

COPENHAGEN  
COMPLIANCE  
BHUTAN CSR  
CONFERENCE



## 3 Day CSR Conference in Thimphu, Bhutan. UN Guiding Principles as a precondition for global happiness and corporate responsibility

*Historic times post the financial and credit crisis need a revised set of Corporate Social Responsibility and Environment Social Governance components to create value, capabilities and sustainable business solutions.*

*We have the necessary technology, resources and ability to address each and every issue on the planet. Never before in the history of corporate culture have directors, management, employees and stakeholders been as responsible, competent and efficient as we are today. However the consequences of the financial and credit crisis continue to build disorder in the management, businesses and governments across all continents. Are we missing the all-inclusive consciousness and focus on CSR and ESG issues to solve this everlasting global crisis on happiness and trust issues?*

Corporate Social Responsibility (CSR) and Environmental Social Governance (ESG) activities occur in the field. During the 3 day event we examine the governmental and corporate implications and how business comply and act on the CSR challenges that result in real liabilities as well as reputational risks. What are the processes and tools to manage the key steps to ensure CSR compliance to the hard laws and regulations, to the soft laws and with the organization's strategy, goals and codes.

CSR/ESG issues are now key components of standard global business practices. CSR risks and opportunities can be linked to values thru a structured approach that provides value creation and Integrated sustainability components to the business. CSR disclosures are now a part of integrated reporting and CSR disclosures in the annual reports is growing all over the world especially in Asia.

### Challenges and complication

Business is complex. Upgrading technology, big data and quality business intelligence issues continue to burden organizations of all trades and sizes. Continued change in regulatory compliance, globalization, distributed operations, risk management processes, competitive momentum from emerging economies, 3rd party business relationships etc. complicated the issues even more.

The above CSR challenges require simple yet sophisticated and comprehensive CSR structures. At the conference we will Synchronise the above components to prudent CSR management recommendations like keeping complexity and change in force, provide significant challenges for the board of directors, senior executives, management and governance management, and government professionals throughout the world to use UN Guiding Principles as a precondition for global happiness and the development of global CSR issues.

Based on the global reach of Copenhagen Compliance, recommendations from past summits and events where delegates have played a prominent role in providing solutions, influencing discussion on CSR policy issues with all stakeholders or in solving CSR problems or implementation.



## The Copenhagen Compliance® CSR Framework

Secretary General of Copenhagen Compliance Kersi F. Porbunderwalla: 'Traditionally there is much denial as many of the CSR problems since the Enron and Lehman scandals and the finance crisis are self-inflicted,' He continues: 'The current global business environment is a consequence of the lack of ethical and structured CSR implementations and monitoring. In fact, when CSR processes are not compatible, like for example when we repackage horse meat, exploit workers in sweatshops, or encourage child labor, we are asking for trouble'.

Businesses are increasingly being subject to new and higher expectations of their corporate citizenship. Whether the focus be CSR, renewable energy, business in the community or sustainability, many organizations are finding it difficult to keep up or decide how best to lead. Businesses can respond because they feel obliged, or to find a competitive edge. It is perfectly possible to establish a marketing advantage by being more responsible or 'green' than the next. But customers, employees, stakeholders of all kinds are also increasingly sensitive and alert to companies adopting an approach which is merely 'skin-deep'.

### Authentic and profitable

Underlying these integrated issues the need for an ethical corporate CSR culture and good corporate governance which operates effectively at all levels is easy to say but difficult to deliver.

At the 1st annual Global CSR summit will provide a complete CSR framework for all NGO's and CSR stakeholders' incl. corporate senior management, oversight authorities, policy makers, researchers, government officials etc., to explore the complete set of policies and services, and to make recommendations for future CSR implementations.

The event will attract delegates from across the ASEAN countries and global companies for 3 days of challenging CSR value and related discussion and focus on the future CSR agenda and how governments and businesses can prepare for forthcoming CSR challenges.

The three-day event with seminars, conferences, workshops and key note speeches will bring together Government, CSR and ESG executives across ASEAN countries, Scandinavia, Europe and elsewhere. The 20+ seminars, workshops, conferences and group discussions will include keynote speakers, concurrent panel discussions and presentations, plus small-room tête-à-tête sessions to deliver high-quality CSR and ESG content. The CSR event will be both a global, regional and national happening in cooperation with Copenhagen Compliance and GNH commission with global prominent dignitaries and speakers to bring together both national and international CSR stakeholders on combining the components of CSR and GNH.

### Major takeaways from the conference are:

- Adopting action plans for next generation CSR activities with an clearly defined path
- Move the focus from an exclusive center of attention to a much broader range of CSR issues and subjects characterized by increasing globalization
- Increasing CSR visibility on the global scene to strengthen both competitiveness and sustainable growth so that CSR is a part of core business with a competitive effect.
- Incorporating CSR/ESG disclosure requirements into listing rules and governance standards
- Explore measures to encourage best practices through sustainable indices
- Support the requirement for a resolution on a ESG/CSR sustainability report

## Speakers



**Lady Olga Maitland**  
Chairman  
Copenhagen Compliance



**Helle Bank Jorgensen**  
Business Lawyer and CPA



**Linda Nielsen**  
Professor, doctor juris. LL.D.,  
University of Copenhagen,  
Board Member of CSR Fonden



**Jeffrey M. Avina**  
Global CSR Director  
Microsoft



**Prof. David Jackmann**  
The Ehicam Space, Kings College London  
and Manchester Business School



**Torben Nielsen**  
Chairman Audit Committee for  
Tryg Gruppen and others



**Prof. Steen Thomsen**  
Chairman, Center for Corporate Governance,  
Copenhagen Business School



**Annette Blegvad**  
Director  
Danish Architects Association



**Kersi Porbunderwalla**  
Secretary General  
Copenhagen Compliance

# DRAFT PROGRAMME OUTLINE

SETTING THE TONE FOR THE FUTURE CSR POLICY DEVELOPMENT

## Main Session

### Day 1:

- Welcome: A high level representative from the royal Government of Bhutan
- Introduction from the Chairman of Copenhagen Compliance
  - Gross National Happiness (GNH) and Corporate Social Responsibility (CSR)
  - The relationship in the development of good business ethics and values
- Going through the elements of the 9 GNH domains
  - how can GNH be enshrined a commercial CSR program for sustainable industrial development
  - Developing the vision, monitor the progress and address the challenges
- Panel discussion and Q&A session by global CSR experts on current CSR Issues
- CSR and Corporate Reputation
  - Consumers do make ethical choices
  - What do consumers really care about?
  - Do consumers care about standards and ethics?
  - Willingness to pay for fair-trade prices
- Special UN Representatives will speak on;
  - Global Corporations and Other Business Enterprises have weighed in on CSR issues
  - What are the combined guiding principles from the United Nations?
- CSR: a new way of doing business
  - Is it a deep change when the CSR ideal needs a transformation in the way we think about business
  - A deeper and fundamental reform in the essence of doing business
  - How can leaders and management make their employees happy
- The Governance of Happiness: Corporate Governance in the World's Happiest Country

### Day 2:

- Summary of Day 1
- The Architecture of Happiness and Sustainability
- Seeking to build coherent, human rights-based CSR policy
  - What are the requirements, processes and tools
- The Guiding Principles to implement CSR: protect respect and remedy
  - Based on Copenhagen Compliance CSR framework
- CSR and the Global Reporting Initiative (GRI)
  - What are the tools to assist companies in their human rights reporting, the process of identifying human rights-relevant issues in their operations
  - Translating these into meaningful and effective reporting
- How can companies strive for sustainable success?
  - From just growing to growing up
  - Can the corporations become the third pillar for social change?
- CSR is not about money. It's about relationships
  - Can CSR provide better ways of doing business and find a balance between short-term results and long-term consequences? Closing remarks from the Chairman of Copenhagen Compliance

There is no special program for accompanying spouses.

Spouses are an integral part of the conference and will contribute to all 'happiness' components of the conference and CSR issues at the conference

Extra-curricular activities and workshops will be conducted in a special Buddhist monastery. During breaks experts will provide guidance on yoga, meditation and mindfulness activities.

Current historic times need a fresh set of Corporate Social Responsibility and Environment Social Governance standards to create stakeholder value and sustainable business solutions. The international expert on CSR issues Helle Bank Jorgensen will speak on:

- The link between Happiness-, Natural Capital- and Shareholder Value
- How can Responsible Corporations' Sustainable Consumption make us happy?

Helle Bank Jorgensen, Business Lawyer and CPA, was the originator of the world's first green account and initiated the first integrated report as the primary components of the Integrated Reporting. Currently she is working on Natural Capital Accounting, Sustainable Consumption and their link to Happiness for corporate stakeholders as well as shareholder value.

## Parallel Sessions and Workshops Day 1

Setting the Bhutanese/Asian and international CSR scene - to the current CSR reality

- The CSR 2014 regime: The interaction between the hard and soft laws to the organization's vision, strategy, goals and code of conduct.
- What are the trends, who are the trendsetters and how do organizations act and react?
- The soft laws and the right link to the organization, culture and people
- How should the organization react on the soft laws?
- How to position the right CSR ambition, leadership and the risk appetite!
- How can the organization develop an effective Code of Conduct for management and employees, and the monitor the results?

The international anti – bribery and corruption hard laws

- What are the bribery, fraud and corruption (BFC) risks and how can an organization implement the BFC dangers into the CSR system to be compliant.
- The semi hard laws of non-compliance. The OECD Guidelines for Global Enterprises
- The concept of CSR in relation to UN's Global Compact.
- What are the fraud and corruption risks
- How can an organization implement the international regulatory system to be in compliance?

## Parallel Sessions and Workshops Day 2

CSR after the financial crisis

- Did CSR put Detroit in receivership?
- The KPI's and the KRI's of CSR
- From talk the walk to walk the talk

A couple of company cases

- How does The Tata Group/an Bhutanese and ASEAN Company (TBD)/The Maersk Group, Novo Nordisk, manage the hard and the soft CSR mandates, develop the Code of Conduct, ensure the right implementation, reduce Governance and CSR Compliance risks and monitor the CSR implementation and the achieved results?

Mini CSR workshop in smaller groups

- What is the state-of-the-art CSR composition in your organization or
- What should be the state-of-the-art CSR composition in the organization as its relation to the hard and soft laws and mandates?
- How can the right Code of Conduct have an impact and value of your organization's CSR activities?

## Final Day 3

- Information about the potentials for cooperation between Bhutan and Denmark/EU
- B2B meetings
- Closing Ceremony in Bhutanese traditional customs & manners

## Both Gross National Happiness (GNH) and Corporate Social Responsibility (CSR) means Development with Values.

*A vital aspect of GNH in a good CSR program focuses on the individual, and that each person in the business, from shareholders to management and employees, needs to be engaged and empowered equally for it to be successful.*

The land where Gross National Happiness is a measure for Gross National Product, Bhutan, is the land of the Thunder Dragon. On the one hand, It is probably the most exotic but remote place but at the same time Bhutan is a real Shangri-La.

The fourth King of Bhutan, Jigme Singye Wangchuck, declared in 1972 that Gross National Happiness (GNH) was more important than GDP, and since then the country has oriented its national policy and development towards achieving GNH, because GNH means so many things to so many people but to him it signifies simply – Development with Values.

Happiness in Bhutan means much more because it focuses on the communities wellbeing, which CSR is essentially all about. Rather than the subjective personal wellbeing, equal weight to the happiness of others is important. Amongst the components of Environmental Social Governance CSR means harmony with nature.

Since GNH is enshrined in the Bhutanese Constitution we will learn from their experience on how to conduct and measure progress against the GNH domains

- psychological wellbeing
- work/life balance
- community vitality
- cultural diversity

- ecological resilience
- living standard
- health, education, good governance

Together with the above domains and variables we will enact new and revised CSR policies and processes that are first passed through the GNH filter to ensure that our CSR recommendations are aligned with the development of GNH.

The conference will focus on how global business can adapt the GNH principles to its business practices that include the lot in a revised CSR program. The speakers and experts will provide guidance on how the organisation can ensure that decisions are in harmony with its external and internal stakeholders. How can each employee in the organisation experience harmony, work/life balance and happiness?

Many Western organisations focus on the underlying CSR components of sustainable and green business development programs, 360o environmental surveys to measure CSR progress. Is it possible to incorporate a CSR model, such as the GNH business model, that pulls everything an organisation wants to be into one index that provides annual measures on growth – showing that the organisation is progressing towards achieving its vision in a value driven, environmentally and socially sustainable way.

Come to the conference and get to understand Gross National Happiness in depth. Learn how this model could be applied to global businesses and organisations wishing to develop a way of measuring their CSR success that includes employee, customer and community happiness and environmentally sustainable business practices.

For questions and enquiries please contact  
*Secretary General* **Kersi Porbunderwalla**,  
Copenhagen Compliance



Copenhagen Compliance® was established in 2006 to support comprehensive global oversight on Good Governance, Risk Management, Compliance and IT Security (GRC) issues including CSR and Bribery, Fraud and Corruption issues. The advisory assignments undertaken by Copenhagen Compliance are based on our Maturity Model, Framework and CERP® methodology that provides a Framework and Roadmap for enhanced and structured GRC stakeholder compliance and reporting. LEAN GRC implementations and independent review on the GRC effectiveness are based on the defined principles and practices of Copenhagen Compliance



**Copenhagen Compliance**  
DTU/Science and Technology Park,  
Diplomvej 381, DK-2800 Lyngby, Denmark  
info@copenhagencompliance.com  
Tel: +45 2121 0616