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REGIONAL

PLAN OF OPERATIONS

SECOND AMERICAS CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY (CSR) "CSR AS A VEHICLE FOR COMPETITIVENESS"

(TC-02-09-03-9-RG)

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Annex I Preliminary agenda

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Proposed resolution

BASIC SOCIOECONOMIC DATA

For basic socioeconomic data, including public debt information, please refer to the following address:

English:

<http://www.iadb.org/RES/index.cfm?fuseaction=externallinks.countrydata>

Spanish:

<http://www.iadb.org/RES/index.cfm?fuseaction=externallinks.countrydata>

INFORMATION AVAILABLE IN THE SDS/MSM TECHNICAL FILES

Letter from the Vice President of Panama offering his country as host of the second conference

Terms of reference for the coordinator/technical researcher and coordination assistant

Terms of reference for the logistics firm

CESI's review of the project

Summary of the lessons learned in organizing the first conference

Proceedings on the First Americas Conference on Corporate Social Responsibility

Report on the First Americas Conference on Corporate Social Responsibility

ABBREVIATIONS

CESI	Committee on Environment and Social Impact
CSR	corporate social responsibility
FSO	Fund for Special Operations
IDB	Inter-American Development Bank

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(TC-02-09-03-9-RG)

EXECUTIVE SUMMARY

Executing agency:	The IDB through the Sustainable Development Department's Private Enterprise and Financial Markets Subdepartment (SDS/PEF)	
Financing:	IDB:	US\$150,000
	Others:	US\$250,000
	Total:	US\$400,000
	The IDB funds would be charged to the Fund for Special Operations (FSO)	
Terms:	Execution period:	12 months
	Disbursement period	15 months
Beneficiaries:	Borrowing member countries of the Bank	
Request to host the conference:	The conference will be held in Panama City, which is a convenient meeting point for all the Latin American and Caribbean countries. During the First Americas Conference on Corporate Social Responsibility (CSR), Panama's Vice President offered his country as host of the second conference. The official request to the Bank was made in a communication by the Second Vice President of Panama on 25 September 2002. The Panamanian government, private and public enterprises, and agencies and foundations will contribute to the event's organization.	
Objectives:	The general objective of the project is to promote the adoption of socially-responsible corporate practices in Latin America and the Caribbean. The specific objectives consist of: (i) bringing together representatives of companies and organizations interested in promoting the use of CSR in the region; (ii) publicizing, through practical examples (preferably from the region), the impact and results of applying CSR; and (iii) publicizing mechanisms through which the adoption of CSR practices by the private sector in Latin America and the Caribbean can be promoted.	

Description:	The project consists of organizing a one-and-a-half day conference on CSR. It will take about six months to prepare the conference, during which time speakers with expertise in CSR will be identified, all the logistical arrangements will be made, conference materials will be prepared, the virtual site on the Internet (www.csramericas.org) will be updated, and activities will be carried out in the regions to promote participation by the private sector. After the conference, a book will be published containing case studies of CSR in Latin America and the Caribbean and the conference proceedings.
Environmental and social review:	At its meeting number 10-03 on 20 March 2003, the Committee on Environment and Social Impact (CESI) reviewed this project and approved it as proposed in the profile. The project is expected to have a positive social and environmental impact, since the concept and application of CSR contain elements that benefit society and the environment.
Benefits:	The conference will have significant benefits, including: (i) increasing the interest of the corporate class in Latin America and the Caribbean in adopting CSR practices as an element that supports its competitiveness and helps it to integrate successfully with companies from the developed countries, in the globalization process; (ii) increasing the interest of companies in reaching out to their local communities and incorporating environmental and social practices that contribute to the development and well-being of the general public; and (iii) strengthening business networks that promote the adoption of CSR practices in the region.
Risks:	The main risk is that companies might perceive the conference as an attempt by governments, multilateral organizations and third-sector organizations to force them to adopt imposed measures, which would limit private-sector participation. To mitigate this risk, the conference will be organized in cooperation with Latin American and Caribbean businesses. Also, this second conference will stress CSR as an element that helps to boost competitiveness and enables companies to benefit from the globalization process. Another project risk is the extensive coordination required to achieve the objectives, given the large number of participants and organizations involved in the logistical aspects. To mitigate this risk, a project coordinator and a company specializing in logistical support, with extensive experience in organizing conferences of this kind, will be hired.
IDB Group strategy in the region:	The benefits of a company promoting and adopting socially responsible practices include boosting that company's competitiveness vis-à-vis other companies in the region and elsewhere in the world. There is also a positive impact in terms of improving the

quality of life of the community in which the company operates. The objectives of CSR are consistent with the development objectives of the IDB Group in that they promote an improvement in the quality of life of communities. The IDB Group will make use of its capacity to mobilize different sectors to promote an effort to expand the use of CSR in Latin America and the Caribbean.

**Coordination
with other
donors:**

As for the first conference, cooperation agreements will be established with other governments and multilateral organizations, such as the Government of Canada, the World Bank and the Inter-American Foundation, to leverage resources in cash and kind for this second conference. An organizing committee will be established, composed of representatives from the World Bank, the Panamanian government, the private sector, other governments, and civil society organizations from the Bank's member countries, for the purpose of implementing the recommendations of the advisory committee, which will also be composed of other donors who work in the field of CSR.

**Special
contractual
clauses:**

None.

**Exceptions to
Bank policy:**

Given the time constraints for organizing the conference, it is recommended that the Bank recognize a maximum of US\$12,000 of the commitments and expenses incurred after 15 February 2003, provided Bank procedures were followed. The retroactive financing will cover costs incurred in connection with hiring consultants for project execution, travel to Panama by the assistant in logistics for initial coordination of the second conference, and preparation of materials to promote the conference prior to approval of the project. Before such expenditures can be recognized, the Bank will audit the related supporting documents.

Procurement:

All procurements of goods and services will be made in accordance with Bank policies and procedures.

I. FRAME OF REFERENCE

A. Corporate social responsibility

- 1.1 Given the increase in competitiveness in the corporate world and the changes in the expectations of consumers, employees, shareholders and local communities, private companies are trying to improve their position and returns by adopting business practices that have a favorable impact on the environment, the workforce, and the communities where they operate. This new approach is known as corporate social responsibility (CSR).
- 1.2 Although there are different definitions of CSR, the term generally refers to the consideration and inclusion of social and ethical factors in the process of decision making and defining corporate strategies that go beyond the traditional way of doing business. These social and ethical factors include sustainability, the environment, labor relations, accountability for financial management and transparency, human rights and involvement in the community.¹ Under CSR, companies broaden the spectrum of the group interested in or affected by their business (stakeholders) including—apart from senior management and shareholders—their employees, investors, suppliers, consumers, third-sector organizations, and the community as a whole.
- 1.3 CSR goes beyond corporate philanthropy. While corporate philanthropy refers to all practices by companies linked to financial support and donations in different economic and social areas, national emergencies, and other factors that affect specific groups, CSR refers to the process of making management decisions linked to ethical values, observance of the law, and respect for people, the community and the environment.

B. CSR in practice

- 1.4 Over the last decade, a number of businesses that are world leaders have developed policies, practices and programs that integrate the different aspects of CSR into the process of decision making and the day-to-day operations of companies, with the support and recognition of the management structure. As part of the concept of CSR, a system has been developed, known as “triple bottom line reporting”, which can measure corporate performance in the social and environmental areas, as well as in the economic area. This makes it possible for businesses to measure and compare their initiatives and efforts in these areas to the returns they receive on the different company levels. As a result of its application, many companies have concluded that their efforts to implement CSR internally and externally have been recognized and validated, in comparison with other competitors and industry

¹ *Business for Social Responsibility* (an international association of companies that promote CSR) defines it as “operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business”.

leaders. Triple bottom line reports have also been used by civil society and investors to evaluate the performance of companies in areas of particular interest to them.

- 1.5 CSR has been approached by companies on different levels. In applying CSR *outwardly*, some companies have established partnerships with civil society organizations. For example, certain companies are actively involved in solving social and economic problems affecting *communities* located in their area of influence. They have established lasting strategic partnerships with organizations and projects already existing in the community. The results obtained by these companies have been an increase in employee retention and the number of consumers, and a better image for their brands. These partnerships have also allowed them to move closer to consumers and legitimize their position as companies that behave responsibly in their milieu.
- 1.6 *Inwardly*, one fundamental aspect of CSR is labor relations. The most visionary corporations have understood that employees are essential for the success of any operation in a company. By voluntarily introducing better workplace health and safety conditions, a company's interest in the well-being of its employees translates into greater job satisfaction, efficiency and cost reduction. Workplace health and safety is just one of a number of aspects of labor relations, which include fair salaries and parameters to avoid child labor. Corporations that have played an active role in tackling these challenges have experienced favorable changes in their productivity and competitiveness.
- 1.7 *Consumers* have become an essential factor for the promotion and implementation of CSR. Since they are the main source of income and capital for companies, consumers have high potential for influencing corporate decisions. Thanks to consumers, many companies have changed their production and marketing processes and chains, have become more sensitive to the impact of their activities on the environment and their communities, and have participated more actively in the promotion and implementation of public policies of benefit to the community. Also, consumers have raised the level of accountability of companies by demanding that they choose suppliers that follow socially-responsible practices in the production, procurement and processing of their raw material or inputs.
- 1.8 In conclusion, CSR *is an important component for the success and competitiveness of a company that operates in competitive global markets, which also translates into an improvement in the quality of life of communities located in the company's area of influence.*

C. Project rationale

- 1.9 The First Americas Conference on Corporate Social Responsibility, which was held in September 2002 in Miami, successfully achieved its objective of bringing

together companies, governments and civil society organizations interested in the subject of CSR, to raise awareness of the importance of this approach and of the social, environmental and financial benefits of adopting CSR. Some of those benefits have already been mentioned above. One conclusion that can be drawn from the conference is that although the concept of CSR has been extensively developed, applied and documented in the industrialized countries, there is potential and an opportunity to promote its application and provide information about the impact it has achieved in some companies that are already applying it in Latin America and the Caribbean.

- 1.10 The benefits of promoting and adopting socially responsible practices in companies are two-pronged. On the one hand, companies that follow CSR practices improve their competitiveness compared to other companies in the region and around the world, with a direct impact on productivity, creating a positive image in the eyes of consumers, potential investors, partners, employees and the community at large. On the other, corporate social responsibility has a positive effect on improving the quality of life in the community in which the company operates. Although there is a tradition of corporate philanthropy in Latin America and the Caribbean, companies need to adopt CSR inwardly and outwardly and participate actively in establishing partnerships with civil society organizations and governments to address the challenges faced by society and successfully integrate into the globalization process.
- 1.11 The proposed project has been designed to address this problem and to respond to requests by the governments of the members countries of the IDB and the OAS to continue promoting the application of CSR in the region. The project proposes to organize a second regional conference that will bring together representatives of the private sector and civil society organizations in Latin America and the Caribbean that are interested in working on this front.²
- 1.12 The objectives of CSR coincide with the development objectives of the IDB Group in that they promote an improvement in the quality of life of communities. The IDB group will make use of its capacity to mobilize different sectors to promote an effort to expand the use of CSR in Latin America and the Caribbean.

² The second conference will be a follow up on the successful first conference, organized in response to a request made by the heads of State and government of the Americas at the Quebec Summit in 2001.

II. THE PROJECT

A. Objectives

- 2.1 The general objective of the project is to promote the adoption of responsible corporate practices in Latin America and the Caribbean. The specific objectives consist of: (i) bringing together representatives of companies and organizations interested in promoting the use of CSR in the region; (ii) publicizing, through practical examples (preferably from the region), the impact and results of applying CSR; and (iii) publicizing mechanisms through which the adoption of responsible corporate practices by the private sector in Latin America and the Caribbean can be promoted.

B. Description

- 2.2 The main objective of the project is to organize a day-and-a-half conference on CSR. It will take about six months to prepare the conference, during which time speakers with expertise will be identified, all the logistical arrangements will be made, conference materials will be prepared, the virtual site on the Internet (www.csramericas.org) will be updated, and activities will be carried out in the regions to promote participation by the private sector. After the conference, a book will be published containing case studies of CSR in Latin America and the Caribbean and the conference proceedings.
- 2.3 An advisory committee will be established, composed of companies, civil society organizations, governments and international organizations that already have experience in CSR. The committee will advise the organizers on the design and planning of the event, by suggesting good practices, speakers who are experts in CSR, companies that apply it in the region, civil society organizations and government participants, and co-sponsors. A list of the members of the advisory committee of the first conference, which will be used as the basis for the new committee, is available in the project files.
- 2.4 The proposed project will have three components, which are described below.

1. Research and preparation (US\$79,000)

- 2.5 This component includes identification of best practices in CSR in Latin America and the Caribbean in the areas mentioned in paragraph 2.7. As a result of that identification, certain businessmen and leaders in the field of CSR will be invited to speak at the conference. A case study will also be prepared on best practices in CSR in Latin America and the Caribbean, which will be distributed at the conference. This component also includes planning the conference and making the logistical arrangements.

2. The conference (US\$210,000)

- 2.6 The general theme of the conference will be “Corporate social responsibility as a vehicle for competitiveness”.
- 2.7 **Subject areas.** Concrete cases, preferably involving Latin American and Caribbean countries, will be used as the basis for discussing the following topics: (i) impact of CSR on company productivity and competitiveness; (ii) impact of CSR on improving the milieu in which the company operates, the environment and local communities; (iii) how the concept of CSR can be incorporated into Latin American and Caribbean companies; (iv) the effect of incorporating CSR in small and medium-sized companies on obtaining contracts from multinational corporations; (v) what the media in Latin America and the Caribbean can do to promote the adoption of CSR by companies; (vi) how to make the mission of civil society organizations that promote CSR in Latin America and the Caribbean more effective; (vii) effective application of systems for measuring CSR (triple bottom line reporting); and (viii) incentives that multilateral organizations and governments can offer to promote the application of CSR in the region.
- 2.8 **Target group.** The conference’s coordinating committee will provide the necessary guidance to ensure that a diverse group of qualified participants is chosen, representing a broad range of countries, models and sectors. An effort will be made to promote greater participation by entrepreneurs from the region. A registration fee will be charged for participating in the conference. The conference will bring together business leaders and experts in CSR, representatives of governments, civil society organizations and multilateral agencies, to promote the application of CSR in the region. The conference will try to attract senior executives from private companies that are already involved or are interested in becoming dynamically involved in the subject of CSR. When organizing the conference, the largest possible number of Latin American and Caribbean companies will be included. Between 200 and 300 people are expected to attend.
- 2.9 **Speakers.** The conference will have speakers from three groups: (i) managers of corporations that are known for their CSR initiatives and representatives of smaller companies to demonstrate that CSR is not just for large corporations; (ii) representatives of civil society organizations and the academic community who promote the implementation of CSR in Latin America and the Caribbean; and (iii) representatives of the public sector (governments and multilateral organizations) who are involved in the promotion and implementation of CSR in the region. The coordinating committee, in consultation with organizations that promote CSR in Latin America and the Caribbean, will select the conference speakers on the basis of their practical experience in CSR and their representativeness of different sectors and different countries.

- 2.10 **Place.** The conference will be held in Panama City, which is a convenient meeting point for all the Latin American and Caribbean countries. During the First Americas Conference on Corporate Social Responsibility (CSR), Panama's Vice President offered his country as host of the second conference. The official request to the Bank was made in a communication by the Second Vice President of Panama on 25 September 2002, which is available in the project's technical files. The Panamanian government, private and public enterprises, and agencies and foundations will help organize the event.
- 2.11 **Date.** The conference is tentatively planned for the end of October 2003.
- 2.12 **Preliminary program.** The conference will last for a day and a half. The topics on the agenda will be consulted with the coordinating committee and with organizations that promote CSR in different countries of the region, with a view to including their comments and suggestions. A preliminary agenda for the conference is attached as Annex I.

3. Promotion, dissemination and evaluation (US\$100,000)

- 2.13 To facilitate the exchange of information on CSR in Latin America and the Caribbean (including research, resources, contacts and best practices), the project will use the virtual site that was developed during the first conference (www.csramericas.org). The web site will also host on-line discussions prior to the conference. The project will include the publication of the conference proceedings, which will be widely disseminated after the conference ends.
- 2.14 The project will be evaluated in two stages, to examine how well the objectives were met. The first evaluation will take the form of a survey administered during the conference that will provide an on-site evaluation of the lessons learned and the content of the presentations. The second will be carried out three months after the conference, in the form of a focus group that will be interviewed to obtain feedback on the usefulness and applicability of the practices and lessons learned during the conference.

III. ORGANIZATION AND EXECUTION

A. Project execution and administration

- 3.1 The Bank will execute the project. SDS/PEF will bear technical responsibility and INT/RTC will bear basic responsibility. The Bank will contract two consultants—a technical coordinator of the conference and an assistant in logistics—to perform the following activities: (i) coordinate communications with the different participating organizations; (ii) coordinate the logistics of the conference; (iii) identify sponsors who can contribute to conference activities and costs; (iv) identify best practices in Latin America and the Caribbean in CSR; (v) prepare the case study on best practices in CSR in the region; (vi) identify and coordinate participation by the experts in CSR who will be conference speakers; (vii) promote the conference among Latin American and Caribbean corporations, civil society organizations and governments that wish to participate, and communicate with the participants; (viii) identify the external rapporteurs who will prepare the conference proceedings; and (ix) supervise the editing and publication of the conference documents and proceedings. Both consultants will be stationed at the Bank. Their terms of reference are available in the project's technical files.
- 3.2 The actual organization of the conference will have support from a company in Panama that will be in charge of logistical support and all on-site aspects in Panama (interpreters, audiovisual equipment, coordination with the hotel, registration and charges, local payments, etc.).
- 3.3 The execution period for the project will be 12 months and the disbursement period will be 15 months.
- 3.4 The report on the first conference is available in the project's technical files. It contains a compilation of the technical and logistical lessons learned in organizing the First Conference, including feedback by organizers and the evaluations completed by people who attended the conference. This information will be used in preparing the second conference. A summary of the lessons learned and the proceedings of the conference are available in the project's technical files.

B. Coordination with other donors

- 3.5 As was done for the first conference, cooperation agreements will be entered into with other governments and multilateral organizations such as the OAS, the Government of Canada, the World Bank and the Inter-American Foundation, to leverage resources in cash and kind for this second conference.
- 3.6 An organizing committee will be established, composed of representatives from the World Bank, the Panamanian government, the private sector, other governments,

and civil society organizations, for the purpose of implementing the recommendations of the advisory committee, which will also be composed of other donors who work in the field of CSR.

C. Procurement

- 3.7 All procurements of goods and services will be carried out in accordance with Bank policies and procedures.

IV. FINANCING

- 4.1 The conference has been organized keeping the costs to a minimum and therefore the Bank is seeking sponsorship from the private sector and governments for the different components. However, as the main sponsor of the event, the Bank, with support from the Advisory Committee, the Organizing Committee, and the logistics company, will bear basic responsibility for organizing all aspects of the conference.
- 4.2 The proposed budget is shown on the following page. The project will cost an estimated US\$400,000, with the Bank contributing US\$150,000 nonreimbursable from the Fund for Special Operations.
- 4.3 The counterpart funds will come from the private sector, multilateral and bilateral cooperation agencies and other organizations interested in cosponsoring the event. They are expected to contribute about US\$250,000³ in cash and kind. The conference registration fees will be an additional source of revenue to be used as a contingency in case of possible drops in the counterpart contributions and to improve the quality of the conference materials and events.
- 4.4 Given the time constraints for organizing the conference (see paragraph 2.11), it is recommend that the Bank recognize a maximum of US\$12,000 of the commitments and costs incurred after 15 February 2003, provided Bank procedures were followed. The retroactive financing will cover costs incurred in connection with hiring the two consultants for project execution support (logistics and technical), a trip to Panama by the assistant in logistics for initial coordination of the second conference, and preparation of materials to promote the conference prior to approval of the project. Before such expenditures can be recognized, the Bank will audit the related supporting documents.

³ At this writing (24 April 2003), commitments received exceed US\$130,000.

Budget in US\$

Item	IDB	Other	Total
<i>I. Research and preparation</i>	<i>79,000</i>		<i>79,000</i>
Coordination	70,000		
• Coordinator/technical researcher (140 days x US\$300)			
• Coordination assistant (140 days x US\$200)			
Travel (includes per diems)	9,000		
• 2 trips for conference preparation (4 people x US\$1,500)			
• Travel to the conference (2 people x US\$1,500)			
<i>II. Conference</i>	<i>35,000</i>	<i>175,000</i>	<i>210,000</i>
Site management		5,000	
Logistics firm	20,000	20,000	
Speakers (travel and per diems)	10,000	20,000	
Sponsorship of 30 civil society participants		40,000	
Interpretation		5,000	
Audiovisual equipment	5,000	10,000	
Special events (dinners, lunches, coffee breaks)		70,000	
Business center		5,000	
<i>III. Promotion, dissemination and evaluation</i>	<i>35,000</i>	<i>65,000</i>	<i>100,000</i>
Internet (host server, on-line conferences, etc.)	5,000	5,000	
Promotional materials, correspondence, invitations, design of the conference logo	5,000	5,000	
Information kits and other support materials		10,000	
Publications	20,000	40,000	
• Edition of the report (US\$10,000)			
• Translation of the report and book (US\$10,000)			
• Printing and mailing (IDB US\$35,000)			
• Rapporteurs (US\$5,000)			
Evaluation	5,000	5,000	
<i>IV. Contingencies</i>	<i>1,000</i>	<i>10,000</i>	<i>11,000</i>
TOTAL	150,000	250,000	400,000

- 4.5 The Bank will cover the costs of coordination. It will also cover, in cofinancing from the local counterpart, the costs of: (i) contracting the logistical support firm for the registration of participants, management of accommodations and facilities, and other activities related to conference organization; (ii) assistance for conference speakers (travel and per diems); (iii) contracting the audiovisual equipment; (iv) administration and maintenance of the web site; (v) preparation and distribution of promotional and information materials; (vi) contracting of the external

rapporteurs who will write the conference proceedings; and (vii) editing and translating the conference proceedings.

- 4.6 The counterpart funds will cover the costs of: (i) identification of the conference site; (ii) sponsorship of 30 civil society participants in the event; (iii) contracting the interpretation services; (iv) special events (dinners, lunches, coffee breaks); and (v) contracting a business center to offer services to the participants. The Bank will participate in the selection of suppliers in cases in which it does not contract or administer these services directly.

V. BENEFITS AND RISKS

A. Benefits

- 5.1 The conference will have significant benefits, including: (i) increasing the interest of the corporate class in Latin America and the Caribbean in adopting CSR practices as an element that supports its competitiveness and helps it to integrate successfully with companies from the developed countries, in the globalization process; (ii) increasing the interest of companies in reaching out to their local communities and incorporating environmental and social practices that contribute to the development and well-being of the general public; and (iii) strengthening business networks that promote the adoption of CSR practices in the region.

B. Risks

- 5.2 The main risk is that companies might perceive the conference as an attempt by governments, multilateral organizations and third-sector organizations to force them to adopt imposed measures, which would limit private sector participation. To mitigate this risk, the conference will be organized in cooperation with Latin American and Caribbean businesses. Also, this second conference will stress CSR as an element that helps to boost competitiveness and enables companies to benefit from the globalization process. Another project risk is the extensive coordination required to achieve the objectives, given the large number of participants and organizations involved in the logistical aspects. To mitigate this risk, a project coordinator and a company specializing in logistical support, with extensive experience in organizing conferences of this kind, will be hired.

C. Environmental and social impact

- 5.3 At its meeting number 10-03 on 20 March 2003, the CESI reviewed this project and approved it as proposed in the profile. The project is expected to have a positive social and environmental impact since, as mentioned in paragraphs 1.4 to 1.7, the concept and application of CSR contains elements that benefit society and the environment.

**SECOND AMERICAS CONFERENCE ON
CORPORATE SOCIAL RESPONSIBILITY (CSR)
"CSR AS A VEHICLE FOR COMPETITIVENESS"**

**26, 27 AND 28 OCTOBER 2003
HOTEL CAESAR PARK
PANAMA, PANAMA**

Sunday 26 October 2003

3:30– 7:30pm

Registration

7:30 – 8:30 p.m.

Welcoming reception sponsored by (Gran Salón)

Monday 27 October 2003

7:00am– 3:00pm

Registration

8:00 – 9:00 a.m.

Continental breakfast sponsored by (Foyer)

9:00 – 10:00 a.m.

Opening ceremony

- Government of Panama
 - *President Mireya Moscoso*
- Inter-American Development Bank
 - *Enrique V. Iglesias, President*
- International Finance Corporation
 - *TBD*
- World Bank
 - *TBD*
- Private sector
 - *TBD*

10:00 – 10:30 a.m.

Coffee

10:30 a.m. – 12:45 p.m.

First plenary session (Gran Salón)

Corporate social responsibility and competitiveness

Moderator:

- *Antonio Vives, Chair of the Conference Organizing Committee, Inter-American Development Bank*

- **The evidence**

- *TBD*

- **Private sector viewpoint**

- *TBD*
- *TBD*

- **Government viewpoint**

- *TBD*
- *TBD*

Speakers from different sectors (private enterprise, government and civil society, including academics) will share their views on the impact of CSR on the competitiveness of companies and countries.

1:00 – 2:15 p.m.

Lunch sponsored by (.....)

2:30 – 4:00 p.m.

First round of parallel meetings (two concurrent sessions)

Successful corporate social responsibility programs as a vehicle for competitiveness

- ***Session A (Annex I): Production chains (participation by suppliers and clients)***

Moderator:

- *TBD*

Panelists:

- *TBD*
- *TBD*
- *TBD*
- *TBD*

Success stories will be presented on how companies seek to contribute to economic growth and the well-being of communities and how these actions have contributed to their competitiveness.

- **Session B (Annex II): Partnerships with NGOs and civil society**

Moderator:

- *TBD*

Panelists:

- *TBD*
- *TBD*
- *TBD*
- *TBD*

At this session, executives from nonprofit and civil society organizations will present cases of partnerships between private, public and civil society organizations that contribute to the quality of life of the population and have a positive impact on companies.

4:00 – 4:30 p.m.

Coffee

4:30 – 6:00 p.m.

Second round of parallel meetings (two concurrent sessions)

How CSR can be turned into a vehicle for competitiveness

- Session A (Annex I): Pressure from the demand side: Investors and consumers

Moderator:

- TBD

Panelists:

- TBD
- TBD
- TBD

Investors and consumers are active social players through their choice and purchase of products produced by responsible companies. They are a force that can exert great pressure, verifying and influencing the behavior of companies, through direct actions. New pressures on companies exist in many countries: socially responsible investors, investment and pension funds are examining and favoring ethical companies. This session will illustrate new trends in socially responsible investment and how they affect company activities.

- Session B (Annex II): The role of the media

Moderator:

- TBD

Panelists:

- TBD Panama
- TBD USA
- TBD Brazil
- TBD Mexico

The influence and power of the media, including new technologies, is immense and their role is crucial for communicating and extending the CSR agenda in the Americas. This discussion will illustrate some of the media trends that have contributed to the advancement of CSR and public reaction.

7:30 – 9:00 p.m.

Sponsored dinner with a feature speaker (Gran Salón)

Introduction TBD

Feature speaker TBD

Tuesday 28 October 2003

8:00 – 8:45 a.m.

Continental breakfast sponsored by (Foyer)

9:00 – 10:30 a.m.

Second plenary meeting (Gran Salón)

Promotion of competitiveness

Moderator:

- *TBD*

- **What should governments do?**
 - *TBD*
 - *TBD*
- **What should the private sector do?**
 - *TBD*
 - *TBD*
- **What should civil society do?**
 - *TBD*

This plenary meeting will provide a unique opportunity to become involved in a meaningful trisectoral debate: What should the parties do to create an environment that facilitates CSR?

10:30 – 11:00 a.m.

Coffee

11:00 a.m. – 12:00 p.m.

Third round of parallel meetings (two concurrent sessions)

How CSR can be made into a vehicle for competitiveness, part II

- **Session A (Annex I): The role of social oversight institutions**

Moderator:

- *TBD*

Panelists:

- *TBD*
- *TBD*
- *TBD*
- *TBD*

In the extent to which business ethics are exposed to scrutiny, a growing number of companies have begun to produce reports on their social and environmental performance. This session will illustrate the new trends in social oversight, reporting methods and how they affect companies that report on their social and environmental performance.

- **Session B (Annex II): The role of international institutions**

Moderator:

- *TBD*

Panelists:

- *TBD*
- *TBD*
- *TBD*
- *Georg Kell, Executive Director, United Nations Global Compact*

Different multilateral agencies are developing initiatives to increase the depth and scope of research on CSR policies and practices, and to help in building a new CSR structure for social and environmental sustainability. This session will facilitate a debate on the current role of international institutions and the role they can play in the future in promoting the competitiveness of companies.

12:00 – 1:00 p.m.

Plenary discussion (Gran Salón)

The future of corporate social responsibility

Moderator:

- TBD

Closing speaker:

- TBD

This panel will give the participants an opportunity to discuss the views expressed during the conference and present their ideas on the future of CSR from the standpoint of their respective sector. The participants will be able to present their ideas on CSR as a vehicle for competitiveness. An authority in this area will give a summary and closing presentation.

1:00 – 2:00 p.m.

Lunch – Closing buffet sponsored by..... (Annex)

PROPOSED RESOLUTION

REGIONAL. NONREIMBURSABLE TECHNICAL COOPERATION FOR THE AMERICAS
II CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY (CSR):
CSR AS TOOL FOR COMPETITIVENESS

The Board of Executive Directors

RESOLVES:

1. That the President of the Bank, or such representative as he shall designate, is authorized, in the name and on behalf of the Bank, to enter into such agreements as may be necessary and to adopt such other measures as may be pertinent for the execution of the plan of operations referred to in Document AT-____, with respect to a nonreimbursable technical cooperation for The Americas II Conference on Corporate Social Responsibility (CSR): CSR as a Tool for Competitiveness.
2. That up to the sum of US\$150,000, or its equivalent in other convertible currencies, is authorized for the purposes of this resolution, chargeable to the net income of the Fund for Special Operations of the Bank.
3. That the above-mentioned sum is to be provided on a nonreimbursable basis.