

12 – 13 November 2013  
Sheraton Grande Walkerhill Convention Vista Hall  
Seoul, Republic of Korea  
[www.globalcsrconference.com](http://www.globalcsrconference.com)

# GCC<sub>2013</sub> Outcome Report

**Global CSR Conference 2013**  
Corporate Challenges in Asia:  
Managing Risks while Building a Sustainable Future



Global Compact Network  
Korea



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## **Acknowledgement**

The Global CSR Conference 2013 Secretariat wishes to express its sincere gratitude to the Organizing Committee members, distinguished guests, speakers and sponsoring organizations.

# Photo Gallery

## Global CSR Conference 2013

*Corporate Challenges in Asia:  
Managing Risks while Building a Sustainable Future*

## Opening





## Plenary Session 1



## Breakout Session A-1



## Breakout Session B-1





## Breakout Session C-1



## Breakout Session D-1





## Plenary Session 2



## Plenary Session 3





## Breakout Session A-2



## Breakout Session B-2





## Breakout Session C-2



## Breakout Session D-2



## Plenary Session 4





## Breakout Session A-3





## Breakout Session B-3



## Breakout Session C-3



## Breakout Session D-3





## Plenary Session 5

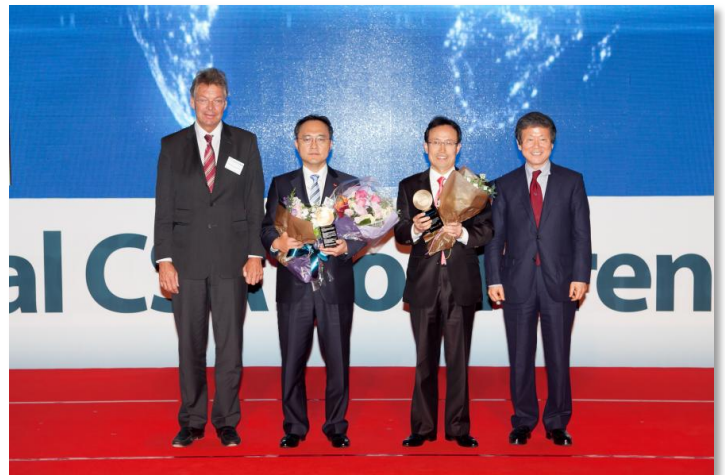
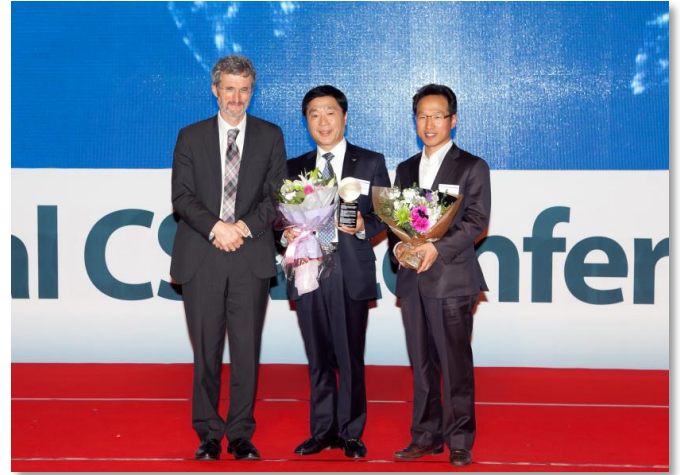


## Seoul Declaration 2013





## UN Global Compact Value Awards Ceremony





# **Outcome Report**

## **Global CSR Conference 2013**

*Corporate Challenges in Asia:  
Managing Risks while Building a Sustainable Future*





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# 1. Executive Summary

The Global CSR Conference 2013 took place at the Sheraton Grande Walkerhill Convention Vista Hall in Seoul, Republic of Korea, on November 12-13, 2013, co-hosted by the UN Global Compact (UNGC) Korea Network, the Ethics & Compliance Officer Association (ECO) and organized by the Korea Management Association Consultants (KMAC) with the presence of approximately 600 participants and stakeholders. With its theme “Corporate Challenges in Asia: Managing Risks while Building a Sustainable Future”, the two-day conference successfully brought together influential business leaders, CSR experts and thinkers, prominent government and UN officials from around the globe, and youth from Korea to share big ideas on how to disseminate CSR for corporate sustainable development.

Chaired by H.E. Han Seung-soo, the 39<sup>th</sup> Prime Minister of the Republic of Korea and the Former President of the 56<sup>th</sup> Session of the UN General Assembly, the Global CSR Conference 2013 focused on a corporate management paradigm that effectively incorporates the UNGC’s Ten Principles in the four areas of human rights, labour, the environment and anti-corruption with ideals of corporate responsibility and sustainability. Co-hosted by the ECO, which possesses the highest authority in advancing ethics, compliance, and corporate responsibility efforts in the private sector, the conference has particularly served as a platform for building trust-based corporate culture by underlining the growing issue of business ethics and transparency in corporate sustainability. Recognizing the timely theme of the Post-2015 Development Agenda as well as the importance of the private sector’s role in the post-2015 era highlighted by UN Secretary-General Ban Ki-moon at the UN Global Compact Leaders Summit 2013: Architects of a Better World in September 2013, this year’s conference also provided an opportunity to blend the private sector’s role in the post-2015 era with key issues in CSR and sustainable development.

Following the Seoul Declaration 2011 proposed after the first Global CSR Conference in 2011, this year’s Global CSR Conference also adopted the Seoul Declaration 2013 to reflect what had transpired in the two-day event and to raise awareness among potential stakeholders on the significance of corporate responsibility and sustainability. Moreover, the UN Global Compact Value Awards 2013 was presented during the conference to award Korean businesses that have brought and exchanged the best corporate responsibility and sustainability practices under the UNGC values and principles across Korea. The presence of the world’s leading CSR experts also contributed to the significance of this year’s awards.

Initiated in 2011, the Global CSR Conference hosted by the UNGC Korea Network has reflected and drawn on a wide range of enriched perspectives and global trends that have enabled the Korean private sector to advance socially responsible and sustainable business practices through this biennial conference by integrating high-level panels on key issues such as the role of corporations, government, civil society organizations, NGOs and academia in CSR and sustainable development.

## 2. Overview

### 1) Background

In an era in which CSR is strongly highlighted in corporate management and social activities, the Global CSR Conference 2013 sought to establish best practices in corporate responsibility and sustainability. Through benchmarking superb national and international cases, we shared methods for achieving excellence that fit global standards and are admired by all stakeholders including shareholders, consumers, employees, and society. With close collaboration with the ECOA, the global leading professional association for business ethics and compliance practitioners and the KMAC, a management consulting firm that leads to spread the theme of ‘Admired Companies’ nationwide, we presented ways for corporations to become admired by practicing anti-corruption and integrity.

This year, the purpose of the conference was to provide a turning point in disseminating CSR in Korea and to offer momentum for leading the world in the field of CSR resulting in the strengthening of the national brand. Presenting the outlook on CSR for corporations and nations through global trends, the conference also provided an opportunity to share excellent cases and practices, particularly anti-corruption and compliance.

This year’s conference sought the direction of progress on CSR and set a future path of CSR conforming to the UNGC’s Ten Principles. Also, the Conference was designed to share global trends and best practices from the ECOA as well as to provide excellent cases around the theme of the KMAC’s Admired Companies and step-by-step solutions.

### 2) Agenda

Date	Time	Program
Day 1	09:00 – 10:00	Opening
	10:50 – 11:50	Special Lecture – Theme 1: Building Trust through Anti-Corruption Efforts
	11:50 – 13:50	One Hour Expert Discussion 1: CSR & Risk Management
	13:50 – 15:20	Breakout Session – Block 1: Understanding & Managing Risks
	15:50 – 16:10	Featured Presentation by KMAC: Admired Companies
	16:10 – 17:20	Special Lecture – Theme 2: Leadership, Ethics & Compliance, Corporate Strategy



	<b>17:20 – 18:00</b>	UNGC Value Awards Ceremony
<b>Day 2</b>	<b>09:00 – 09:40</b>	Special Lecture – Theme 3: Innovation for a Sustainable Future: Thinking Environmental, Social, Governance (E.S.G.)
	<b>09:40 – 10:40</b>	One Hour Expert Discussion 2: Creating Corporate Values while Considering Environmental, Social, Governance (E.S.G.)
	<b>11:00 – 12:30</b>	Breakout Session – Block 2: Environmental, Social, Governance (E.S.G.)
	<b>12:30 – 13:30</b>	Special Presentation
	<b>13:30 – 14:10</b>	Special Lecture – Theme 4: Post-2015 Development Agenda, Sustainable Development Goals & Role of the Private Sector
	<b>14:10 – 15:40</b>	Breakout Session – Block 3: Growing Together with Partners & Stakeholders
	<b>16:00 – 17:00</b>	One Hour Expert Discussion 3: Evaluating Sustainability, Challenges & Building Responsible Corporations
	<b>17:00 – 17:30</b>	Report of the Conference Outcome & Adaptation of the Seoul Declaration 2013

### 3) Host & Organizer

#### ☐ Host: UN Global Compact Korea Network

The UNGC is the world's largest voluntary corporate citizenship initiative officially inaugurated by UN headquarters in 2000 with over 10,000 corporate participants and other stakeholders from over 130 countries. The UNGC seeks to mainstream its ten universally accepted principles in the four areas of human rights, labour, the environment and anti-corruption in business operations and strategies around the world and to catalyze actions in support of broader UN goals.

First established in September 2007, the UNGC Korea Network aims to mainstream CSR and corporate sustainability and disseminate the UNGC's Ten Principles in Korean business practices by bringing together approximately 250 business participants and other stakeholders as of December 2013. It serves as a platform of dialogue and action for corporate responsibility and sustainability along with many other UN goals.

For more information: [www.unglobalcompact.kr](http://www.unglobalcompact.kr)

#### ☐ Host: Ethics & Compliance Officer Association

The ECOA is a member-driven association exclusively for individuals responsible for their organization's ethics, compliance, and business conduct programs. The only organization of its kind, its members represent the largest group of ethics and compliance practitioners in the world. The ECOA is credited with formally "founding" the ethics and compliance field in 1991.

The ECOA assembles people who are new to the field, as well as those with years of experience to share. Through the ECOA, practicing ethics and compliance officers collectively address the tough issues they face every day. Members learn from one another and, in turn, help to foster a global commitment to ethics and integrity. The collegiality of ECOA members has been its strength and the principal source of its ability to create a trusting and frank environment for all. The association draws value from the diversity of cultures and industries represented among its members.

For more information: [www.theecoa.org](http://www.theecoa.org)

**❑ Organizer: Korea Management Association Consultants**

The KMAC is the leading professional consulting firm of Korea. The KMAC, sharing the unprecedented economic success of the national industry, has devoted its resources in the management innovation of domestic companies and empowering them with global competitiveness to survive in the fierce global competition.

As a leader of management innovation in Korea, the KMAC provides optimum management services as the true knowledge provider, and established itself as a trustworthy business partner by creating and providing the business value for each and every company.

For more information: [www.kmac.co.kr](http://www.kmac.co.kr)

## 4) Organizing Committee 2013



**Han Seung-soo**  
The 39<sup>th</sup> Prime Minister of  
the Republic of Korea



**Yun Byung-se**  
Minister,  
Foreign Affairs



**Cho Yoon-sun**  
Minister,  
Gender Equality & Family



**Park Yong-maan**  
Chairman,  
Korea Chamber of  
Commerce & Industry



**Lee Bong Suh**  
President,  
Korea Management  
Association Consultants



**Kwak Byong-Sun**  
Chairman,  
Korea Student  
Aid Foundation



**Bahk Byong Won**  
President,  
Korea Federation  
of Banks



**Kang Sung-mo**  
President,  
Korea Advanced Institute  
of Science & Technology



**Kim Ja-Hye**  
President,  
Consumer Korea



**Lee Min Jai**  
President,  
Korean Women  
Entrepreneurs Association



**Lee Eun Jung**  
President,  
Korea Venture Business  
Association



**Lee Seung-han**  
President,  
UN Global Compact  
Korea Network



**Im Hong-jae**  
Secretary-General,  
UN Global Compact  
Korea Network



### 3. Main Conference – Day 1

#### 1) Opening



Lee Seung-han



Han Seung-soo



Georg Kell



Keith Darcy

#### □ Opening Remarks

##### **Mr. Lee Seung-han, President, UN Global Compact Korea Network**

Lee Seung-han started his opening remarks with a reminder of the global challenges that we are faced with. Introducing Capitalism 4.0, which he called the “conscious market economy”, he discussed how the world economy has shifted to this new paradigm that underlines a balance of growth and welfare, fair competition and trade while making a social contribution. In reference to the UN Global Compact-Accenture CEO Study on Sustainability, he explained that it is important to create a sustainable future through the Triple Bottom Line and that conscious social responsibility will be the key to building a sustainable future. Mr. Lee stressed that CSR is no longer simply means of business, but the purpose of business and that it needs to be fully integrated into business operations. He said this year’s conference will provide a platform to ignite the fire of our commitment towards a sustainable future.

#### □ Congratulatory Remarks

##### **H.E. Han Seung-soo, Chairman, Global CSR Conference Organizing Committee 2013**

H.E. Han Seung-soo commenced his congratulatory remarks with emphasis on disseminating the values and principles of CSR that will prove to be increasingly crucial in the post-MDG era. He said that since the financial crisis triggered by the Wall Street Financial Meltdown and the Eurozone Debt Crisis, social inclusiveness is becoming a more important factor in the management of a successful economy at a national level and of a successful company at a corporate level. He stressed that business and markets must dispel short-termism and that the businesses community must look beyond a mere philanthropic CSR, and internalize the UNGC values and principles within all aspects of management strategy and business operations. Referring to a quote from UN Secretary-General Ban Ki-moon, he accentuated the importance of partnership between the United

Nations and the private sector and expressed that this year's conference will offer a platform to promote a forward-looking vision of CSR to the business community in the world.

#### ☐ **Welcome Remarks**

##### **Mr. Keith Darcy, Executive Director, Ethics & Compliance Officer Association**

Keith Darcy discussed the financial crisis from five years ago, during which the global credit market seized up resulting in a great moral hazard. Expressing his grief towards the endless stream of headlines exposing issues of malfeasance including bribery and corruption that immediately followed the financial crisis, Mr. Darcy stated that this crisis was the defining moment for the world to change. Taking a more optimistic standpoint, he emphasized that this defining moment offered an opportunity to transform what was not working, to fix what was broken and to raise the standards of behavior of business and society. Mr. Darcy extended his sympathy towards the victims of the Category 5 typhoon in the Philippines and concluded his remarks by stating that we could make a difference together.

#### ☐ **Keynote Speech (Written Message)**

##### **H.E. Ban Ki-moon, Secretary-General, United Nations**

H.E. Ban Ki-moon thanked the hosts and the organizer of the Global CSR Conference 2013 and expressed his appreciation for the contribution of this year's event to advancing UN goals. Underlining the critical role that the private sector can play in development process, he encouraged further participation in the UNGC and its initiatives to meet the growing importance on environmental, social, governance and corporate sustainability movement. Lastly, he highlighted the Business Engagement Architecture, recognizing the importance of collaboration between the public and private sectors. (Refer to *Annex 2: Words of Encouragement by UN Secretary-General Ban Ki-moon* for details of this speech)

#### ☐ **Keynote Presentation**

##### **Mr. Georg Kell, Executive Director, UN Global Compact**

Georg Kell underlined the necessity to collaborate and move from incremental to more transformative changes. He called on business leaders to realize that transparency is irreversible. He also stated that it is time to disclose more and to be proactive on all the principles that the UNGC promotes. Furthermore, Mr. Kell called on business leaders to realize that the time has come to collaborate more and said business leaders need to realize that the Secretary-General's call on a new architecture offers unprecedented opportunities of collaboration. Expressing his gratitude towards Secretary-General Ban Ki-moon for bringing forth the challenge of scaling up and collaboration, he added on that the United Nations is ready to work with business evermore and stressed that collaboration is becoming more important in order to restore trust to make progress and

deliver the promise of peace, development and human rights. Mr. Kell concluded his keynote speech by expressing his full confidence in the beginning of a new leadership movement.



## 2) Special Lecture – Theme 1: Building Trust through Anti-Corruption Efforts

Corruption, the abuse of entrusted power for private gain, distorts markets, stifles economic growth, debases democracy, and undermines the rule of law. Recent figures from the World Bank indicate that one trillion US dollars are paid in bribes every year. Historically, companies demonstrating leadership in anti-corruption often did so at a competitive disadvantage. But new and stronger transnational standards over recent years are making it harder for bribery to succeed. World-renowned experts, Jermyn Brooks and Drago Kos, gauged how the new standards are working, what must come next, and otherwise explore how companies, investors, governments, and other relevant stakeholders, individually as well as collectively, could recognize and help provide a competitive advantage to companies demonstrating strong anti-corruption leadership.

### □ Speaker:

- **Jermyn Brooks:** Chair, Business Advisory Board, Transparency International
- **Drago Kos:** Chair-elect, OECD Working Group on Bribery



Jermyn Brooks



Drago Kos

### ▪ **Jermyn Brooks: Chair, Business Advisory Board, Transparency International**

Jermyn Brooks started his presentation with some negative impressions he has towards the current situation on trust in business and covered some news and statistics related to the topic. He then identified some of the reasons for the lack of trust in today's business world, stating examples such as the numerous and very public scandals and the lack of experience in responding to crises. Mr. Brooks then moved on to mention how this has become the starting point for Transparency International in confronting corporate bribery and corruption and implementing the Business Principles for Countering Bribery. The Business Principles for Countering Bribery primarily focuses on two main principles: (1) companies should develop zero-tolerance anti-bribery policies, and (2) anti-bribery policies should be subject to detailed implementation and monitoring. Stressing policy, implementation and monitoring, Mr. Brooks highlighted the importance of the creation of trust through a corporate anti-bribery & corruption program and stated that the Business Principles for Countering Bribery has carried a huge level of authority in many cases. He concluded his lecture by explaining what businesses can and need to do in order to build

trust through ethics and compliance and called for full cooperation by corporations worldwide.

- **Drago Kos: Chair-elect, OECD Working Group on Bribery**

Drago Kos started his lecture by presenting a graph representing the correlation between corruption levels of political leaders and how trustworthy the public views them to be. He then explained that trust can be indirectly increased through anti-corruption efforts by increasing transparency, accountability, non-discrimination, meaningful participation and equality, which will, in return, increase trust and decrease corruption. Mr. Kos also covered the social consequences of anti-corruption efforts including higher acceptance of public institutions and decreased poverty and inequality. Furthermore, he pointed out the direct and indirect economic consequences of anti-corruption efforts and explained that corruption has to be fought at personal, institutional, national and international levels. Moving on to the topic of good practice guidance on internal controls, ethics and compliance, Mr. Kos outlined some of the OECD measures for enhancing corporate integrity and ways in which business organizations and professional associations should assist companies. Concluding his presentation, Mr. Kos stressed that we can either fight corruption and become positively connected, personally, nationally and globally, or we could allow corruption to prevail and become even more alienated.

### 3) One Hour Expert Discussion: CSR & Risk Management

Any risk management process that fails to highlight CSR will be ineffective. High-quality risk management requires a prominent CSR program that:

- provides a framework for stakeholder engagement;
- increases awareness of emerging social issues;
- connects social risk and opportunities to organizational strategy;
- builds ethical decision-making and other skill set.

This session explored the growing role of CSR programs in an enterprise's risk management and addressed the flipside of risk: how to find business innovation and opportunity via CSR.

#### □ Moderator:

- **Margaret Fitzpatrick:** President, St. Thomas Aquinas College

#### □ Speaker:

- **Keith Darcy:** Executive Director, Ethics & Compliance Office Association
- **Michael Hershman:** Co-founder, Transparency International / Chief Executive Officer, The Fairfax Group



Margaret Fitzpatrick



Keith Darcy



Michael Hershman

- **Keith Darcy: Executive Director, Ethics & Compliance Officer Association**

Keith Darcy began his presentation by briefly defining and outlining CSR and its history, highlighting significant moments, events and figures that contributed to forming the definition of CSR that it is today. He then explained where CSR stands in today's society with the advancement of technology. He also addressed the important role of the internet in today's society and how the new generation of youth, often designated as "Generation Y", are demanding change in society with regards to sustainability and social responsibility.



▪ **Michael Hershman: Co-founder, Transparency International / Chief Executive Officer, The Fairfax Group**

Michael Hershman posed the question of “who really is responsible for controlling corruption? And where do we go next?” and emphasized the importance of convincing the business community to become more active on a social level by helping improve endemic problems in countries that are dealing with corruption. Stressing that if corporations concentrate on economic gains and ignore idealistic issues, they will not be accepted publically, he covered issues on how corporations can become more effective in helping governments reform. “Parents who feed their children on ‘unclean bread’, earned through bribes and corruption, are starving them of dignity.” Citing a recent quote from Pope Francis, Mr. Hershman highlighted that the new generation of today’s society demand employers and governments that are more transparent. He articulated that there is much more corporations can do such as education and training that can help us change the world in a healthy direction.

### Discussion Session

**Margaret Fitzpatrick:** Where are companies at risk if they do not embrace CSR?

**Michael Hershman:** We are in a world today where there is an abundance of rules, regulations and laws. In such a society, people will not be sympathetic towards mistakes and wrongdoings by corporations that do not practice CSR. Corporations need to publically show what they have done in a positive fashion as this is a matter of reputation. As a result, if things go wrong, they will hopefully receive some beneficial publicity and recognition from the prosecutors.

**Margaret Fitzpatrick:** How can corporations work better with governments to bring about CSR into governmental practices?

**Keith Darcy:** Bringing CSR into governmental practices is probably one of the more challenging things that corporations can do. In the United States, there are government ethics officers who emphasize not only the fundamental rules and regulations of compliance but also ethical responsibilities in the various agencies. We have learned from businesses that compliance without ethics is ineffective. In addition to law compliance, corporations must have an ethical corporate culture and voluntary actions are crucial. Truly enlightened companies begin to recognize the responsibility to society and build a set of values and live up to them. This usually begins with the tone at the top, but also requires collective action.

**Margaret Fitzpatrick:** How can you tell us how to live as a person of integrity?

**Michael Hershman:** I try to live by my words and set an example for others. We need to be able to trust and live with one another. We need to accept equal blame for what has happened and set our sights on working together to improve as we move forward.

**Keith Darcy:** We are moral beings. We make moral decisions. It is up to us to act on integrity and it is up to us to bring those values into society. We have to acknowledge and reward those who do this and try to fight against those who do not.

**Margaret Fitzpatrick:** From the numerous situations where you had to deal with situations to mitigate risk, can you talk about one of these situations and what lessons were learned from it?

**Michael Hershman:** I once observed a multibillion dollar company that was going through terrible financial difficulties. The head of the corporation was faced with the prospect of terminating over 2,000 employees, which would not only affect the families of the employees but also the entire town that the company was based in. However, despite the desperate situation the head was facing, he was still not hesitant to buy himself an expensive new car. What kind of message does that send to the community? Business leaders should not create unnecessary risks by their own actions as leaders since they are constantly being watched by others to see if what they say is how they really conduct themselves on a day-to-day basis.

**Keith Darcy:** As a third generation banker, risk assessment is in my DNA. I believe that the key to mitigating risks is by acknowledging secrets. We are only as well as our deepest secrets and the same applies to society. We need to build cultures of integrity, but it comes from individual integrity. Thus, it is important to create a sense of future consciousness for the world.

**Audience 1:** Greed is at the center of all corruption. However, we must acknowledge that greed is embedded into the intellectual society of the market. What do you think about greed as a basis of driving the economy forward?

**Margaret Fitzpatrick:** We have ethics at the very center of all our business programs. Ethics has to be shown as a crucial factor in any business related course. We live in an unsustainable world unless we take on social responsibility. It is vital to acknowledge that although most businesses come from a perspective of self-interest, it is also in our self-interest to be globally responsible.

## 4) Breakout Session – Block 1: Understanding & Managing Risks

### Session A: Anti-Corruption Initiatives

Transnational standards, national laws, and strong enforcement are vital tools in eliminating corruption, but some of the most effective developments have come from within corporations. Over several years, leaders of internal corporate anti-corruption programs have tested and improved their strategies for earning employee support as well as the cooperation of competitors.

In this session, participants learned:

- new, innovative best practices in corporate anti-corruption programs;
- how to effectively communicate policies and values to key stakeholders, including employees;
- the role that collective action and other industry initiatives successfully play in fighting corruption.

#### ❑ Moderator:

- **Moon Hyoung-koo:** Professor, Korea University Business School

#### ❑ Speaker:

- **Gerard Forlin QC:** Barrister, Cornerstone Barristers London / Maxwell Chambers Singapore / Denman Chambers Sydney
- **Jörn Elbracht:** General Counsel & Regional Compliance Officer, Siemens Ltd. Seoul

#### ❑ Panelist:

- **Drago Kos:** Chair-elect, OECD Working Group on Bribery
- **Im Hong-jae:** Secretary-General, UN Global Compact Korea Network



Moon Hyoung-koo



Gerard Forlin QC



Jörn Elbracht



Drago Kos



Im Hong-jae

▪ **Jörn Elbracht: General Counsel & Regional Compliance Officer, Siemens Ltd. Seoul**

Jörn Elbracht focused on three general topics of compliance, collective action and long-term initiatives. Mr. Elbracht started with an explanation of the compliance crisis Siemens had experienced that has acted as a major turning point regarding compliance and anti-corruption. He then proceeded to introduce the Siemens Compliance System, which stresses three key areas of prevention, detection and response. The next topic covered by Mr. Elbracht was collective action and the vital role it plays in anti-corruption and compliance by setting a set of standards that every organization abides by. Lastly, he explained the various long-term initiatives for market development, highlighting the Siemens Integrity Initiative, the corporation's own initiative of combating corruption and responding to compliance issues worldwide.

▪ **Gerard Forlin QC: Barrister, Cornerstone Barristers London / Maxwell Chambers Singapore / Denman Chambers Sydney**

Gerard Forlin QC began his presentation with a brief explanation of the role of barristers and the Queen's Counsel. He then proceeded to describe his personal experience with anti-corruption around the world. He mentioned that as anti-corruption regulators work closer together with each passing day, a corporation's domestic compliance issues will directly affect its foreign activity including exports. Mr. Forlin also stressed that it is now a corporation's responsibility, including its entire board members, to be fully aware of all anti-corruption regulations in its regions of activity, both foreign and domestic. He then moved on to provide information on the UK Bribery Act and its role and jurisdiction both within the UK and worldwide. Mr. Forlin summarized his lecture by highlighting the importance of a regulative system within a corporation and the corporation's responsibility of constantly checking, auditing and monitoring this system, ultimately eliminating gray areas that could lead to corruption.

## Discussion Session

**Drago Kos:** I have mixed feelings towards past compliance issues and the policies and initiatives that have been established as a response. Although I am slightly disappointed that many companies only integrate anti-corruption regulations after a compliance issue, I have high hopes towards the effective anti-corruption policies that have been put forward to put an end to compliance failures.

**Im Hong-jae:** Regarding Mr. Elbracht's presentation, I think it would be very insightful if you could provide more details on the internal control system implemented by Siemens including its detection system and Siemens' interaction with small and medium enterprises in Korea. Also, with regard to Mr. Forlin and his presentation, I acknowledge the strictness and the effectiveness of the UK Bribery Act but would also appreciate some further elaboration of its response to payments abroad and passive bribery.



## Session B: Making Corporate Culture More Ethical

The battle to make corporations more ethical involves two very difficult stages: first, getting executive leadership to support the goal. This has been achieved in many of the world's most accomplished companies. The second and more complex stage is actually reaching the goal of making the company more ethical, and the most important step in that journey is improving the ethics of the corporation's culture.

This session featured representatives of two companies that have made extraordinary strides in the quest to raise the ethics of their corporate cultures. Participants in the session joined the conversation as they discussed leadership, communications, training, and the most current and effective strategies for creating a high-integrity corporation.

### ❑ Moderator:

- **Cho Dong-sung:** Professor, Seoul National University

### ❑ Speaker:

- **Royanne Doi:** Chief Ethical Officer & Vice President, Prudential Financial Inc.
- **Choi Dong-kyun:** Director, Ethics & Compliance Department, POSCO

### ❑ Panelist:

- **Keith Darcy:** Executive Director, Ethics & Compliance Officer Association
- **Jai Lee:** Senior Foreign Counsel, Yulchon LLC



Cho Dong-sung



Royanne Doi



Choi Dong-kyun



Keith Darcy



Jai Lee

- **Royanne Doi: Corporate Chief Ethics Officer & Vice President, Prudential Financial Inc.**

Royanne Doi started her lecture with an anecdote on an employee who, despite her employer's unethical demands, managed to find a solution that both saved her job and the company, stressing the ethical method in which she completed her assignment. She then emphasized the importance of a purpose-driven corporation and how it assists the company in maintaining an ethical corporate culture. As an example, Ms. Doi, mentioned Prudential, which primarily aims to prevent the poor from going bankrupt. She then proceeded to cover five key factors that she has incorporated into the Prudential Group in

order to achieve an ethical corporate culture which consists of:

1. The Power of Storytelling
2. Ethics Support Structure
3. Training Modules
4. Communication (Frequency & Medium)
5. Cultural Measurement

Providing various real life examples around these five key points, Ms. Doi gave a comprehensive insight into the nature of business ethics and corporate culture.

▪ **Choi Dong-kyun: Director of Ethics & Compliance Department, POSCO**

Choi Dong-kyun provided a detailed description of POSCO's Ethics & Compliance Department and its strategies and policies to encourage an ethical corporate culture. Highlighting POSCO's comprehensive training program for its employees and the enthusiasm towards ethics and compliance from the executive level, Mr. Choi provided numerous cases and anecdotes where POSCO demonstrated its commitment to an ethical corporate culture.

### Discussion Session

**Keith Darcy:** Maintaining an ethical corporate culture rather than enforcing ethics and compliance for a short period of time is a crucial task for corporations. Also, the effectiveness of storytelling that Ms. Doi and Mr. Choi highlighted in their presentations was particularly inspiring.

**Jai Lee:** Wouldn't values of ethics conflict the values of corporate culture, especially in many Asian corporation in which culture and relationships with colleagues and superiors is greatly valued?

**Royanne Doi:** Upon observation of the psychology behind gift-giving, it is necessary to separate the aspect of maintaining a good relationship with colleagues and superiors from buying one's way to success.

**Jai Lee:** At POSCO, most decisions are made on the mid-level of the chain of command and all officers at this decision making level were observed to be very ethical. However, Chief Compliance Officers (CCO) at this level are sometimes inexperienced in their fields. What would be a solution to this?

**Royanne Choi:** The CCOs' roles must be expanded from compliance enforcement to a more versatile and comprehensive regulation reaching up higher in the chain of command.

## Session C: Corporate Governance & Integrity

Becoming a high-integrity organization requires specific effort from multiple stakeholders, especially the board of directors. The relationship between the board and management has to be an ideal balance of oversight and monitoring without the board crossing the line into undermining management's discretion and authority.

Participants in this session joined a discussion featuring two corporate governance thought leaders, each at the cutting-edge of their respective nation's efforts to achieve more ethical organizations. Attention was also paid to the ways in which companies can work with NGOs and governments to establish system-wide corporate governance best practices.

### ❑ Moderator:

- **Park Tae-jin:** President, Business Institute for Sustainable Development, Korea Chamber of Commerce & Industry

### ❑ Speaker:

- **Blue Festin:** Corporate Governance Officer, Philippine Long Distance Telephone Company / Executive Director, Good Governance Advocates and Practitioners of the Philippines
- **Nicholas Benes:** Representative Director, The Board Director Training Institute of Japan

### ❑ Panelist:

- **Michael Hershman:** Co-founder, Transparency International / Chief Executive Officer, The Fairfax Group



Park Tae-jin



Blue Festin



Nicholas Benes



Michael Hershman

- **Nicholas Benes: Representative Director, The Board of Director Training Institute of Japan**

Nicholas Benes particularly stressed the ideal case where a corporation's "mind" would be like an integrated triad that all employees completely understand and act upon. He added that each process that supports the others is absolutely essential for the others to

function properly. He also identified the numerous issues and problems that may potentially arise and emphasized that the corporate “mind” must have integrity in all respects and at all levels. Furthermore, using various examples of different corporations, Mr. Benes pointed out the importance of the board being aware of the difficulties of potential obstacles, monitoring and facilitating progress.

▪ **Blue Festin: Corporate Governance Officer, Philippine Long Distance Telephone Company / Executive Director, Good Governance Advocates and Practitioners of the Philippines**

Blue Festin primarily focused his presentation on the main integrity framework of his company that is educated to all employees:

- Three C’s: Compliance, Competence, Culture
- Three E’s: Engineering, Education, Enforcement
- Four V’s: Values of integrity, fairness, accountability and transparency

Mr. Festin then covered the importance of understanding that the ethical environment in a society plays a crucial role in determining behavior in the company. With regards to the aspects of corporate governance, he emphasized the necessity of a clear commitment from the Board and Senior Management and the attention to unit level leaders as the primary agents of ethical leadership. Mr. Festin concluded his presentation with a message from the chairman of PLDT, once again stressing the importance of corporate governance and integrity as a way of life rather than a set of rules to comply with.

### Discussion Session

**Audience 1:** What do you mean by “inaction” in “taking full responsibility for our business decisions, our actions and inactions” and what are some ways that CSR can be integrated into the core business of corporations?

**Blue Festin:** “Inaction” refers to instances in which people are supposed to step in and take responsibility but do not out of fear of being blamed. It is the responsibility of management to lay down the right foundation where people can step in and claim responsibility without being criticized unfairly. Also, PLDT integrates CSR into its core business as it spreads its network in an effort to reach out to as many people as possible. It strives to expand its services and serve as a bridge of communication.

**Nicholas Benes:** It is important to determine if a company claiming CSR over certain actions is actually doing it for the benefit of the company and its environment or just for public relations. An example of ‘relevant’ CSR would be a furniture company planting trees in areas devastated by excessive logging.



**Audience 2:** In what ways have you configured the general practices of CSR to fit them better into the local environment and in what ways does the local culture affect the corporation to push CSR?

**Nicholas Benes:** In Japan's case, corporate culture is extremely conscious about vertical hierarchy. An advantage of this is that it is very easy to implement ethics compliance by setting ground rules and enforcing them. However, this vertical society also results in situations where the corporation faces challenges in having too much minimal compliance as it is extremely difficult to overcome the hierarchical levels.

**Blue Festin:** The unique culture in the Philippines has its advantages and disadvantages when it comes to business. Many Filipinos tend to take things personally therefore it is often stressful to make certain business decisions without affecting others on a personal level. However, the strong group mentality that is present among Filipinos allows corporations to reach a very high level of work efficiency and productivity.

## Session D: Ethics in Government

High ethical standards among government employees have never been more important as the public sector plays a growing role in supporting CSR. Also, numerous economies are showing record levels of government employees entering the private workforce and vice versa.

As public sector budgets shrink, government leaders face greater risks of misconduct unless they can create workplaces that reward ethical behavior and inspire workers to honor high standards of public integrity. This session featured a discussion on the modern need for ethics in government and examples of success in certain countries that can be shared and used worldwide.

### ❑ Moderator:

- **Kilaparti Ramakrishna:** Director, Sub-Regional Office for East and North-East Asia, UN Economic and Social Commission for Asia and the Pacific

### ❑ Speaker:

- **Kim Geo-sung:** Chairperson, Transparency International Korea
- **Tim Mazur:** Chief Operating Officer, Ethics & Compliance Officer Association

### ❑ Panelist:

- **Chun Keun-chul:** Director, General Administration Department, National Pension Service



**Kilaparti  
Ramakrishna**



**Kim Geo-sung**



**Tim Mazur**



**Chun Keun-chul**

▪ **Kim Geo-sung: Chairperson, Transparency International Korea**

Geo-sung Kim mainly focused his presentation on the Korean Pact on Anti-Corruption and Transparency (K-PACT), a social commitment and a multi-stakeholder coalition that engages all sectors of society in cooperative and voluntary efforts to overcome corruption and achieve a transparent society. Emphasizing that there is no one-size-fits-all in the fight against corruption, Mr. Kim explained that corruption cannot be overcome through strict supervision of one particular anti-corruption authority and that a strategy of one sector tackling corruption can only bring limited success in the country. He then identified the importance of collective cooperation among vital players in society in order to overcome a corruption-friendly culture and the significance of building a coalition in the fight against corruption. Mr. Kim then covered issues regarding the control of more ‘intelligent’ forms of corruption such as revolving doors and provided some potential solutions to such problems to conclude his presentation.

▪ **Tim Mazur: Chief Operating Officer, Ethics & Compliance Officer Association**

Tim Mazur made a presentation about lessons governments can learn from corporate ethics programs. He began his lecture by introducing the various issues managed by the Ethics & Compliance office and its usage of social media to effectively achieve its goals. He also gave some examples of failed cases including one where a certain company’s ethics program had lost respect among employees because of how long it took to respond to allegations of misconduct. Mr. Mazur then proceeded to talk about some solutions that were devised in response to these failed cases including a thorough training of the board members, whereby the board completed a skills-building session intended to train them to integrate ethics into their decision-making processes. Lastly, Mr. Mazur provided various cases of corporations from around the world that successfully promoted ethical behavior and business conduct.

## Discussion Session

**Audience 1:** How reliable are the transparency reports?

**Geo-sung Kim:** When we conduct our research to write transparency reports on Korea, we ask non-Koreans residing in Korea to evaluate the transparency level in Korea, which yields a much more objective observation.

**Audience 2:** In Korea, the issue of revolving doors is a genuine and significant problem. How is this challenge addressed and resolved in other countries?

**Tim Mazur:** Because the advancement of information and technology today makes it easier to track the potential for conflicts of interest, the problem of revolving doors is less challenging to regulate than it used to be. There are regulations in North America that restrict former government employees from moving to a new employment for a certain period of time in order to prevent any potential misconduct. Furthermore, the problem of revolving doors is much less a concern today because we can now track most people's employment records digitally.

**Audience 3:** Speed and accuracy in ensuring transparency are both important. However, I believe that accuracy is more important than speed rather than vice versa. What is your opinion on the prioritization of either speed or accuracy?

**Tim Mazur:** Accuracy is definitely more important than response speed and fairness is most important for employees. However, there are many examples in the U.S. where government employees did not respond quickly enough to certain cases which became problematic. The way that they were able to achieve a faster response without compromising accuracy and fairness was by increasing the number of employees within the ethics office so that they had more people to respond to reports. Although this required more money, we were ultimately able to fulfill all three requirements of fairness, accuracy and speed.

## 5) Featured Presentation by KMAC: Admired Companies

### □ Speaker:

- **Park Nei-hei:** Dean, Graduate School of Business Administration, Sookmyung Women's University



**Park Nei-hei**

Park Nei-hei pointed out the relatively recent change in the management paradigm where the business ecosystem changed towards accompanied growth through creating shared values with the society from the market competition for the pursuit of profits. Stressing the increasing importance of acknowledging and rewarding exemplary corporations through “Admired Company” selection programs, Dr. Park provided some insight into the efforts made by the Korean government to build a balanced industrial ecosystem through the economic democratization and the broadly shared growth for realizing the Admired society. He then proceeded to introduce Korea’s Most Admired Company Survey and its history. Celebrating the 10<sup>th</sup> anniversary of Korea’s Most Admired Company Survey, Dr. Park concluded his presentation by providing examples of companies that were selected as Most Admired Company and other All Star companies and explained that All Star selected companies are estimated to hold differentiated competitiveness rather than non All Star companies especially in customer value and image value.



## 6) Special Lecture – Theme 2: Leadership, Ethics & Compliance, Corporate Strategy

It is often said that the single person with the most power to realize CSR goals is the CEO. This session featured three current and former CEOs from large, prominent corporations that have set themselves apart in their successful sustainability efforts. Their stories reveal varied, successful paths to progress from the establishment of goals and designing a workable strategy, to marshaling the resources to accomplish it all. All three participants shared their experiences of bringing leadership to CSR and how their organizations accomplished critical business goals while setting new social responsibility standards.

### □ Moderator:

- **Moon Kook-hyun:** President & Chief Executive Officer, New Paradigm Institute

### □ Speaker:

- **Kim Jong-kap:** Chairman & Chief Executive Officer, Siemens Ltd. Seoul
- **Laurent Rotival:** President & Chief Executive Officer, GE Healthcare Korea



Moon Kook-hyun



Kim Jong-kap



Laurent Rotival

- **Kim Jong-kap: Chairman & Chief Executive Officer, Siemens Ltd. Seoul**

Kim Jong-kap delivered a lecture on sustainability as the key to success based on Siemens' case, a business that has been active for 167 years and counting. "I will not sell the future for a short-term profit." Quoting Werner von Siemens, founder of Siemens, Dr. Kim emphasized that Siemens has created value with innovative technology and solutions for more than 160 years. He explained that one of Siemens' main goals is to make visions real through innovation and that Siemens takes particular interest on its employees working in R&D. Dr. Kim proceeded to introduce the Siemens Environmental Portfolio and provided some insight into Siemens' contribution to corporate sustainability. He then explained the Siemens Compliance System, which stems from the Three Pillars of Compliance consisting of prevention, detection and response. He also stressed the importance of commitment by the top management level towards compliance and clean business, stating that "the tone from the top" has to be communicated throughout all

management levels. Dr. Kim emphasized the importance of collective action, stating that Siemens' strategy for making sustainable business real is all based on the fundamentals of collective action. He covered Siemens' history in Korea and spoke about how Siemens continuously develops its business in Korea by establishing an energy solutions company to serve Asia, the Pacific, and Middle East. Furthermore, introducing the internal control systems of Siemens consisting of four main sections, he explained that Siemens drives fair market conditions through a concept called "collective action". Lastly, Dr. Kim highlighted the ethical management of Siemens Ltd. Seoul, which consists of internal implementation of ethical guidance and external activities of ethical management.

▪ **Laurent Rotival: President & Chief Executive Officer, GE Healthcare Korea**

Laurent Rotival began his lecture by discussing past scandals and issues at various corporations regarding ethics and compliance, emphasizing the positive outcomes of maintaining an ethical corporation. He stressed the importance of business leaders that demand accountability and take responsibility, stating that it is not what a leader says, but what a leader does that really matters. Mr. Rotival proceeded to describe a world-class compliance culture where each and every employee is aware of and anticipates the risks, is committed to doing the right thing and knows, or knows how to find, the right answer. He then explained the key to building and sustaining this robust compliance culture by effectively executing six fundamental processes. Furthermore, he stressed the necessity of leadership engagement at the heart of the strategy, highlighting the Three Pillars of Compliance. Covering the topic of data points on culture, Mr. Rotival gave an example of a trend which stated that 45% of employees observed a violation of the law or company ethics standards in the past 12 months. Addressing this issue, he emphasized the importance of a concern reporting process that will help business leaders build trust among employees. Concluding his lecture, Mr. Rotival provided a strategy foundation for ethics which consisted of ground rules such as honest dealings, transparent behavior and long-term investment.

### Discussion Session

**Moon Kook-hyun:** According to the latest assessment conducted by McKinsey & Company Worldwide, the average life expectancy of modern enterprises has shortened from 27 to 18 years. What are the secrets to your longevity?

**Kim Jong-kap:** "I will not sell the future for a short-term profit," said Werner von Siemens, the founder of Siemens. Long-term sustainability has always been a guiding principle of Siemens and the ethics and compliance issues have been extensively incorporated into the sustainability guideline. I have experienced this philosophy in all parts of my business strategies and operations. For instance, Siemens provides its customers with customer service regardless of its service maintenance agreement.

**Moon Kook-hyun:** Under Chairman Jack Welch's leadership, GE was too focused on short-termism. What do you think about his short-term oriented approach?

**Laurent Rotival:** I believe that Chairman Welch's strategy was the right strategy at the time as GE had an exceptional run while under his leadership. With the responsibility it has on its sustainable basis to its customers, GE has stood and still stands by its customers. For example, GE had approximately six of its businesses impacted by the September 11 attacks. While most companies retrenched in their investment due to the economic and security crisis, GE decided to invest in R&D and innovation to ensure that GE could achieve next levels at the time of the crisis. By doing so, GE could develop the type of technology that the customers would need when they came out of the crisis. One of the reasons that GE has succeeded and continues to succeed is the fact that it anticipates macro trends, strives to stay one or two steps ahead, and embraces changes.

**Moon Kook-hyun:** Siemens has been running an education program called the "Northeast Asia Business Integrity School" for our future generation. How successful has this program been so far?

**Kim Jong-kap:** The "Northeast Asia Business Integrity School" aims to educate approximately 30 university students by nurturing leadership with integrity in partnership with GS, KEPCO, Homeplus and many others. The program also aims to influence behavioral changes by teaching the importance of business integrity and by building a mutually learning and supporting community. Current business leaders and good practices in business ethics and compliance were identified to promote fair market conditions in Korea and the program has been proven fruitful for both participating students and companies. Furthermore, it is important to work with small and medium sized companies to create a greater impact on the Korean business community.

**Moon Kook-hyun:** Chairman Jack Welch is running the "Jack Welch Management Institute". How would these development centers and institutions influence Korean leaders?

**Laurent Rotival:** GE has development centers around the world with the most famous one being the Jack Welch Center. In addition, there are two programs conducted by GE in Korea. One is called the "Korea Crotonville Program", which takes the same program that GE has in other regions and applies it to Korea. The second program conducted by GE Korea invites various stakeholders that GE works with and those who are interested in GE to its centers in Seoul to participate in its strategies and operations.

**Audience 1:** In the presentations, there was reference to demonstrating your support for anti-corruption by agreeing not to do business where bribes are involved and walking away from businesses that would require you to violate standards. However, it is almost certain that when a corporation walks away from these opportunities, another company with lower ethical standards will walk in and partake in the business, ultimately undercutting the more ethical company economically. What are some measures that your companies take to reduce the risk of being undercut by less ethical companies?

**Kim Jong-kap:** Siemens and I are both strong advocates of a business of integrity. Despite occasional wrongdoings in the past, Siemens has maintained and complied with strict sustainability principles for over a century. Based on my years of experience gained from conducting businesses in Korea, I have witnessed that it is a business of integrity that is able to expand business opportunities by building trust with stakeholders in the long run.

**Laurent Rotival:** There is no gray area for GE. GE will never conduct its business in an environment where it feels uncomfortable. In addition, GE is very active in industry associations and chambers of commerce, and proactive in government organizations to educate them on what GE believes are ethical standards of business that should be enforced across regions, markets and industries. Furthermore, GE is willing to walk away from the business that GE has no qualms about on a transactional basis.

**Moon Kook-hyun:** It is not easy to decide whether to walk away from business opportunities with risks or to compromise the company's ethics and compliance principles. However, the company will soon realize that walking away from such business opportunities will allow the company to focus on development and innovation, furthering its business to other fruitful opportunities. Do you have any final remarks?

**Kim Jong-kap:** I believe that many changes have taken place in Korea in recent years and that the government has become more serious about enforcing ethics and compliance regulations. Many business practices have started to identify the virtue of long-termism. I look forward to disseminating these long-term values and enhancing ethical standards by sharing Siemens' successful case studies and practices with other businesses in Korea.

**Laurent Rotival:** Over a hundred billion dollars of GE's revenues come from over nine U.S. markets and majority of the markets are emerging markets. Our competitiveness and differentiation are based on ethical behavior and the highest standard of compliance. The ability to not only maintain our standards and create an internal culture, but also to influence the markets that we operate in, is GE's top priority.



## 4. Main Conference – Day 2

### 1) Special Lecture – Theme 3: Innovation for a Sustainable Future: Thinking Environmental, Social, Governance (E.S.G.)

Historically, corporations have created environmental problems as they increased profits. However, as the concept of sustainable development increased in importance over the years, it is possible to create new business opportunities today without compromising E.S.G. issues. More specifically, a sustainable future can be created through innovations that affect environmental impact, technological developments that work on problems of climate change, and various social venture models that solve E.S.G. issues.

#### □ Speaker:

- **Wolfgang Engshuber:** Chair, UN Principles for Responsible Investment
- **Cho Dong-sung:** Professor, Seoul National University



Wolfgang Engshuber



Cho Dong-sung

#### ▪ **Wolfgang Engshuber: Chair, UN Principles for Responsible Investment**

Wolfgang Engshuber started his special lecture by defining the Principles for Responsible Investment (PRI). The PRI include incorporating E.S.G. issues into investment analysis and decision making processes and being active owners to incorporate E.S.G. issues into ownership policies and practices. Also, the principles emphasize disclosure, acceptance and the implementation of not only E.S.G. issues but also the Principles. Overall, these efforts are aimed at guiding companies to focus on transparency. Responsible investment mainly indicates the integration of E.S.G. factors into the investment process along with stewardship, management monitoring and active participation of various stakeholders. Moreover, the UNPRI's reporting framework which consists of RI Transparency Report, Assessment Report and PRI Report on Progress, aims to generate transparent and responsible outputs. E.S.G. factors will drive corporations to achieve a stable and healthy market. Companies will be able to manage potential risks by implementing responsible investment.

▪ **Cho Dong-sung: Professor, Seoul National University**

Cho Dong-sung delivered a special lecture on “Best Sustainability Report Guideline: a 5-stage and Double-entry Approach” under the theme of “Innovation for a Sustainable Future: Thinking E.S.G.”. In the first part of his presentation, Prof. Cho explained how the true value of a firm has changed since the 1970s, shifting from reducing the gap between theory and practice to managing a new type between them. Following the changes in a business environment, Prof. Cho also identified how business paradigm shifts have occurred as a change from George Elton Mayo’s Hawthorne experiments to the implementation of integrated management systems, including key topics from stakeholders’ concerns such as society and the environment. He then underlined the significance of corporate sustainability reporting to pursue greater sustainability management in the future with reference to the major guidelines such as the GRI’s G4, the OECD’s MNEs and the Global Compact. Furthermore, he introduced the BEST Forum, a multi-stakeholder forum aimed at expanding ethics management and driving a culture of ethical business in Korea along with the forum’s integrated reporting system.

## 2) One Hour Expert Discussion: Creating Corporate Values while Considering Environmental, Social, Governance (E.S.G.)

By focusing on the E.S.G. characteristics inherent in each sector, corporations can reduce risk and increase opportunities. If corporations successfully handle these risks and opportunities, their long-term value will be positively impacted as well. Various factors have contributed to elevate the importance of E.S.G. factors among corporations as a risk management system. These include the rise in various global standards related to E.S.G., increase in engagement between stakeholders through new mediums such as the Internet, the rise in the importance of brand reputation and corporate image, and an increase in local and global environmental regulations that adhere to the Polluter Pays Principles. Taking these factors into consideration, paying heed to E.S.G. factors is no longer a cost but a long-term investment. This session discussed how companies can create corporate value, especially in the Asian context.

### ❑ Moderator:

- **Choi Young-jin:** Former Special Representative of the Secretary-General to Côte d'Ivoire

### ❑ Speaker:

- **Jesus Estanislao:** Chairman & Founder, Institute of Corporate Directors
- **Tatsuya Kanai:** Senior Advisor, Office of Co-financing Operations, Asia Development Bank



Choi Young-jin



Jesus Estanislao



Tatsuya Kanai

### ▪ **Jesus Estanislao: Founder & Chairman, Institute of Corporate Directors**

Highlighting the three elements of E.S.G. in creating corporate values, Dr. Estanislao began his presentation by demonstrating that good governance must be conformant and involve game-changing and transformative performance. According to him, an enterprise must renew and recommit to its core values that guide the enterprise to all its decisions, missions and, further, milestones. In determining its milestones, the enterprise must choose priorities out of all the facets of the enterprise operations. He said that people take on center stage and that the enterprise has to fulfil socially responsible duties towards

them. He added that social responsibility is an integral part in creating the road map of the enterprise which sets of milestones that need to be reached. Dr. Estanislao introduced the use of performance scorecard to assess how the enterprise fulfills its duty of social responsibility. Lastly, he underlined the significance of the environment which makes the opportunities accessible for the common good of all. To sum up, Dr. Estanislao stressed that it is the enterprise that uses governance to deliver positive transformation and that the enterprise must set strategic priorities to all facets of its operations.

▪ **Tatsuya Kanai: Senior Advisor, Office of Co-financing Operations, Asia Development Bank**

With a brief introduction to the Asian Development Bank (ADB) and its achievement, Mr. Kanai explained the ADB's strategy which aims to engage with the private sector to eradicate poverty in the Asia and the Pacific region by 2020. According to him, a wide variety of track record systems vested in the ADB helps clients strengthen their safeguard systems and develop the capacity to manage environmental and social risks. Mr. Kanai said that the ADB seeks to be in the forefront of E.S.G. by encouraging companies to embed private sector partnership with the ADB's technical assistance and investment operations. Funded by various organizations and institutions, the ADB's CSR activity with the private sector has provided women in Pakistan and Bangladesh with an increased socio-economic status, helped solve the sanitation problems in the Mekong river areas and improved access to water supply and sanitation in the urban areas. Mr. Kanai underlined that the ADB is in a unique position to access various stakeholders and match resources and knowledge to the non-public with local needs and that the ADB's supplementing tool allows them to achieve inclusive growth, environmentally sustainable growth and regional integration. Lastly, he pointed out that its new and flexible forms of collaboration will bring partners and developing member countries together to benefit everyone in the Asia and the Pacific region.

### Discussion Session

**Choi Young-jin:** I would like to begin by expressing my sympathy towards the victims of Typhoon Haiyan in the Philippines. I would also like to share my personal experience in Côte d'Ivoire as a Special Envoy of the Secretary-General when I realized that the peacekeeping forces in the country were all from developing countries and none from developed countries. I view this as a fundamental paradigm shift and I think that society has moved on from a paradigm of war to a paradigm of trade wherein successful traders, or corporate leaders, have replaced war heroes. With regard to the emerging transnational problems such as climate change, depletion of natural resources and overpopulation, I think it is quite regretful that countries are reluctant in stepping forward to mitigate these problems because every nation is focused on its national interest. A lot of responsibility falls on corporate managers. They are the main actors of the 21<sup>st</sup> century.



**Audience 1:** When you introduced E.S.G., you put governance before environmental and social factors and stressed the importance of transformation. What are the examples of transformation in the Philippines?

**Jesus Estanislao:** With an example of working with various local and government units, he introduced that the Philippines have managed to reduce 75% of families living below the poverty line to 35% in four years by implementing governance, social responsibility, ethics and environment. Also, he stressed that governance is autonomy being able to stand on one's one foot and many of the Filipino government units are independent of the national government to finance most their operations. As a result, many of these government units are now able to raise collaboration with the private sector after going through a governance program. He said that the same thing applies to the national government and that the Philippine Army that used to be corrupted of the enduring dictatorship now aims to transform by 2020 with two objectives of: (1) being loved and trusted by people, and (2) being able to do their job, protecting the country from external threats. Dr. Estanislao highlighted that Public-Private Partnership in the Philippines and the disciplines that we have in our business have been significantly implemented into the public governance units.

### 3) Breakout Session – Block 2: Environmental, Social, Governance (E.S.G.)

#### Session A: Responsible Investment

Responsible investments have been steadily expanding among long-term investment companies such as pension or insurance funds. What drives the expansion is the assumption that responsible investments with E.S.G. analysis outperform those without in the long term. However, this assumption has and still is being continuously challenged by traditional investing companies. Additionally, as responsible investments rise in status among global pension funds as part of their broader investment approach, the objections towards the above assumption also escalate. This session overviewed the current status of responsible investment, its strategies and methodologies as well as the challenges and future problems it faces.

#### ❑ Moderator:

- **Noh Hee-jin:** Senior Researcher, Korea Capital Market Institute

#### ❑ Speaker:

- **Ryu Young-jae:** Chief Executive Officer, Sustinvest
- **James McCarthy:** Managing Director, Phoenix Global Capital Management

#### ❑ Panelist:

- **Wolfgang Engshuber:** Chair, UN Principles for Responsible Investment
- **Yang Chun-seung:** Executive Director, Korea Sustainability Investing Forum



Noh Hee-jin



Ryu Young-jae



James McCarthy



Wolfgang Engshuber



Yang Chun-seung

- **Ryu Young-jae: Chief Executive Officer, Sustinvest**

Ryu Young-jae began his presentation by introducing his company, Sustinvest, as a group of analysts providing major Korean companies with E.S.G. analysis. Firstly, he pointed out the differences between numerous terminologies regarding social and responsible investments. He argued that though there are many varying terminologies, Socially

Responsible Investment (SRI) aims to maximize the outcome while realizing social ethics and environmental problems on the bottom line. Mr. Ryu also briefly covered the history of the SRI concept and insisted that the companies should pay special attention to their extra financial issues which he compared to as the hidden part of an iceberg. He also spoke about the importance of stressing E.S.G. values and stated that many scholars are accepting the positive correlation between RI and long-term investment return. He concluded his presentation by pointing out the historical performance of the Korean Stock Market and analyzing methods to integrate E.S.G. factors into company management.

▪ **James McCarthy, Managing Director, Phoenix Global Capital Management**

James McCarthy focused his presentation on concept and role of asset managers. He began his lecture by giving a brief overview of Phoenix Global Capital Management and its activities. He then expressed his disappointment towards the fact that sustainability for asset managers has not yet been established. He stressed the importance of asset managers as they oversee all capital allocations. He also stated the significance of the global equity benchmark, global fixed income, and the roles of the managers in each field. Furthermore, he raised awareness of the situation in which we are not persuasive enough to offer sufficient evidence as to why businesses should pursue sustainability, and explained that this is why there is a great need for fundamental evaluation and statements of proof. He also referred to the Asia Sustainability Research Alliance (ASRA) and mentioned the opportunity for Korea to become a leader in building a sustainable Asia.

### Discussion Session

**Wolfgang Engshuber:** I would like to speak about two main points. Firstly, I believe we should think about the factors of performance drivers and look forward to the future and evaluate things in a long-term perspective. Secondly, there are different types of investments, namely value investment and growth investment, which depend on the time and situation. There is a necessity for dialogue with asset managers and close attention to their exact roles and compensation. We must all recognize that E.S.G. is the long-term value driver in responsible investment.

**Yang Chun-seung:** There are two reasons for emphasizing E.S.G. The first reason is the fact that the consideration of E.S.G. would help enlarge the long-term investment profit. The second reason is that E.S.G. is a change of philosophy regarding investment idea and sustainability. I concur with the two speakers on their presentations. However, I am not sure about how much the current form of responsible investment is actually contributing to obtain sustainability. Also, it is necessary for financial business to maintain its own sustainability. In order to achieve this, the government could provide appropriate legislations and the role of the financial market, which could open its information to the public. A responsible financial market and responsible investment are becoming more important in today's society and we must all be aware of this.

## Session B: Human Rights, Labour & Business

Business and human rights are often considered to be mutually exclusive. Labour, management and government have endeavored tripartite processes and social dialogues but it is difficult to go beyond the zero sum in these discussions.

Over the years, internationally recognized standards in the areas of human rights and labour, such as the endorsement of the UN “Protect, Respect and Remedy” Framework and the Guiding Principles on Business and Human Rights by the Human Rights Council in 2011 have increased calls for businesses to operate differently.

As corporations globalize, challenges related to human rights and labour become complex and affect domestic and international business environment in workplace, supply chain, marketplace (B2C, B2B, B2G etc.), community and governance in various ways.

- Are human rights and labour obstacles to business growth?
- Can human rights and labour become a component of a corporation’s competitive advantage?
- How can companies promote good business practices by integrating human rights and labour into business policies to generate plus sum dialogues and even business cases?
- How does international standards in the areas of human rights and labour influence corporations?
- What kinds of challenges exist for corporations in the areas of human rights and industrial relations in the domestic and international business environment?

### ❑ Moderator:

- **Kang Angela Joo-hyun:** Chief Executive Officer, Global Competitiveness Empowerment Forum

### ❑ Speaker:

- **Christiana Ochoa:** Professor, Indiana University School of Law - Bloomington
- **Kim Min-seok:** Manager, CSR Department, LG Electronics

### ❑ Panelist:

- **Kim Sung-jin:** Executive Director, Korea Labor Foundation & KLF International
- **An Seok-mo:** Director-General, National Human Rights Commission of Korea



**Kang**  
Angela Joo-hyun



**Christiana Ochoa**



**Kim Min-seok**



**Kim Sung-jin**



**Ahn Suk-mo**

▪ **Christiana Ochoa: Professor, Indiana University School of Law - Bloomington**

Christina Ochoa gave a presentation on human rights and the role of business with the UNGC principles. Prof. Ochoa elaborated the importance of human rights and labour in the process of the business activities with specific case studies such as Total, Xstrata and Talisman Energy. Firstly, she analyzed failed cases of creating norms on responsibilities of transnational corporations and other business organizations during the past four decades. Prof. Ochoa proceeded to explain the positive influence that the UNGC has had after its launch by Kofi Annan and the expansion of the principles by John Ruggie and praised the increasing attention to human rights, labour treatment, environment and anti-corruption. As members of the global business community, transnational corporations should promote human rights in accordance with the international human rights system. The United Nations recognized that they needed private partners in this effort and this was established through the UNGC. Prof. Ochoa concluded her presentation on a positive note, mentioning that shifting the role of corporations has a positive impact throughout horizontal global information network by means of online information sharing and participation on individual and institutional levels.

▪ **Kim Min-seok: Manager, CSR Department, LG Electronics**

Kim Min-seok delivered a presentation focusing on four main topics: recent CSR issues, drivers for CSR, CSR risk management and labour and ethics risk cases. LG Electronics defined CSR as an organization's responsibility for the impact created by its decisions and activities. He started his presentation by raising recent global issues on labour such as the alleged worker group abuses at factories based in China and environmental devastation from tin mining. Providing specific cases of labour abuse and human rights violations, Mr. Kim shared information for a deeper understanding on CSR. Additionally, Mr. Kim illustrated the efforts made by LG Electronics on labour, ethics and CSR risk management, particularly in developing countries. Although contracted companies have not yet been actively engaged with labour principles, LG Electronics has made efforts on such as limiting working hours, avoiding use of conflict mineral resources and child labour. Concluding his presentation, Mr. Kim suggested five solutions addressing the current issues: CSR including win-win growth, clear understanding of global CSR trends, sufficient communication, active response to external inquiries on CSR issues and avoidance of passive actions.



## Discussion Session

**Kim Sung-jin:** I agree with Prof. Ochoa's opinion on labour rights having same meaning of human rights. Human rights issues of transnational companies should be engaged in institutional framework and as the reduction of the role of the state in the contemporary society, corporates have a necessity to increase their role in human rights and labour issues. In this regard, I also concur with the increase of the CSR's role and I believe that society needs raised awareness on forced labour and child labour.

**Ahn Suk-mo:** Human right management of the corporation is extremely important in corporate society. I would like to thank Prof. Ochoa as she explained many aspects of what I wanted to speak in this session. In addition, I was impressed by LG Electronics' global CSR activities, but I am slightly concerned about the actual implementation, as I realize the difficult reality of implementing the list of policies. Regarding the issue of human rights, I would like to stress that human right is the life itself and a core value for the sustainable development. Furthermore, corporations should deal with negative effects of business practice on society from the early stage of decision-making and should conduct human rights impact assessment and environmental impact assessment.

## Session C: Climate Change & Environment Management

The modern world is facing daunting environmental challenges. In recent years, increasing numbers of companies have adopted broad strategies and policies to manage the widening array of environmental risks, and in some cases opportunities created by environmental challenges. Companies that pursue such sustainable approaches can generate benefits from the following:

- cost savings through improved efficiency;
- increased revenue as a result of related products, services, and technologies;
- building corporate and brand reputation;
- improving employee and community health; and
- helping to create sustainable societies and markets.

While more and more companies have embraced environmental sustainability as a management imperative, it is also clear that even more comprehensive strategies and actions will be required if business is to reach its full potential with respect to local and global environmental challenges. This session explored ways in which companies should pursue environment strategies, introducing new promising technologies and tracking carbon footprint to reduce greenhouse gases.

❑ **Moderator:**

- **Kim Jong-dae:** Professor, Business Administration, Inha University

❑ **Speaker:**

- **Kim Jung-soo:** Senior Vice President, CSR Office, SK Telecom
- **Seol Do-won:** Vice President, Homeplus

❑ **Panelist:**

- **Kim Jeong-in:** Professor, Chung-Ang University
- **Kim Sung-woo:** Regional Head of Asia Pacific in Sustainability, KPMG



Kim Jong-dae



Kim Jung-soo



Seol Do-won



Kim Jeong-in



Kim Sung-woo

▪ **Kim Jung-soo: Senior Vice President, CSR Office, SK Telecom**

Kim Jung-soo commenced his presentation by explaining the role of the CSR office at SK Telecom. He stated that the CSR office has not only been making social contributions both domestically and globally, but also conducted research regarding the use of the ICT industry in the process of reducing greenhouse gas. Mr. Kim pointed out that the research mainly deals with three categories: ICT industry's contribution in the reduction of greenhouse gas, measurement and calculation of the reduction and the amount of latent reduction. He also spoke about the process of maintaining objectivity during the research process (e.g. applying ITU standards, determining 14 fields of services among many other ICT services, etc.). Mr. Kim suggested that through the research, it was revealed that the ICT industry can actually contribute to reducing the amount of CO<sub>2</sub> and in order to prove this conclusion, SK Telecom has further conducted an experiment through its T-map service. He stated that with the aid of T-Map, a car can reduce its travel time and CO<sub>2</sub> emission. Mentioning that SK Telecom is looking forward to be acknowledged by the UNFCCC regarding these findings, Mr. Kim stated that these kinds of activities could show the world Korea's devotion to environmental research and its willingness to contribute.

▪ **Seol Do-won: Vice President, Homeplus**

Seol Do-won began his speech by introducing Homeplus and its activities regarding CSR. He stated that Homeplus strives to become a respected company by considering both market and social value. Homeplus' CSR Team and 'eParan Foundation' are actively promoting CSR through various environmental, neighbor-helping, family-loving, and sharing themed events. Mr. Seol placed particular emphasis on Homeplus' environmental management and stated that it has three purposes: reducing CO<sub>2</sub>, organizing environmental activities for children, and encouraging Korean customers to pursue green consumption, referred to as Green Process, Green Children, and Green Customer respectively. Lastly, he outlined Homeplus' work on Green Network, its pursuit of green management activities with organizations including companies, universities, and research institutes, and its efforts towards a green evolution, administering green management activities through Key Performance Indicators.

### Discussion Session

**Kim Jeong-in:** Regarding Homeplus' presentation, I would firstly like to point out that it would be much more effective when workers themselves voluntarily carry out activities in accordance with environmental management. Secondly, the lectures about environmental and climate change should be included in Homeplus' lifelong education program. Lastly, there should be various strategies such as providing more incentives in the process of inducing green consumption. Regarding SK Telecom, I believe it can have an interface with other fields such as e-Commerce and e-Logistics. If ICT technologies are widely spread out in various fields, more companies can cooperate with one another to create a greater synergy.

**Kim Sung-woo:** First of all, I would like to applaud SK Telecom's CSR activities. However, I also recommend that SK Telecom not only register to CDM, but also register to NAMA in order to broaden its activities. Regarding Homeplus, I think it should position itself in accordance with its strengths based on its numerous CSR activities. There are three facts that Korean companies should consider in the process of environmental management. The first fact is the significant increase in the application of public funds as financial funds regarding environmental management. The second fact is the increase of the level of decision-makers in pursuing trends. The last fact is the importance of communication with customers as the public becomes more aware of climate change and its effects.

## Session D: Opportunities in Social Enterprise

By empowering the underprivileged and offering more sustainable and adaptable solutions based on close communication with locals, social enterprises are becoming important actors in dealing with the global challenges of the present age. In order for social enterprises to enhance and scale up their businesses, support from, and cooperation with companies, investors, foundations, NGOs are necessary as they can effectively provide funding, technical expertise and networks and strengthen the ecosystem for social enterprises.

However, minimal levels of information sharing mechanisms along with the lack of technical assistance, capacity-building services, and resources continue to exist. Such fragmented support for social enterprises results in high search and transaction costs for investors and private companies.

To effectively deal with these challenges, various solutions have been developed to enhance matchmaking and facilitate information sharing. More specifically, a technology-powered partnership platform can be an important means of adding scale to such efforts as indicated in the “Building the Post-2015 Business Engagement Architecture” that the UNGC published at the Leaders Summit 2013.

This session covered the current challenges faced by social enterprises, and how cooperation among social enterprises and other stakeholders can be efficiently facilitated to benefit everyone.

- How are corporate leaders developing initiatives to create positive social impact as a core ingredient to ensuring long-term business success?
- What are the success factors and lessons learned from current partnerships between social entrepreneurs and companies?
- What are the key challenges in implementing actions that will help make partnerships and collective and coordinated efforts further accelerate the impact of social enterprises, result in scaling up of corporate sustainability and delivering the Post-2015 Development Agenda?

### □ Moderator:

- **Shim Sang-dal:** Chief Executive Officer, Merry Year Social Company

### □ Speaker:

- **Choi Joon:** Vice President, Social Enterprise Team, SK SUPEX Council
- **Rosedel Davies-Adewebi:** Impact Investing & Social Enterprise Consultant, UN Global Compact

### □ Panelist:

- **Chay Jong-bom:** Professor, Business School, Sungkyunkwan University
- **Kim Jong-gak:** Director, Korean Social Enterprise Promotion Agency



Shim Sang-dal



Choi Joon



Rosedel  
Davies-Adewebi



Chay Jong-bom



Kim Jong-gak

▪ **Choi Joon: Vice President, Social Enterprise Team, SK SUPEX Council**

Choi Joon started his presentation by introducing SK's effort on social contribution and social enterprise initiatives and their deep roots in management philosophy. He then presented SK's Philosophy of Sharing which emphasized the importance of not only sharing one's own profits with others but also growing together with them as a society. Mr. Choi then shared the framework for SK's social enterprise initiatives, which based on SK's hands-on experience, actively engages with various interest organizations to learn and share insights to nurture social enterprises and social enterprise friendly ecosystem. Furthermore, he outlined SK's various social enterprise initiatives and achievements including the establishment of 16 social enterprises and the support for more than 60 social enterprises in Korea and abroad. He then expressed SK's belief that the best way to develop social enterprise sector into the mainstream is by overcoming skepticism of impact investment and presented the Global SE Action Hub, an on-line platform designed for effective match-making and implemented within the framework of MDGs/SDGs set by the United Nations. Mr. Choi concluded his presentation by expressing that SK, as a social entrepreneur, will continue its effort in facilitating and establishing "social enterprise ecosystem".

▪ **Rosedel Davies-Adewebi: Impact Investing and Social Enterprise Consultant, UN Global Compact**

Rosedel Davies-Adewebi began her presentation by highlighting that the current fragmented nature of the "impact ecosystem" creates missed opportunities for systemic impact. Stating that each group's understanding of potential collaborators tends to be informed by fragmented sets of information and limited interactions, Ms. Davies-Adewebi pointed out how powerful certain innovations can become through strategically cultivated partnerships. Furthermore, she described that corporate social enterprise partnerships leverage stakeholders' respective strengths to create sustainable solutions to development challenges and explained the three "models beyond philanthropy" which included the investment model, the strategic alliance model and the incubation model. She then proceeded to provide the case of the Social Enterprise Action Hub, which aims to catalyze, showcase and inspire partnerships with social and commercial impact and generate models for success. Lastly, she explained that the Global Compact is building opportunities online and offline to catalyze social enterprise-corporate partnerships with commercial and social impact.



## Discussion Session

**Chay Jong-bom:** A significant amount of labour and resources are required for creating social enterprises and supporting its activities. How does SK convince its subsidiaries and shareholders for support and investment?

**Choi Joon:** SK strongly believes in capital commitment and long-termism. When we conduct business, we try to correlate our business with the regional development program which allows mutual profit gains. Our shareholders and subsidiaries have a deep understanding of our values and goals as it is in SK's long-term sustainability interest.

**Chay Jong-bom:** The main problem facing international funds or capital providers is how to reduce risk associated with social enterprises especially in less economically developed regions. Do you have any specific projects that will nurture social entrepreneurs who can go to that specific region and train the locals?

**Rosedel Davies-Adewebi:** As an investor, one must take risks. Rather than asking what risks we are trying to reduce, we must find investments that are commensurate with our risk appetites. A project that is contributing to mitigating these risks is the Social Enterprise Action Hub. We are also encouraging corporate social enterprise partnerships to form a strong business foundation in specific regions.

**Kim Jong-gak:** Do you have any details on measuring and evaluating social enterprise values?

**Choi Joon:** We have a large amount of data collected from the various social enterprises that we interact with such. However, the challenge lies not in reliability and completeness, but in creating information that is universally applicable to other sectors and industries. We are also developing a sustainability accounting standard board which will be integrated into our business financial reports.

**Kim Jong-gak:** Are there any models suited for countries such as Korea that are relatively more economically developed?

**Rosedel Davies-Adewebi:** Most of the models are applicable on a global level but the ones we have discussed are region-specific. For example, some regions around the world do not have a proper social welfare system and this is what the models provide. Such models could be applied to Korea, but they do have to be considered in local context. We have not yet addressed those models.

#### 4) Special Lecture – Theme 4: Post-2015 Development Agenda, Sustainable Development Goals & Role of the Private Sector

Throughout 2013, several UN reports were published to offer wide-ranging perspectives on key features of the Post-2015 Development Agenda. In addition to acknowledging the important progress made on the Millennium Development Goals, these UN reports call for private sector engagement in global development priorities. The private sector (especially businesses and investors) is encouraged to take action at unprecedented levels in support of the Post-2015 Development Agenda through corporate sustainability. In this context, the private sector is presented with a historic opportunity to leverage its technology, resources, and experiences to engage more effectively in post-2015 development priorities.

- What post-2015 development priorities would be relevant to corporate sustainability leaders?
- Why should the private sector be interested in advancing global development priorities through sustainable business practices?
- How can businesses contribute to advancing the post-2015 development priorities through corporate responsibility and sustainability?

This session addressed the above-mentioned questions with two prominent speakers. The session also introduced “Architects of a Better World: Building the Post-2015 Business Engagement Architectures” launched at the 2013 Global Compact Leaders Summit by UN Secretary-General Ban Ki-moon.

##### □ Speaker:

- **Georg Kell:** Executive Director, UN Global Compact
- **Young Soogil:** Co-chair, UN Sustainable Development Solutions Network Korea Forum



Georg Kell



Young Soogil

▪ **Georg Kell: Executive Director, UN Global Compact**

Georg Kell defined the meaning of sustainability and responsibility and where we stand. According to Mr. Kell, the following four macro drivers intensify and increase the role of business: transparency; social issues; public-private boundaries; and scarcity. He highlighted that leading companies cannot create long-term values if the companies do not manage the following elements effectively: financial success, social responsibility, environment stewardship, and good governance. Mr. Kell also said that how companies make money has the deepest input on development and social agenda and that business also has an opportunity to collaborate together on specific issues. Referring to the post-2015 issue area priorities, he pointed out the accentuation of the role of in expediting the global development priorities. In addition, Mr. Kell introduced the Post-2015 Business Development Architecture, which aims to bring together the corporate sustainability agenda with the overlapping interest of the long-term business goals and the post-2015 development priorities.

▪ **Young Soogil: Co-chair, UN Sustainable Development Solutions Network Korea Forum**

Young Soogil provided a brief introduction on how the UNSDSN was launched in response to the mandate on the Post-2015 Development Agenda and the outcome of the Rio+20 Conference. He explained that under Jeffery Sachs' leadership, the UNSDSN has selected six priority work areas which consist of:

1. Support for the Post-2015 Development Agenda
2. SDSN Technical Work on Climate Change
3. Building the SDSN Membership
4. Thematic Groups on SDG Priorities
5. SDSN Solutions Initiatives
6. Global Education for Sustainable Development

Introducing the UNSDSN's ten priority challenges for sustainable development, Amb. Young pointed out that the UNSDSN seeks technology-based solutions to economic, environmental and social threats to sustainable development and that its ten challenges offer business opportunities to corporate sustainability leaders for green growth or socio-economic innovation.

## 5) Breakout Session – Block 3: Growing Together with Partners & Stakeholders

### Session A: Supply Chain Management

The achievement of CSR goals within an organization's employee population is a challenging task. However, the implementation of such goals is much harder for suppliers distributors, and other third parties that are not under the control of management. Newly arising environmental, social, and ethical issues are met with more complex regulations and responsibilities, all of which present increasing supply chain challenges. In this session, participants learned practical tips and tools to identify and manage supply chain risk, from effective use of technology to newly enhance due diligence efforts, to highly specific communications and training, and more.

#### ❑ Moderator:

- **Kim Ki-chan:** Professor, School of Business Administration, Catholic University of Korea

#### ❑ Speaker:

- **Samantha Wong:** Global Business Conduct Manager, Eastman Chemical Asia Pacific
- **Lee Su-yol:** Professor, College of Business Administration, Chonnam University

#### ❑ Panelist:

- **Shin Bong-sam:** Audit & Inspection Officer, Korea Fair Trade Commission



Kim Ki-chan



Samantha Wong



Lee Su-yol



Shin Bong-sam

- **Samantha Wong: Global Business Conduct Manager, Eastman Chemical Asia Pacific**

Samantha Wong started her presentation with a brief introduction of Eastman Chemical and supply chain management under the theme of “Sustainability Commitments vs. Compliance Implications”. Identifying the possible external parties involved in the supply chain, she defined the meaning of third party, risks associated with third-party

relationships, and potential risks that a business is exposed to. With reference to the GlaxoSmithKline's corruption case in China, Ms. Wong highlighted the importance of managing third parties by escalating liability. She added that the profound Foreign Corrupt Practices Act and the UK Bribery Act now allow governments to impose liability to those who both intentionally and unintentionally offer and accept bribes. Identifying third parties that have created liability problems, she underlined that it is critical to upgrade integrated information systems in order to mitigate the risks. Ms. Wong concluded her presentation by stressing that prime contractors must closely and continuously monitor their associated third parties.

▪ **Lee Su-yol: Professor, College of Business Administration, Chonnam University**

Lee Su-yol focused on the CSR bullwhip effect through the role of global supply chains to better disseminate CSR around the world. He stated that the modern management paradigm has shifted to “supply chain vs. supply chain”, highly relying on supply chain and outsourcing. Prof. Lee then argued that many Korean companies are conducting their businesses with raw and subsidiary materials provided through global sourcing. As second and third tier suppliers which are not directly linked to end products are also increasingly affected by CSR practices, the bullwhip effect will be successfully achieved if large first tier suppliers take the lead in spreading the concept of CSR to under-developed and developing countries. According to his studies conducted in Korea and Vietnam, it is now critical to provide customers with end products, which satisfy new customer requirements, minimized social and environmental impacts. Prof. Lee also highlighted that it is important to encourage developing countries to comply with higher social and environmental standards to enhance their competitiveness in the world market.

### Discussion Session

**Shin Bong-sam:** Both upstream and downstream sides of the supply chain must be cautious not to abuse the power and authority vested in them like the latest food-dairy products scandal in Korea. In addition, subcontract bid rigging, where some parts of the successful bidder's contract will be subcontracted to them by sharing the spoils among themselves, is now considered as a form of fraud. The Fair Trade Commission Korea imposes stronger sanctions on cartels that agree to fix price, quality, etc. to pursue more democratic economy.



## Session B: Development & Public Private Partnership

Public-Private Partnership (PPP) is increasingly envisaged as a promising proposition for involving the private sector in international development cooperation. The private sector, with its extensive expertise in managing resources, technology, and innovation, can contribute to foster the growth of a sustainable economy and development. Likewise, the UN's Post-2015 Development Agenda foreshadows a tremendous increase in PPP in order to achieve UN goals. In view of these trends,

- How can businesses contribute to increasing the overall effectiveness of international development cooperation?
- What challenges and opportunities exist for the stakeholder in implementing PPP in their respective fields of business, government, and the United Nations?
- How can the business sector create better partnerships with its stakeholders in PPP?

### ❑ Moderator:

- **Sohn Hyuk-sang:** Professor, Kyunghee University

### ❑ Speaker:

- **Kim Hyun-sik:** Senior Manager, LG Corporation
- **Oh Young-ju:** Director-General, Development Cooperation, Ministry of Foreign Affairs
- **Artemy Izmestiev:** Policy Specialist, UN Development Programme Seoul Policy Centre

### ❑ Panelist:

- **Steven McKinney:** Chief Executive Officer, McKinney Consulting
- **Lee Seong-hoon:** Director, Policy Center, Korea NGO Council for Overseas Development



Sohn Hyuk-sang



Kim Hyun-sik



Oh Young-ju



Artemy Izmetiev



Steven McKinney



Lee Seong-hoon

▪ **Oh Young-ju: Director-General, Development Cooperation, Ministry of Foreign Affairs**

Offering the audience the government's viewpoint, Oh Young-ju focused on the issue of the private sector which has huge potential in development cooperation, creating synergy with the government's development cooperation plan. She explained the background of the issue on the Development Alliance Korea (DAK) which was launched in August, 2012 by the Ministry of Foreign Affairs. She pointed out that there are various actors in development fields including emerging economies of China and Brazil, South-South cooperation, the private sector playing its role beyond CSR and philanthropic bodies such as the Bill & Melinda Gates Foundation. She argued that it is now essential to have inclusive partnership in accordance with the post-2015 framework. The modality of PPP is changing and applied in various countries. Also, PPP between the private sector's CSR and the government's development cooperation has been transforming from charity into a comprehensive aid program. Ms. Oh concluded her speech by outlining four functions of the DAK: a common goal within the community, forums for sharing information and ideas, a platform for program designs and the maximization of its potential as a market of its own. The DAK currently has 185 members, including civil society organizations, academia, and private sectors. Ms. Oh also provided some examples of G-Saver and vocational training programs in development cooperation.

▪ **Kim Hyun-sik: Director, LG Corporation**

Kim Hyun-sik delivered his presentation from the private sector's standpoint, sharing examples of development cooperation that LG has been involved in. He commented on the issues regarding the processing and application of government policies in private sectors and how business activities could be more effective. He also introduced LG's activities and contributions including Global CSR, LG Hope Village in Ethiopia, LG Hope School in Kenya, LG Hope Family in Bangladesh and Cambodia, LG Hope Descendants and its Vaccination Program. Regarding these activities, Mr. Kim explained

that LG attempts to achieve goals of scaling-up, collaboration, and sustainability. He also added on that PPP is a part of LG's collaboration scheme and that LG is collaborating with World Together, KOICA, and Cheonan Yonam College. Mr. Kim concluded his speech by expressing his hope of sharing both successful and unsuccessful examples in order to reduce trial-and-error and enhance effectiveness. He also expressed his wish to help the local people's independent development.

▪ **Artemy Izmetiev: Policy Specialist, UN Development Programme Seoul Policy Centre**

Artemy Izmetiev highlighted the role of the private sector in development, primarily speaking on behalf of the UNDP and the United Nations. He started with an emphasis on the main agenda of the Busan Forum in 2011 which addressed the kinds of role the private sector should play for effective development. He then gave various examples such as coffee bean, chocolate, mineral, mobile technology, coco bean, bank, and infrastructure and disaster relief companies to help the audience understand. He mainly explained four thematic areas of strategic private sector's engagement in development: private sector-led vocational education and training for sustainable employment with a focus on youth and women, procurement leveraging and local content building, inclusive value chains, impact investing and financing MSM social enterprises. He concluded that business and government have been separated under the free market and neoliberal system dominated international development cooperation for a long time. Mr. Izmetiev added on that although we are in the first stage of PPP, we still do not have good instruments in order to effectively engage business in development cooperation. Thus, he emphasized that there is a lot of work to be done in order to provide a comprehensive answer to these challenging questions.

### Discussion Session

**Steven McKinney:** The spark of life for CSR is becoming an increasing necessity today. I would like to share my personal career experience at Adidas, where I was motivated to help other people. From this experience, I realized that there are countless ways and ideas to contribute to CSR regardless of individuals, companies and government.

**Lee Seong-hoon:** I am somewhat critical towards the name and definition of Public-Private Partnership (PPP) and the role of the Civil Society Organizations (CSOs) in PPP. I acknowledge that PPP can be a better approach for development cooperation, but it is not a panacea. In this regard, I would like to address three points. Firstly, one must realize the fact that CSOs are not included in the name and definition of PPP. Secondly, it is necessary to share unsuccessful examples as well as the successful ones. Lastly, I would like to raise some questions about the motivation of the private sectors' engagement in PPP. There is a possibility of private sectors being more content when they just pay the taxes than when they engage in PPP under social pressure. In this sense it is the eradication of poverty that is the important factor which we should care about and not the name of the applying program. The meaning of PPP could be seen as "Privation of the

Public in the name of the Partnership”. ‘People-centered principles’ could be a better approach for development issues.

### Session C: Women Empowerment & Children’s Rights

The UNGC launched the “Women Empowerment Principles – Equality Means Business” in 2010, offering a new standard in strengthening gender equality and women’s power. Gender equality is not only a global standard to adhere to, but it also has the potential to enhance a company’s competitiveness and innovativeness. While much progress has been achieved by the private sector in adopting this principle, challenges such as the glass ceiling continue to exist. Likewise, the UNGC launched the “Children’s Rights and Business Principles” in 2011. Children’s rights are, in essence, the most effective investments in our future. Safeguarding the human rights principles for every child helps build strong, well-educated communities that are vital to creating the stable and productive environments that businesses need. Positive action towards children’s rights can help a company build a strong reputation, enhance the social license to operate, and achieve better risk management. This session discussed effective ways in dealing with these issues with representatives from governments and companies.

- How can companies incorporate gender equality and children’s rights into their management practices and how can companies extend best practices into their supply chain?
- What are the key challenges and opportunities in implementing these values?

#### ❑ Moderator:

- **Lee Yang Hee:** Professor, Child Psychology & Education Department, Sungkyunkwan University

#### ❑ Speaker:

- **Beth Verhey:** Senior CSR Advisor, UN International Children’s Emergency Fund
- **Chung Da-woon:** Policy Officer, UN Global Compact
- **Park Hyun-suk:** Director General, Ministry of Gender Equality & Family



Lee Yang Hee



Park Hyun-suk



Beth Verhey



Chung Da-woon

▪ **Beth Verhey: Senior CSR Advisor, UN International Children’s Emergency Fund**

Beth Verhey expressed her grief towards the statistic that more than 85 million children are currently working under dangerous conditions even after the recent decline in the number of children involved in child labour. Spotlighting the example of Africa, where the youth population has increased noticeably unlike the aging population of most developed countries around the world, she praised the increased enrollment rate at primary schools but also added on that there are problems yet to be addressed. Ms. Verhey explained that CSR at the UNICEF is about generating sustainable business environments which would lead to the creation of safe workplaces for children, where appropriate work hours are respected and the children are supervised by responsible adults in a safe environment. She then described the term “child protection”, used primarily by the UNICEF, as the policies, standards and guidelines to protect children from exploitation, neglect, abuse and violence. Ms. Verhey also emphasized that integrating government policies and allocating social investment programs will also provide guidelines for moving from a mere philanthropic society to a more strategic one.

▪ **Chung Da-woon: Policy Officer, UN Global Compact**

Chung Da-woon focused her presentation on the empowerment of women and its effects on business cultures. She stressed that the empowerment of women is not only about promoting gender equality, which is considered as one of the fundamental rights, but also about the effective allocation of the female workforce and its abilities in business cultures and operations. Dr. Chung outlined the women’s empowerment principles which include establishing high-level corporate leadership for gender equality, treating women and men fairly at work, ensuring health and safety of all male and female workers, promoting education and professional development for women, implementing enterprise development, supply chain and marketing practices that empower women, promoting equality through community initiatives and implementing practical measurement systems.

▪ **Park Hyun-suk: Director General, Ministry of Gender Equality & Family**

Park Hyun-suk began her presentation by referring to the 2013 Korean presidential election, which resulted in the first female president in Korean history. She stated that this particular example indicates that women’s abilities and rights have been heightened in the Korean society. Ms. Park then spoke about the philosophy that women’s happiness is in the interest of families and ultimately, the nation, and affirmed that this principle lies



at the center of Korean women's policy. She then explained that the role of the policy department of the Ministry of Gender Equality & Family is primarily to deal with policies related to women, families and teenagers but also covers wide range of policies from women's economic activeness and gender equality. Further highlighting the recent and significant progress in Korea regarding the empowerment women, Ms. Park also spoke about the economic struggle many Korean women still experience today, providing statistical data. She then concluded her presentation by outlining the various policies and efforts that the government and the ministry are making to eradicate gender inequality and childcare.

### Session D: CSR in the Age of Big Data

With the explosion of the Internet and social media, hundreds of Exabyte of data are produced every year and the growth continues at an exponential rate. It is now practical for the typical organization to amass and analyze rich databases of demographic, behavioral, and social network characteristics. Such information can be used to derive fine-grained insights and make predictions of individual behavior. Like all powerful technologies, data analytics can be used in both socially useful and socially useless ways. A broader discussion of socially responsible uses of big data is needed to help guide the creation of business models that are at once data-driven and socially sustainable. In this session, participants explored responsible uses of big data as well as ways to use data collected to benefit society and promote more ethical behavior within organizations.

#### ❑ Moderator:

- **Lee Mun-young:** Dean, Knowledge & Service Engineering, Korea Advanced Institute of Science & Technology

#### ❑ Speaker:

- **James Guszcza:** National Predictive Analytics Lead, Deloitte Consulting LLP
- **Song Gil-young:** Senior Executive Vice President, Daumsoft Inc.

#### ❑ Panelist:

- **Kim Dho-hoon:** Chief Executive Officer, Treum



Lee Mun-young



James Guszcza



Song Gil-young



Kim Dho-hoon

▪ **James Guszcza: National Predictive Analytics Lead, Deloitte Consulting LLP**

James Guszcza presented “Big Data, Behavioral Data and Socially Responsible Innovation”, focusing his lecture on the importance of managing data. He explained the role of the professionals working in this field, designated as “Data Scientists”, and mentioned that living in the digital era means that the importance of resourcing data is increasingly highlighted. He talked about the increasing amount of data and how it contributes to the increasing development rate of modern technology. Mr. Guszcza also covered the topic of behavioral economics, pointing out that due to the biased human minds, we automatically seek results from analyzed data to make rational decisions. He said that data will provide predictable information and eliminate any decision making based on intuition and explained how behavioral data analytics obtains samples and derives the collected information. Adding on that data can be used as a positive force, as open data, including “smart disclosure” on behalf of the government, Mr. Guszcza stressed that data is technology and therefore must be used in positive, ethical ways.

▪ **Song Gil-young: Senior Executive Vice President, Daumsoft Inc.**

Song Gil-young focused his presentation on the incorporation of CSR into the collection and usage of data. Stating that data mining is about reading people’s minds and that reading people’s minds is reading individual demands, Mr. Song pointed out that although it is difficult to discover the cause of an event through induction, data can be utilized to identify the cause-and-effect relationship through deductive reasoning, namely, current social trends. Using the example of Google, he explained that the “big” in big data does not refer to a large quantity, but rather a wide variety. Furthermore, he described how database, when used correctly, can aid in problem solving and predicting changes in the world. Stating that the present is the result of the past, Mr. Song affirmed that a corporation’s CSR is the result of the company’s past conduct. Ending his presentation, he shared his belief that CSR is doing the corporation’s duty as a member of the society and actively seeking solutions to problems that the society is faced with.

### Discussion Session

**Kim Dho-hoon:** Treum is a consulting company which focuses primarily on big data. I would like to stress the importance of classifying the various types of big data appropriately and analyzing them accordingly. In addition to proper classification and analysis, convincing the experts in the corresponding fields to accept another viewpoint is yet another challenge in the business. Although the collection and storage of big data is a relatively straightforward task, the primary difficulty lies in reaching a relevant conclusion based on the analysis of the gathered data. Sometimes the gathered data tend to be overly descriptive and the analysts often rely only on the data, ignoring the general context, which could ultimately lead to a bigger possibility of erroneous analysis. Moreover, even when a valid connection is established through deductive or inductive reasoning, there are often exceptions, which lead to a possibility of generalization, thereby creating more variables. The key to data analysis is interpreting it in a consistent manner rather than trying to understand a vast range of varying data. Overall, big data may just be another phenomenon considering the vulnerability to privacy issues.

## 6) One Hour Expert Discussion: Evaluating Sustainability, Challenges & Building Responsible Corporations

Corporate sustainability evaluations in the form of ratings, rankings and indices have a 25-year history. Today, at least 100 are active globally, serving the needs of financial markets, companies, governments and civil society. Despite impressive progress, problems persist in relation to inconsistent methodologies, indicator proliferation, and survey fatigue among rated companies. Because evaluations affect corporate reputation as well as investor and consumer decision making, the quality of corporate sustainability evaluations is currently subject to increased scrutiny. This session discussed global trends and future directions for strengthening the quality and uptake of corporate sustainability information and performance evaluations worldwide.

### ❑ Moderator:

- **Lim Dae-woong:** Managing Director, Eco Frontier

### ❑ Speaker:

- **Ernst Ligteringen:** Chief Executive, Global Reporting Initiative
- **Mark Tulay:** Chief Operating Officer, Global Initiative for Sustainability Ratings



Lim Dae-woong



Ernst Ligteringen



Mark Tulay

### ▪ Ernst Ligteringen: Chief Executive, Global Reporting Initiative

Ernst Ligteringen focused his presentation on sustainability reporting as a strategic tool for various businesses and business leaders. Explaining the challenges involved in corporate sustainability, he outlined the elements and purpose of the G4 Sustainability Reporting Guidelines. He also shared the new demands and guidelines that were established for the G4 Guidelines. Furthermore, he discussed Global Reporting Initiative (GRI)'s alignment with other frameworks including the 'Ten Principles' of the UNGC, the OECD Guidelines for Multinational Enterprises and the UN Guiding Principles on Business and Human Rights, stating that the G4 Guidelines are essentially a language to tell the world in a transparent way how these principles are impacting businesses to grow into more sustainable corporations. He proceeded to discuss the development of architecture for sustainability reporting worldwide and the role of markets and stock

exchange. Specifically addressing the case of Korea, Mr. Ligteringen spoke about stock exchange in Korea, emerging markets and business leaders. He also stressed the importance of public policies and the role of legislators and expressed his optimism towards a more transparent and sustainable future for businesses worldwide.

▪ **Mark Tulay: Chief Operating Officer, Global Initiative for Sustainability Ratings**

Mark Tulay briefly introduced the work of the Global Initiative for Sustainability Ratings (GISR), the new player into the sustainability standards space. Adding onto this introduction, he described his personal journey at the GISR, sharing the various challenges and milestones of his career. He then provided an in-depth description about the GISR, covering its vision, mission, strategy, focus and its connections with the GRI. Moving onto the issue of reliable sustainability ratings, Mr. Tulay outlined the major problems of many ratings systems today and explained the necessity of a consistent, reliable sustainability ratings system. Furthermore, he spoke about the individual components that play a crucial role in an effective credit ratings procedure and described the development of today's ratings market and what it would look like in 2020. Concluding his presentation, Mr. Tulay invited business leaders to collaborate by supporting the GISR's standard development activities and joining the supporting stakeholder program.

## Discussion Session

**Lim Dae-woong:** In the late 1990's, I attempted to evaluate the sustainability performances of various Korean corporations, but failed to do so because there was no information available on the companies regarding sustainability. This lack of information motivated me to consult the government to promote the disclosure of corporate information such as E.S.G. and sustainability performance. Additionally, I have been in contact with major corporations such as Samsung in developing sustainability strategies and reports. I believe that now is the time to stop, review the progress, current status and think about future directions.

**Audience 1:** Where is the quantifiable accountability with areas such as human rights?

**Mark Tulay:** Quantifying accountability in areas such as human rights is not a simple task. We look out for particular indirect indicators that may provide insight into the overall picture to make calculated judgments in these areas.

**Ernst Ligteringen:** I believe that quantifying areas such as human rights is not meaningful. In areas as such, it is true that quantification helps but there is more to the evaluation of these areas than mere quantification.

**Audience 2:** Do we need the GRI that is region-based? It seems that the GRI bases most of its elements on more developed countries that may not correspond to certain less developed regions around the world.

**Ernst Ligteringen:** In a global society where everything is tightly interwoven, it is crucial to take every individual case into consideration. The GRI is not a set of guidelines developed in the West, for the West. It pertains more to involving relevant stakeholders and it focuses on the question of “what measure would information be meaningful?”. Therefore we involve all relevant parties, regardless of regional or development status. Transparency only works nowadays if it is global and that is why all parts of the world are just as important.



## 5. Seoul Declaration 2013



Global Compact Network  
Korea



### The Global CSR Conference 2013

#### Seoul Declaration

From dangerous gaps in wealth and pervasive bribery and corruption, today we face multiple, critical global challenges that represent serious risks. No one country, company, or individual can redress these risks alone. Reducing and otherwise mitigating them requires collective action and partnerships among government, business, and the NGO community.

The Global CSR Conference 2013, held in Seoul, the Republic of Korea, serves as a comprehensive platform to discuss ways in which businesses can contribute to addressing global challenges through the CSR. With its theme “Corporate Challenges in Asia: Managing Risks while Building a Sustainable Future,” the conference has assembled the world’s foremost CSR experts and thinkers as well as government leaders.

A sustainable future requires more than simple philanthropy. It represents multiple social responsibilities that must be social, environmental, and ethical terms. Through collaboration with the Ethics & Compliance Officer Association (ECOA), ideals of corporate ethics and compliance have been synchronized with the universally accepted UN Global Compact’s Ten Principles in the areas of human rights, labour, the environment, anti-corruption. This new paradigm allows for an enhanced and more robust definition of CSR, which we seek to disseminate on a global scale to change corporate cultures around the world and ultimately achieve vital sustainable development goals.

We, the participants of the Global CSR Conference 2013, fully acknowledge the importance of embedding Environmental, Social, and Governance (E.S.G.) into core corporate value and business strategy, operations, and culture. In doing so, we call on active engagement from the private sector for the UN Millennium Development Goals and the Post-2015 Development Agenda led by UN Secretary-General Ban Ki-moon, specifically including active support for eradicating extreme poverty, universal education, and ensuring environmental sustainability. Businesses and other stakeholders are encouraged to collaborate in order to make tangible strides in their respective fields of work. We welcome the Post-2015 Business Architecture, which elaborates methods to scale up collaborative opportunities.

Furthermore, we acknowledge the increased importance of extended collaboration between public and private entities. We stress the imperative role of government as community partnerships to spread the ideals of corporate sustainability globally.

In this regard, we, the participants, urgently call on your action. Our actions and inactions, decisions and omissions, have an impact on society. We must work together for the sake of future generations, and together, make a difference. Therefore, we recognize:

1. The continued and essential importance of collective action and partnerships and the necessity for cross-border and cross-industry cooperation in developing best practices in sustainability, corporate governance, and cultures of integrity within all organizations.
2. Ways in which the world is becoming perfectly transparent through the proliferation of social media, mobile technologies, and “big data.” Issues once held quietly now go viral in a nanosecond and lead to demands for change. All decisions are being held to a new standard – the light of day. We call for consensus on the responsible uses of big data, including ways to use it to promote ethical behaviors within organizations.
3. That capitalism is on the cusp of extraordinary transformation. A new standard is developing that challenges companies to embrace their responsibility to build cultures of integrity and to treat all stakeholders equally. Corporate culture directly influences business decisions as well as how a company understands sustainability and its accompanying responsibilities. Thus, a deeper understanding of corporate culture is necessary for the successful implementation of the UN Global Compact values and principles. In this regard, we recommend benchmarking surveys on ethical corporate culture.
4. Trust is a significant issue facing organizations everywhere. Many government and business leaders are held in disregard because their actions are viewed with cynicism and seen as self-interested. All government and business leaders must increase transparency and be seen as outward-facing, meeting stakeholder needs.
5. The private sector plays a central role in efforts to promote economic empowerment of women. Partnering with the UN Global Compact, we encourage women to take a leading role in advancing corporate sustainability and building stronger and more inclusive economies. This meaningful gateway of experience and knowledge exchange will help leverage women’s economic opportunities and leadership. We call on businesses to embrace the Women’s Empowerment Principles to publicly demonstrate their efforts to advance gender equality in the workplace, marketplace, and community.

6. Since 2000, education has been one of the United Nations' top priorities. In recognizing this, we affirm the importance of disseminating the UN Global Compact values and corporate sustainability to the world's youth. The youth today are sensitive to issues regarding sustainability, malfeasance, and cronyism. We must be open to listening to their concerns. Platforms to exchange insights, such as the Principles for Responsible Management Education, UN Academic Impact and the Youth CSR Conference, will increase the extent to which their voices will greatly shape CSR now and in the future.
7. That one century ago the Earth was a self-sustaining ecosystem. Today, it is dying. The consequences of irresponsible behavior may not be fully felt for several generations. We all must acknowledge our role in protecting the environment and build collective action to address the most important issues. We call for the development of sustainable business practices and increased accountability, so businesses can become leaders in ensuring the Earth's survival.

In closing, we, the participants of the Global CSR Conference 2013, believe that the world is moving towards a sustainable society with long-term vision and goals. We dedicate ourselves to action and reiterate our commitments to promoting cooperation, collective action, partnerships, and the sharing of best practices. It must begin today, with us.

## 6. UN Global Compact Value Awards 2013

### 1) Background

Established in 2011, the UN Global Compact Value Awards aim to commend exemplary corporations in recognition of the work being carried out by Korean and multinational companies in Korea to improve the lives of their employees, to enhance the civic environment in which they operate and to be in the vanguard of achieving the UN MDGs.

This is a unique award that offers the Korean business community an opportunity to promote its efforts in CSR and sustainable development and gain recognition for best practices. The awards are presented in a wide variety of categories covering all areas of CSR and sustainable development.

The UN Global Compact Grand Prize is given to an outstanding corporation with CSR activities through three rigorous and fair evaluation processes. The first process is the evaluation of the transparency of sustainability reports and Communication on Progress (COPs) of UNGC participants based on the UNGC Ten Principles, the GRI G3 Guidelines, and the ISO 26000.

30 companies are selected after the first evaluation process. The second process is the survey on these companies by CSR affiliated stakeholders. The last evaluation process includes due diligence and negative screening by the evaluation committee.

The Best Practice is awarded to applicants with creative CSR activity and projects with outstanding performances in the six categories of human rights, labour rights, the environment, anti-corruption, the MDGs, and the ISO 26000's main clause of community service. Evaluation of the practice is based on innovation, sustainability, flexibility to changes, and especially relevance to business.

## 2) Awards Ceremony

Along with the Global CSR Conference 2013, the UNGC Value Awards 2013 took place at the Sheraton Grande Walkerhill Convention Vista Hall in Seoul, Republic of Korea on November 12, 2013, to celebrate the winners of this year's awards. The UNGC Value Awards was awarded to Korean businesses that have brought and exchanged the best corporate responsibility and sustainability practices under the UNGC values and principles across Korea. The presence of the world's leading CSR experts also contributed to the significance of this year's awards. This year, distinguished speakers participating in the Global CSR Conference 2013 made appearance as presenters to celebrate the winners of the awards. The presenters also shared best practices on remarkable CSR and sustainable development activities that have shaped the private and public agenda on sustainability and competitiveness. These presenters include: Georg Kell, Executive Director, UN Global Compact; Keith Darcy, Executive Director, Ethics & Compliance Officer Association; Lee Seung-han, President, UN Global Compact Korea Network; Wolfgang Engshuber, Chairman, UN Principles for Responsible Investment; Ernst Ligteringen, Chief Executive, Global Reporting Initiative; and Moon Hyung-koo, Chairman, UN Global Compact Awards Panel of Judges.

## 3) Panel of Judges

Award	Panel	Affiliation
<b>Chairman</b>	<b>Moon Hyung-koo</b>	Professor, Korea University Business School
<b>Grand Prize/ Best Practice Awards</b>	<b>Park Yong-Seung</b>	Professor, School of Management, Kyung Hee University
	<b>Park Gil-Sung</b>	Professor, Sociology, College of Liberal Arts, Korea University
	<b>Jeon Eui-Chan</b>	Professor, Earth & Environmental Science, Sejong University
	<b>Kim Jong-Dae</b>	Professor, Graduate School of Business, Inha University
	<b>Hur Tak</b>	Professor, Materials Chemistry & Engineering, Konkuk University
	<b>Chang Dae-Chul</b>	Professor, Business School, Korea Advanced Institute of Science & Technology
	<b>Kim Hyung-Chul</b>	Professor, Liberal Arts, Yonsei University
<b>Outstanding NGO Awards</b>	<b>Yang Yong-Hee</b>	Professor, Social Welfare, Hoseo University
	<b>Park Tae-jin</b>	President, Business Institute for Sustainable Development, Korea Chamber of Commerce & Industry



## 4) List of Winners

- **The Respect for Labour Award:** Incheon International Airport Corporation was given the award for leading an innovative win-win labour-management relations culture through strong will and effective leadership in the process of resolving conflicts. Furthermore, Incheon International Airport Corporation shared its management information and achieved an active participation of employees in its management issues.
- **The Eco-friendly Management Award:** Homeplus received the award for proceeding environment management in order to actively counteract excessive consumption culture, environment issues, and climate change. This was specifically attempted through Homeplus' Green Value Six Systems.
- **The UN MDGs Award:** LG Electronics was awarded for preceding all other businesses to achieve the UN MDGs while concluding an MOU with the United Nations. LG Electronics has been conducting its businesses based on its past experiences and endeavors. These are done through the LG Hope Series including Hope School, Hope Village, and Hope Family. The UN MDGs Awards was also awarded to SBS Media Group for producing and organizing media programs to promote MDG achievements particularly in the areas of education and health through good partnership with various NGOs.
- **The Community Service Award:** Kyobo Life Insurance received the award for its pursuit of social reform through selecting creative business items, namely the support business of premature babies in low-income families. SK Telecom also received the award for building sustainable business cases in the areas of community service. SKT has been supporting the vitalization of traditional markets to the fullest capacity, especially in the field of ICT.

No applicants satisfied the requirements for an award in the fields of the Human Rights Management, the Transparency & Ethics and the Outstanding NGOs, therefore no awards were given in these areas. In addition, no corporations met all of the required UNGC standards for the Grand Prize this year.



# **Annex**

## **Global CSR Conference 2013**

*Corporate Challenges in Asia:  
Managing Risks while Building a Sustainable Future*

## Annex 1. Program

[Day 1] Tuesday, November 12, 2013	
Time	Program
09:00 – 09:10	<b>Opening Remarks</b> - Lee Seung-han: President, UN Global Compact Korea Network
09:10 – 09:20	<b>Congratulatory Remarks</b> - Han Seung-soo: Chairman, Global CSR Conference Organizing Committee 2013
09:20 – 09:30	<b>Welcome Remarks</b> - Keith Darcy: Executive Director, Ethics & Compliance Officer Association
09:30 – 09:40	<b>Keynote Speech (Written Message)</b> - Ban Ki-moon: Secretary-General, United Nations
09:40 – 10:00	<b>Keynote Presentation</b> - Georg Kell: Executive Director, UN Global Compact
10:00 – 10:10	<b>Break Time</b>
10:10 – 10:50	<b>Special Lecture – Theme 1: Building Trust through Anti-Corruption Efforts</b>  ▪ Speaker: - Jermyn Brooks: Chair, Business Advisory Board, Transparency International - Drago Kos: Chair-elect, OECD Working Group on Bribery
10:50 – 11:50	<b>One Hour Expert Discussion: CSR &amp; Risk Management</b>  ▪ Moderator: - Margaret Fitzpatrick: President, St. Thomas Aquinas College ▪ Speaker: - Keith Darcy: Executive Director, Ethics & Compliance Officer Association - Michael Hershman: Co-founder, Transparency International / CEO, The Fairfax Group
11:50 – 13:50	<b>Luncheon</b>
13:50 – 15:20	<b>Breakout Session – Block 1: Understanding &amp; Managing Risks</b>

	<p><b>Session A: Anti-Corruption Initiatives</b></p> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Moon Hyoung-koo: Professor, Korea University Business School</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Gerard Forlin QC: Barrister, Cornerstone Barristers London / Maxwell Chambers Singapore / Denman Chambers Sydney</li> <li>- Jörn Elbracht: General Counsel &amp; Regional Compliance Officer, Siemens Ltd. Seoul</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Drago Kos: Chair-elect, OECD Working Group on Bribery</li> <li>- Im Hong-jae: Secretary-General, UN Global Compact Korea Network</li> </ul> </li> </ul>
	<p><b>Session B: Making Corporate Culture More Ethical</b></p> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Cho Dong-sung: Professor, Seoul National University</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Royanne Doi: Chief Ethical Officer &amp; Vice President, Prudential Financial Inc.</li> <li>- Choi Dong-kyun: Director, Ethics &amp; Compliance Department, POSCO</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Keith Darcy: Executive Director, Ethics &amp; Compliance Officer Association</li> <li>- Jai Lee: Senior Foreign Counsel, Yulchon LLC</li> </ul> </li> </ul>
	<p><b>Session C: Corporate Governance &amp; Integrity</b></p> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Park Tae-jin: President, Business Institute for Sustainable Development, Korea Chamber of Commerce &amp; Industry</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Blue Festin: Corporate Governance Officer, Philippine Long Distance Telephone Company / Executive Director, Good Governance Advocates and Practitioners of the Philippines</li> <li>- Nicholas Benes: Representative Director, The Board Director Training Institute of Japan</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Michael Hershman: Co-founder, Transparency International / CEO, The Fairfax Group</li> </ul> </li> </ul>



	<b>Session D: Ethics in Government</b> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Kilaparti Ramakrishna: Director, Sub-Regional Office for East and North-East Asia, UN Economic and Social Commission for Asia and the Pacific</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Kim Geo-sung: Chairperson, Transparency International Korea</li> <li>- Tim Mazur: Chief Operating Officer, Ethics &amp; Compliance Officer Association</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Chun Keun-chul: Director, General Administration Department, National Pension Service</li> </ul> </li> </ul>
<b>15:20 – 15:50</b>	<b>Break Time</b>
<b>15:50 – 16:10</b>	<b>Featured Presentation by KMAC: Admired Companies</b> <ul style="list-style-type: none"> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Park Nei-hei: Dean of Graduate School of Business Administration, Sookmyung Women's University</li> </ul> </li> </ul>
<b>16:10 – 17:20</b>	<b>Special Lecture – Theme 2: Leadership, Ethics &amp; Compliance, Corporate Strategy</b> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Moon Kook-hyun: President &amp; Chief Executive Officer, New Paradigm Institute</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Kim Jong-kap: Chairman &amp; Chief Executive Officer, Siemens Ltd. Seoul</li> <li>- Laurent Rotival: President &amp; Chief Executive Officer, GE Healthcare Korea</li> </ul> </li> </ul>
<b>17:20 – 18:00</b>	<b>UN Global Compact Value Awards</b>

<b>[Day 2] Wednesday, November 13, 2013</b>	
<b>Time</b>	<b>Program</b>
<b>09:00 – 09:40</b>	<b>Special Lecture – Theme 3: Innovation for a Sustainable Future: Thinking Environmental, Social, Governance (E.S.G)</b> <ul style="list-style-type: none"> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Wolfgang Engshuber: Chair, UN Principles for Responsible Investment</li> <li>- Cho Dong-sung: Professor, Seoul National University</li> </ul> </li> </ul>
<b>09:40 – 10:40</b>	<b>One Hour Expert Discussion: Creating Corporate Values while Considering Environmental, Social, Governance (E.S.G.)</b> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Choi Young-jin: Former Special Representative of the Secretary-General to Côte d'Ivoire</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Jesus Estanislao: Chairman &amp; Founder, Institute of Corporate Directors</li> <li>- Tatsuya Kanai: Senior Advisor, Office of Co-financing Operations, Asia Development Bank</li> </ul> </li> </ul>
<b>10:40 – 11:00</b>	<b>Break Time</b>
<b>09:30 – 09:40</b>	<b>Breakout Session – Block 2: Environmental, Social, Governance (E.S.G.)</b>
<b>11:00 – 12:30</b>	<b>Session A: Responsible Investment</b> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Noh Hee-jin: Senior Researcher, Korea Capital Market Institute</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Ryu Young-jae: Chief Executive Officer, Sustinvest</li> <li>- James McCarthy: Managing Director, Phoenix Global Capital Management</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Wolfgang Engshuber: Chair, UN Principles for Responsible Investment</li> <li>- Yang Chun-seung: Executive Director, Korea Sustainability Investing Forum</li> </ul> </li> </ul>

	<p><b>Session B: Human Rights, Labour &amp; Business</b></p> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Kang Angela Joo-hyun: Chief Executive Officer, Global Competitiveness Empowerment Forum</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Christiana Ochoa: Professor, Indiana University School of Law - Bloomington</li> <li>- Kim Min-seok: Manager, CSR Department, LG Electronics</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Kim Sung-jin: Executive Director, Korea Labor Foundation &amp; KLF International</li> <li>- Ahn Seok-mo: Director-General, National Human Rights Commission of Korea</li> </ul> </li> </ul>
	<p><b>Session C: Climate Change &amp; Environment Management</b></p> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Kim Jong-dae: Professor, Business Administration, Inha University</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Kim Jung-soo: Senior Vice President, CSR Office, SK Telecom</li> <li>- Seol Do-won: Vice President, Homeplus</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Kim Jeong-in: Professor, Chung-Ang University</li> <li>- Kim Sung-woo: Regional Head of Asia Pacific in Sustainability, KPMG</li> </ul> </li> </ul>
	<p><b>Session D: Opportunities in Social Enterprise</b></p> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Shim Sang-dal: Chief Executive Officer, Merry Year Social Company</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Choi Joon: Vice President, Social Enterprise Team, SK SUPEX Council</li> <li>- Rosedel Davies-Adewebi: Impact Investing and Social Enterprise Consultant, UN Global Compact</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Chay Jong-bom: Professor, Business School, Sungkyunkwan University</li> <li>- Kim Jong-gak: Director, Korean Social Enterprise Promotion Agency</li> </ul> </li> </ul>
<b>12:30 – 13:30</b>	<b>Luncheon</b>
<b>13:30 – 14:10</b>	<p><b>Special Lecture – Theme 4: Post-2015 Development Agenda, Sustainable Development Goals &amp; Role of the Private Sector</b></p> <ul style="list-style-type: none"> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Georg Kell: Executive Director, UN Global Compact</li> <li>- Young Soogil: Co-chair, UN Sustainable Development Solutions Network Korea Forum</li> </ul> </li> </ul>
<b>14:10 – 15:40</b>	<b>Breakout Session – Block 3: Growing Together with Partners &amp; Stakeholders</b>

	<p><b>Session A: Supply Chain Management (Labour, Corruption, Partner)</b></p> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Kim Ki-chan: Professor, School of Business Administration, Catholic University of Korea</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Samantha Wong: Global Business Conduct Manager, Eastman Chemical Asia Pacific</li> <li>- Lee Su-yol: Professor, College of Business Administration, Chonnam University</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Shin Bong-sam: Audit &amp; Inspection Officer, Korea Fair Trade Commission</li> </ul> </li> </ul>
	<p><b>Session B: Development &amp; Public-Private Partnership</b></p> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Sohn Hyuk-sang: Professor, Kyunghee University</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Kim Hyun-sik: Senior Manager, LG Corporation</li> <li>- Oh Young-ju: Director-General, Development Cooperation, Ministry of Foreign Affairs</li> <li>- Artemy Izmetiev: Policy Specialist, UN Development Programme Seoul Policy Centre</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Steven McKinney: Chief Executive Officer, McKinney Consulting</li> <li>- Lee Seong-hoon: Director, Policy Center, Korea NGO Council for Overseas Development</li> </ul> </li> </ul>
	<p><b>Session C: Women Empowerment &amp; Children's Rights</b></p> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Lee Yang Hee: Professor, Child Psychology &amp; Education Department, Sungkyunkwan University</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Beth Verhey: Senior CSR Advisor, UN International Children's Emergency Fund</li> <li>- Chung Da-woon: Policy Officer, UN Global Compact</li> <li>- Park Hyun-suk: Director General, Ministry of Gender Equality &amp; Family</li> </ul> </li> </ul>

	<b>Session D: Women Empowerment &amp; Children's Rights</b> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Lee Mun-young: Dean, Knowledge &amp; Service Engineering, Korea Advanced Institute of Science &amp; Technology</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- James Guszcza: National Predictive Analytics Lead, Deloitte Consulting LLP</li> <li>- Song Gil-young: Senior Executive Vice President, Daumsoft Inc.</li> </ul> </li> <li>▪ Panelist: <ul style="list-style-type: none"> <li>- Kim Dho-hoon: Chief Executive Officer, Treum</li> </ul> </li> </ul>
<b>15:40 – 16:00</b>	<b>Break Time</b>
<b>16:00 – 17:00</b>	<b>One Hour Expert Discussion: Evaluating Sustainability, Challenges &amp; Building Responsible Corporations</b> <ul style="list-style-type: none"> <li>▪ Moderator: <ul style="list-style-type: none"> <li>- Lim Dae-woong: Managing Director, Eco Frontier</li> </ul> </li> <li>▪ Speaker: <ul style="list-style-type: none"> <li>- Ernst Ligteringen: Chief Executive, Global Reporting Initiative</li> <li>- Mark Tulay: Chief Operating Officer, Global Initiative for Sustainability Ratings</li> </ul> </li> </ul>
<b>17:00 – 17:30</b>	<b>Reporting of the Conference Outcome &amp; Adoption of the Seoul Declaration</b> <ul style="list-style-type: none"> <li>▪ Presenter: <ul style="list-style-type: none"> <li>- Im Hong-jae: Secretary-General, UN Global Compact Korea Network</li> </ul> </li> </ul>
<b>17:30 –</b>	<b>Closing</b>

## Annex 2. Words of Encouragement by UN Secretary-General Ban Ki-moon

UNITED NATIONS



NATIONS UNIES

THE SECRETARY-GENERAL

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MESSAGE TO THE GLOBAL CSR CONFERENCE 2013

Seoul, November 12-13, 2013

I am pleased to send greetings to all participants at the Global CSR Conference 2013. I thank the Global Compact Korea Network, the Ethics and Compliance Officer Association and the Korea Management Association Consultants for hosting this timely discussion of the role of ethical and sustainable business practices in advancing the goals of the United Nations.

I applaud your efforts to raise awareness about the importance of corporate sustainability. Businesses can play a crucial role in addressing the many challenges facing our world by providing viable solutions to alleviate poverty, create jobs and accelerate green growth. Responsible business will play a key role in the definition and implementation of the new development agenda after the Millennium Development Goals deadline of 2015.

A vibrant corporate movement is under way. More than 8,000 companies in 140 countries participate in the United Nations Global Compact initiative. Companies are joining our call to action because they see the importance of sustainability in today's globalized world. They understand that ignoring environmental, social and governance issues can negatively affect their bottom lines and reputations. Just as important, they recognize the enormous benefits and opportunities driving the corporate sustainability movement.

At the recent Global Compact Leaders Summit, I unveiled a Business Engagement Architecture designed to scale up corporate actions to advance UN goals. It connects the dots in the ever-growing field of responsible business initiatives, standards and certifications. And it calls on corporate leaders to work together on a new scale, collaborating and co-investing to share risks and realize opportunities.

I hope and trust that you, as business leaders, will join our cause. When you commit to the Global Compact and become active in the Korea Local Network, we can join forces to achieve a sustainable future.

I wish you a most productive meeting.



## Annex 3. Sponsors

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# **Global CSR Conference 2013**

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[www.globalcsrconference.com](http://www.globalcsrconference.com)

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