

Dialogue on Korean Development Experience: Lessons for Bangladesh

Tuesday 23 December 2014
The Westin Dhaka, Bangladesh

Session 2
Global Best Practices of CSR: Implications for Bangladesh

Desirable CSR from the Perspective of Bangladesh

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Desirable CSR from the Perspective of Bangladesh

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Chief Executive Officer

CSR Centre



Some Quotes on

CSR

Corporate Social Responsibility

“ It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently .”

Benjamin Franklin

“Goodness is the only investment that never fails.”

– **Henry David Thoreau, American writer.**

“Creating a strong business and building a better world are not conflicting goals – they are both essential ingredients for long-term success.”

– **William Clay Ford Jr. Executive Chairman, Ford Motor Company.**

“Corporate Social Responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it because it is good for our business.”

– **Niall Fitzgerald, Former CEO, Unilever**



ABOUT US



Established on September 05, 2007

Focal point for UN Global Compact

Launched in January, 2009 in Bangladesh

Consists of 52 signatories to the Compact comprising of corporate houses, business associations, CSOs, academia etc .

Operational Principle:

Contribute to achieving the human development targets set in the Millennium Development Goals (MDGs) in Bangladesh through private sector led growth.

Our Definition

“CSR is about achieving organizational excellence in ways that honor ethical values and respect people, communities and the natural environment.”



What is Happening in Bangladesh ?

Telecom
Sector



“It’s Our Turn” is an employee volunteering programme in which 40 employees are selected to visit rural areas to train people on business topics including IT, marketing, distribution and product pricing. This initiative not only builds capacity within local communities but also strengthens employee loyalty and understanding of development issues.

BRAC Bank has helped 320,000 people through its SME deposits and lending services. The Bank’s charter states 51% of lending must be to SMEs and its philosophy is to loan small amounts to registered business at low interest rates with few security requirements. The Bank also promotes Green Banking by not financing project that may harm the environment.

Financial
Sector



RMG Sector



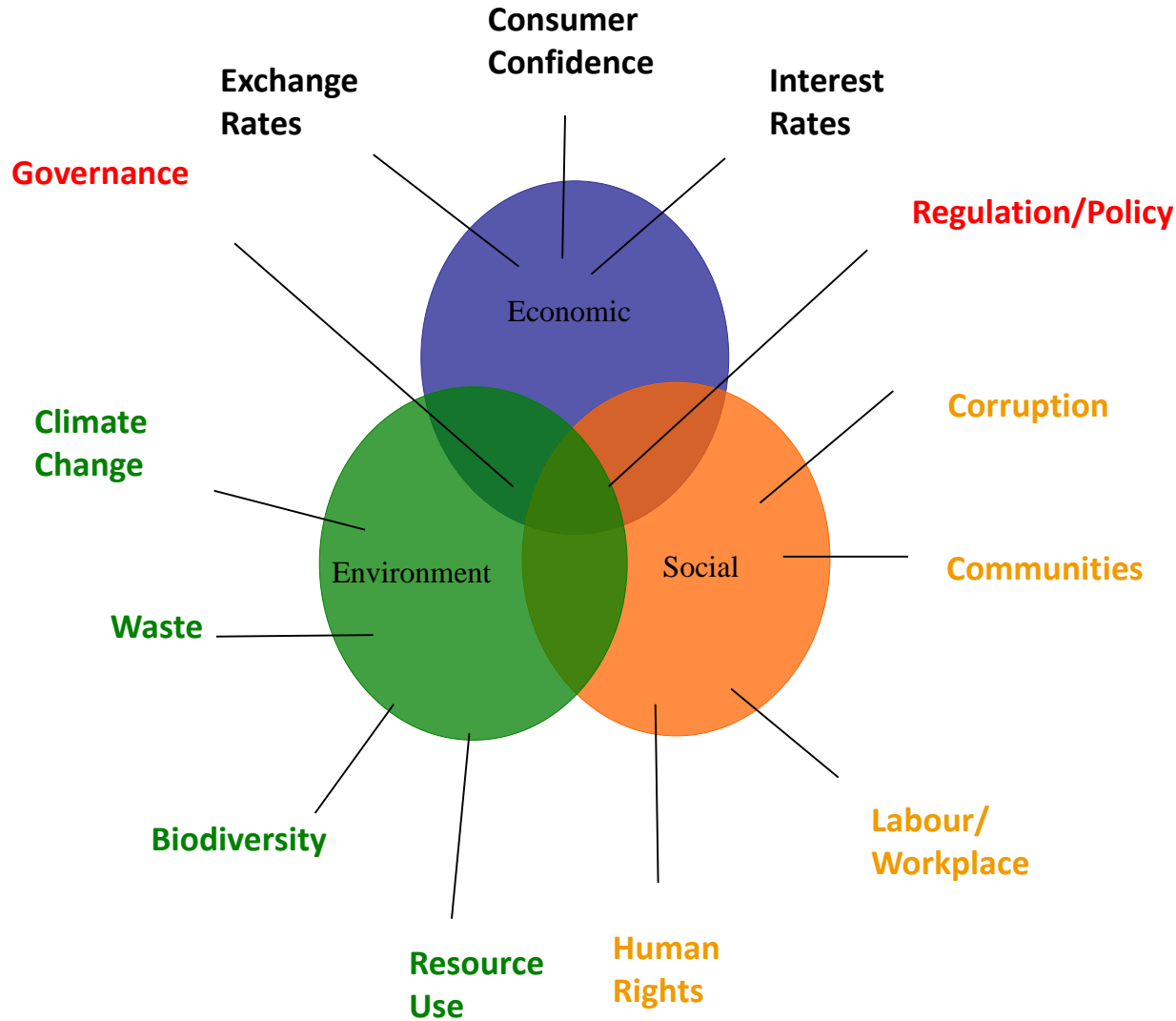
The environment is a central pillar of Viyellatex’s CSR Programme. Although activities incorporate elements of internal CSR, they have a significant, positive impact on the external environment and society. Viyellatex has set annual environmental performance metrics and seeks to prevent pollution, minimize waste, promote recycling, reduce energy consumption and work with suppliers engaging in sound environmental policies.

Global Innovation of CSR



- ✓ Telenor established top management CSR-forum where issues regarding the Principles of the UN Global Compact are discussed. It has also established strong relationships with relevant government bodies as well as NGOs to learn and to contribute on issues of shared interest within the scope of CSR.
- ✓ Telenor is engaged in a joint venture with other Norwegian companies to develop a comprehensive e-learning program on CSR, which also includes an introduction to the United Nations Global Compact.
- ✓ Telenor introduced Guidelines to strengthen practical approaches and vigilance regarding human rights and labour rights. Telenor highlights its CSR-issues in the quarterly business reviews and in pre-investment and due-diligence processes.
- ✓ Telenor is also in the process of developing special training programs focusing on ethical and social challenges.

CSR: The Integrated Approach to Business



How can Business Engage in CSR ?

Leadership needs to be engaged with CSR

Align CSR activities with core competencies of the company

CSR goals should be incorporated within the company's
business strategy

Integrate CSR within the company's culture – top down – bottom up
approach

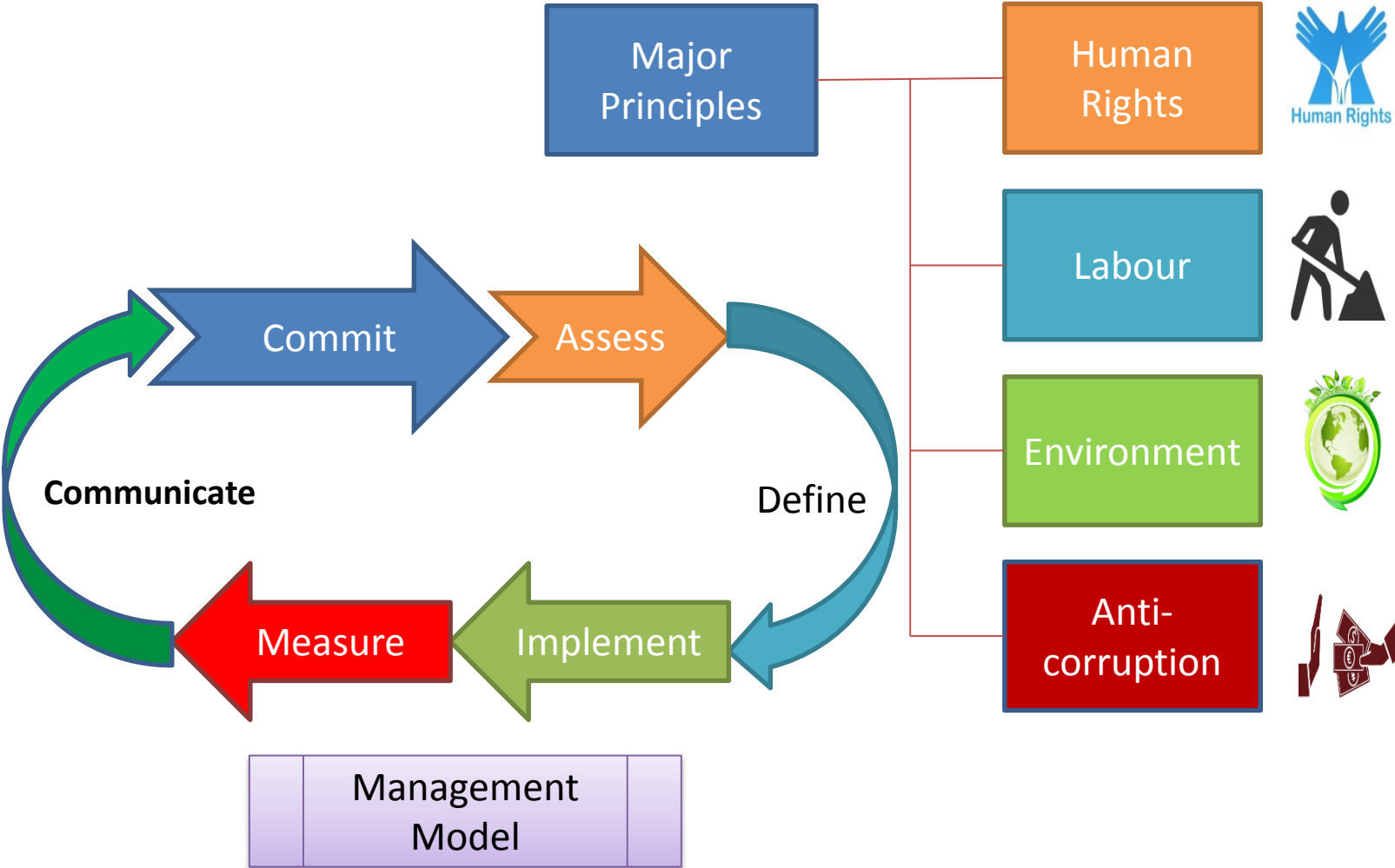
CSR initiatives should be communicated with all its stakeholders



CSR – the Bangladesh Perspective



Integration of United Nations Global Compact



What the Global Compact Can Offer?

Well-tested organizing framework for responsible business practices.

Global network of like-minded businesses and other stakeholders facing similar challenges.

Positive environment to engage in constructive dialogue with different stakeholders.

Platform for individual & collective action for innovation.

Wealth of practical resources and instruments to support implementation of CSR policies/initiatives.

Learning forum for sharing best practices and experiences.

Effective, high-impact and sustainable partnerships through implementation partners on the ground.

Global Compact
Local Network

Steering
Committee
Chair:
Bangladesh
Bank

Now

52

Members in
Bangladesh

Implementation of United Nations Guiding Principles on Business and Human Rights

The State Duty
to PROTECT

—

PROTECT

Corporate
Responsibility
to RESPECT

=

RESPECT

Access to
effective
REMEDY

≡

REMEDY

The UNGP was endorsed by the UN Human Rights Council in June, 2011. Since this time, the Guiding Principles have served as a global framework for States and business enterprises in preventing and addressing adverse human rights violations linked to business activity. The UNGP are built on three pillars: Protect, Respect, and Remedy.

The *CSR Centre* conducted a two day **Training of Trainers (TOT)** in the **RMG sector** to integrate the ***UN Guiding Principles on Business and Human Rights*** in 2013.

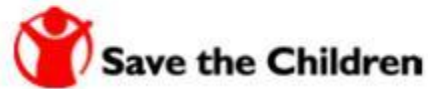
The CSR Centre convened the “Multi-stakeholder Forum” dialogue to learn how the United Nations Guiding Principles can help protect human rights and contribute to the social sustainability of Bangladesh’s Readymade Garment sector .

The ***DBL Group’s*** initiative to incorporate the ***United Nations Guiding Principles on Business and Human Rights (UNGPs)*** into its business practices was showcased through case studies & SAI’s Social Fingerprint.

Children Rights and Business Principles

“The first comprehensive set of Principles to guide companies on the full range of actions they can take in the workplace, marketplace and community to respect and support children’s rights“

Launched in June 2012 in Bangladesh.



National CSR Policy for Children in Bangladesh

- ❑ In partnership with Ministry of Labour and Employment (MOLE) and Save the Children this Policy has been drafted and is in the final stage.
- ❑ The framework of this Policy is based on the CRBP – Child Rights & Business Principles.
- ❑ A working Committee has been formed by MOLE.
- ❑ 6 Multi-stakeholder consultations and 3 divisional consultations have been conducted.
- ❑ Continuous advocacy with relevant Ministries and stakeholders to engage in this process.
- ❑ Within summer 2015 this Policy will be enacted by the Government of Bangladesh.

National CSR Guideline for Bangladesh

- ❑ 1.5 years of advocacy with Multi-stakeholders.
- ❑ Common consensus - a National CSR Guideline is needed for Bangladesh.
- ❑ CSR Centre with the support of the Ministry of Foreign Affairs Denmark initiated the process.
- ❑ Consultation with 14 Ministries proposed that this agenda should be steered by the Ministry of Planning.
- ❑ An inter- ministerial meeting was held on October 23, 2014 at Ministry of Planning , chaired by Honorable Minister of Planning.
- ❑ Meetings held to identify a Guideline Development Committee to develop the ***National CSR Guideline for Bangladesh.***

Future Roadmap towards Engaging in Strategic CSR in Bangladesh

Banking and Financial Sector : Bangladesh Bank drafting CSR Guideline for the banking & financial sector.

National CSR Policy for Children: Applicable for all sectors and stakeholder engagements identified.

National CSR Guideline for Bangladesh (2015/2016): National level strategic CSR direction for sustainable development.

Operationalizing CSR

- Each sector will have different aspects of CSR engagements.
- Comprehensive CSR initiatives will reduce risk & give responsible profits and sustainable growth.
- Following the UN Global Compact Principles in the core areas of Human Rights, Labor Rights, Environment & Anti-corruption.
- CSR initiatives go beyond national laws and policies.

How can companies engage with CSR?

The success of a business depends on its relationships with the external world—regulators, potential customers and staff, activists, and legislators.



Vision 2021:

Bangladesh to become a middle income country

How ?

Placing CSR in the Perspective Plans of Bangladesh reflected through the National CSR Guideline.

Mainstreaming CSR in Bangladesh to achieve Post MDG goals.

Thank
You

CSR Centre:

<http://www.csrcentre-bd.org/>