



What is True Corporate Social Responsibility?



**23RD FEBRUARY 2012,
5.30P.M - 8.30 P.M.
REED SMITH LLP,
THE BROADGATE TOWER; 20 PRIMROSE STREET;
LONDON EC2A 2RS**

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EVENT DESCRIPTION

Overview

Companies are increasingly required or expected to comply with corporate governance and corporate social responsibility (CSR). Yet few understand either concept properly and even fewer properly integrate them into their business strategy and operations. For a company to deliver CSR responsibly, it must first understand its own strategy, identify its stakeholders and determine its customer and employee needs. Only then can CSR be effectively implemented within the organization. One of the most important management questions facing a business today is how to create a balance in respect of the triple bottom line (i.e. the financial, social and environmental factors)?

But all this must be done within the context of an increasing compliance burden – legislators and regulators are running to catch up. Sustainability and responsibility are increasingly becoming legal obligation. For instance, David Cameron has only recently warned against “crony capitalism” and suggested further legal powers for shareholders.

Executive pay is one of the best examples: it is vital to attract and retain top talent but a poorly thought out strategy can wreck a company’s internal and external brand and expose it to be legal and regulatory challenge.

There is no question that companies that are seen to avoid their social responsibilities put themselves at reputational risk; just relying on a vague CSR policy or making charitable donations will not suffice. CSR is therefore a management imperative and, increasingly, a legal imperative.

Management textbooks are full of governance and sustainability theories but the common thread seems to be that we are moving away from the shareholder model based purely on short term profitability at any cost. Management are now expected to make their decisions based on considerations of longer term sustainability and take into account the broader society and environment.

But should or can social purpose be an integral part of every corporation? Is it possible for every organization to do all this without damaging their shareholders’ interests? What are their shareholders’ interests?

Can social responsibility benefit an organization itself? Many high performing businesses are hoping to meet their obligations by seeking to adopt an integrated approach to their commercial and social agendas which are both purposeful and profitable. Moreover, there is clear evidence of a positive correlation between social innovation and success in new markets. It is arguable both that social innovation itself creates new markets and that, conversely, new markets create social purpose and responsibility. For instance, there is evidence that social innovation is driving growth in untapped growth markets across the world (estimated to be worth \$5 trillion). Is people power influencing new ways of value creation?

An additional question is how does social responsibility become embedded within the culture of the organisations? It is not enough for this to be a pure leadership initiative. How should employees within the organisation become more aware of their social responsibilities in their everyday work and decision making? How do they become aligned with the organization itself?

At this event, we will discuss these questions and more. We will also consider how businesses can use the visions of young people and integrate their world views with their places of work, places to shop and interact with.

Join us for an **inspiring evening of panel discussion** where senior experienced CSR and legal practitioners will be sharing their experiences of advising in this area and also their visions for the future. Walk away with some profound and simple ideas and thoughts on how you and your business can engage in a socially responsible way.



AGENDA

5.30 pm	Registration & Refreshments
6.15 pm	Welcome by ReedSmith / Spinlondon
6.20 pm	Introduction and analysis of recent executive compensation issues. Jeremy Glover, Head of Executive Compensation, Partner at Reed Smith LLP (Moderator)
6.30 pm	<u>Panel Discussion begins</u> Yogesh Chauhan, BBC's Chief Adviser on Corporate Responsibility & Environment Mark Wakefield, Corporate Citizenship and Corporate Affairs Manager, IBM UK, Benita Matofska, Founder, "The People Who Share" Professor Roger Steare FRSA, The Corporate Philosopher Michael Skrein, CSR Partner at Reed Smith LLP Dr May Seitanidi, Senior Lecturer, Hull University
7.35 pm	Manoj Soma, CEO, Choice International
7.45 pm	Networking with drinks & canapés
8.30 pm	Event comes to a close



SPEAKERS/PANELISTS

Yogesh Chauhan, BBC's Chief Adviser on Corporate Responsibility & Environment

His work embraces the BBC's ethical, environmental and corporate citizenship activities as well as leading on the BBC's environmental strategy. Prior to joining the BBC, Yogesh worked in both the commercial and charitable sectors specialising in infrastructure support, grant-giving, funding and organisational development.



Mark Wakefield, Corporate Citizenship and Corporate Affairs Manager, IBM UK

Mark qualified as a teacher in 1979 but once qualified chose to become a youth worker instead. He spent 12 years as a youth worker, working in some of London's most disadvantaged areas and was one of the first youth workers to introduce IT into youth work programmes. Mark maintains his youth work interests through the Avenues Youth Project in Paddington and is a Trustee of UK Youth - a national charity promoting youth provision and non-formal education. He is a Fellow of the RSA and sits on the Royal Society's Education Committee.



Benita Matofska, Founder and Chief Sharer of "The People Who Share"

Matofska is a CEO & social entrepreneur. Her 20 year career spans broadcasting, communications, business development and charity campaigns. She is dedicated to social innovation and the power of ideas. She successfully launched two media companies, lived in New York for 8 years, devised and produced TV campaigns and award-winning series for broadcasters including the BBC and Channel 4 and built a global entrepreneurship campaign in 100 countries. She is currently Chief Sharer and Founder of THE PEOPLE WHO SHARE, a trail blazing business and movement dedicated to bringing a new era of sharing to the world by building a global marketplace of sharing and a 'sharing sector' to catalyse a sustainable Sharing Economy. Matofska is developing the innovative concept of Corporate Shareability, a new sustainable form of CSR based on partnerships, sharing and reciprocity.



Professor Roger Steare FRSA, The Corporate Philosopher

Steare is Visiting Professor of Organisational Ethics, and Corporate Philosopher in Residence at the Cass Business School in London. He teaches on the Executive MBA Programs as well as consulting with external corporate clients through Cass Executive Education. He is a fellow of the cross-party policy think tank, ResPublica founded by Phillip Blond in 2009. He is a Fellow of the Royal Society of Arts. Steare has developed programs in ethics and corporate responsibility for organizations including BP, Citigroup, HSBC, PwC and the Serious Fraud Office. Following the Deepwater Horizon oil spill in 2010, BP incorporated Steare's ethicability RIGHT framework for ethical decision-making into the BP 2011 Code of Conduct



Michael Skrein, Head of CSR and Partner at Reed Smith LLP

Michael heads Reed Smith's Intellectual Property, Media, Advertising and Technology disputes group. His practice is mainly in litigation, but he also advises about conflict and potential conflict situations, including crisis scenarios. Michael specialises in intellectual property and media law and in public law, both domestic and international, and aviation law. He has a very broad and notably international practice, including advertising law, competition, insurance, leisure and travel. He has considerable experience of multi-jurisdictional disputes and is well used to the role of lead lawyer for clients in jurisdictions other than England. Michael has been consulted over the formulation of statutory tribunal codes and made submissions concerning parliamentary drafting and law reform in the UK and abroad. He is the firm's Head of CSR including Pro Bono for Europe and the Middle East.



Jeremy Glover, Partner at Reed Smith LLP

Jeremy Glover is a partner at Reed Smith LLP. Reed Smith is one of the 15 largest law firms in the world. Jeremy heads up the UK employee benefits and corporate governance practice and advises companies from start ups to multinationals. Jeremy has worked for Big 4 consultancies and has an MBA from CASS Business School. Jeremy lectures often on corporate governance, employee incentives, corporate social responsibility and the interaction of law, finance, strategy, human resources and best practice.



Dr. May Seitanid, Senior Lecturer, Hull University

Dr. May Seitanidi is a Senior Lecturer at Hull University Business School, specialising in Corporate Social Responsibility. Her research focuses on social partnerships between business and nonprofit organisations. She is interested in the functional role of conflict in achieving sustainable social outcomes across economic sectors. May is a visiting Fellow at the International Centre for Corporate Social Responsibility (ICCSR) at the Nottingham University Business School, a Fellow of the Higher Education Academy (FHEA) and the Royal Society of Arts. She is the author of the book 'The Politics of Partnerships. A Critical Examination of Nonprofit-Business Partnerships' (Springer); co-editor (with Prof. Andy Crane) of the forthcoming edited volume 'Social Partnerships and Responsible Business: A Research Handbook' (Routledge) and the co-editor of the Journal of Business Ethics Special Issue in: Cross Sector Social Interactions (with Prof. Adam Lindgreen). May has extensive consultancy experience in Corporate Community Involvement, Social Partnerships, Corporate Communications and Sponsorship.





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Reed Smith represents many of the world's leading companies in complex litigation and other high-stakes disputes, cross-border and other strategic transactions, and crucial regulatory matters.

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