANIES AND ORGANIZATIONS, INCLUDING:

COMPANIES

Aveda
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ORGANIZATIONS

ARESE
The Asia Foundation
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European Academy of Business and Society
François-Xavier Bagnoud Center for Health & Human Rights, Harvard University
Global Reporting Initiative
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Institute for Contemporary Observation (China)
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Oxfam America
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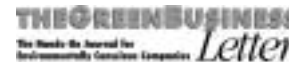
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* Premier sponsorship opportunities are still available to demonstrate support for the work of the Conference. For more information or an electronic copy of sponsorship categories and benefits, contact Michael Schilling at mschilling@bsr.org or 415.537.0890 x178.

RATES

Registration fees include admittance to all plenary sessions, breakout sessions, meals and receptions, as well as registration materials.

REGISTRATION FEES	EARLY REGISTRATION DISCOUNT – REGISTER BY SEPTEMBER 15, 2002, AND RECEIVE \$200 OFF ¹			
	Early Rate ¹ for Members ²	Member Rate ²	Early Rate ¹ for Non-Members ³	Non-Member Rate ³
Conference Only	\$950	\$1,150	\$1,200	\$1,400
1 Day Pre-Conference Workshop		\$395		\$495
VIP Pass (Conference and Pre-Conference Workshop)	\$1,195	\$1,395	\$1,550	\$1,750
¹ Registration form must be submitted online or postmarked on or before September 15, 2002, for discount to apply. Discount available for Conference and VIP Pass only. Places are limited and not all registration requests can be honored.		² Nonprofit, nongovernmental, government and academic organizations are eligible for the Member Rate.		³ Individuals from companies that are members of a BSR Conference Partner organization are eligible for a \$150 discount off non-member rates. For more information on Conference Partners, visit www.bsr.org/conference .

CANCELLATION POLICY

Cancellations postmarked or emailed by October 19, 2002, will receive an 80% refund. All cancellations must be received in writing. Registrants not attending who do not cancel prior to October 19, 2002, will be charged the full registration fee.

PRIVACY POLICY

Protecting your privacy is very important to BSR. Our privacy policy safeguards your personal information and protects its confidentiality. We collect and use personal information only as necessary to administer the Conference and to provide you with the highest-quality service possible. We do not disclose any information about you or other participants to outside parties.

MEALS

The registration fee includes all meals served during the Conference. Special meals are available upon request. Please indicate your request on your registration form.

TRAVEL ARRANGEMENTS

To help you secure PREFERRED RATES for your travel, BSR has set up a BSR Group Reservations service with American Express. If you wish to use this service, call 1.800.958.8815 (Monday - Friday, 8:30 a.m.-5:30 p.m. PST) and inform the reservationist that you are attending the BSR 2002 Annual Conference in Miami. You may also email your request to Mona.C.Gorum@aexp.com. Please note that fees of \$35.00 per transaction, \$35.00 for ticket exchange, applicable airline fees, and \$25.00 for refunds will apply.

TRAVEL AND ACCOMMODATIONS

The Conference is being held at:
The Hotel Inter-Continental Miami
100 Chopin Plaza
Miami, Florida 33131 USA
Telephone 305.577.1000
<http://miami.interconti.com/>

Single/Double: \$179.00

This reduced room rate is available only until October 4, 2002, and space is limited. To reserve a room, please call the Hotel Inter-Continental at 305.577.1000 and indicate that you are with the BSR Conference. Hotel charges are not included in the Conference registration fee, and reservations must be made directly with the hotel.

THE 2002 BSR ANNUAL CONFERENCE

RETURN ON RESPONSIBILITY

REALIZING VALUE FOR BUSINESS AND SOCIETY NOVEMBER 5-8, 2002, MIAMI, FLORIDA

REGISTRATION INFORMATION

Name: *(as it will appear on badge)*

Title:

Organization:

Mailing Address:

City: State: Postal Code:

Country: Telephone: Fax:

Email: Priority Code: *(printed below your address on this mailer)*

If you are physically challenged and require special services, please submit a description of your needs.

If you prefer an alternative meal choice, please check one of the following: Vegetarian Vegan

INDUSTRY

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Energy | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Publishing/Printing/Paper |
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| <input type="checkbox"/> Community Relations | <input type="checkbox"/> Environment | <input type="checkbox"/> Marketing | <input type="checkbox"/> President/CEO |
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REGISTER ONLINE AT WWW.BSR.ORG or send completed registration form with payment to the address below. This form is for Conference registration only. Contact the hotel directly for room reservations.

REGISTRATION FEES Registration fees include admittance to all plenary sessions, breakout sessions, meals and receptions as well as registration materials.

EARLY REGISTRATION DISCOUNT Register by September 15, 2002, and receive \$200 off¹

	Early Rate ¹ for Members ²	Member Rate ²	Early Rate ¹ for Non-Members ³	Non-Member Rate ³
Conference Only	\$950 <input type="checkbox"/>	\$1,150 <input type="checkbox"/>	\$1,200 <input type="checkbox"/>	\$1,400 <input type="checkbox"/>
1 Day Pre-Conference Workshop *		\$395 <input type="checkbox"/>		\$495 <input type="checkbox"/>
VIP Pass * (Conference and Pre-Conference Workshop)	\$1,195 <input type="checkbox"/>	\$1,395 <input type="checkbox"/>	\$1,550 <input type="checkbox"/>	\$1,750 <input type="checkbox"/>

- Registration form must be submitted online or postmarked on or before September 15, 2002, for discount to apply. Discount available for Conference and VIP Pass only. Places are limited and not all registration requests can be honored.
- Nonprofit, nongovernmental, government and academic organizations are eligible for the Member Rate.
- Individuals from companies that are members of a BSR Conference Partner organization are eligible for a \$150 discount off non-member rates. For more information on Conference Partners, visit www.bsr.org/conference.

- * Please select the **Pre-Conference Workshop** you would like to attend. See registration fees above.
- Approaches to Responsible Business in China
 - Best Practices in Stakeholder Engagement
 - Social Responsibility in the Supply Chain

PAYMENT INFORMATION

- Check enclosed (payable in U.S. dollars to "BSR") American Express Visa/Mastercard

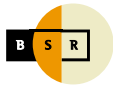
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 BSR Conference Registration, 609 Mission St., 2nd floor, San Francisco, CA 94105 USA
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Business for Social Responsibility



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- > Business and Public Policy
- > Corporate Transparency, Reporting and Beyond: A Case Study
- > Getting to Integrity: A New Business Imperative