

## ***Unleashing Social Entrepreneurship: New Partnerships for a Better World***

### **Forum Program**

as at 26 June 2015

Now in its 14<sup>th</sup> year, the Asian Forum on Corporate Social Responsibility (AFCSR) is Asia's leading forum for business executives, professionals, entrepreneurs and NGOs who want to help create a better world. AFCSR 2015 will feature an inspiring and exciting program on the power of Social Entrepreneurship and Innovative Partnerships in tackling the world's major challenges.

#### **PRE-EVENT**

**Monday, 7 September 2015**

10:00am – 6:00pm

Registration for the 14th Asian Forum on Corporate Social Responsibility

#### **DAY ONE**

**Tuesday, 8 September 2015**

9:00am – 9:15am

WELCOME REMARKS

9:15am – 10:15am

PLENARY ONE

**“Unleashing Social Entrepreneurship:  
Is Social Entrepreneurship the Future of CSR?”**

Insight from **Bunker Roy**, Founder, Barefoot College, India  
(confirmed)

Followed by an open forum discussion led by:

- **David Grayson**, Director, Doughty Centre for Corporate Responsibility, Cranfield University, UK (confirmed)
- Social Sector Lead, McKinsey & Company (invited)

10:15am – 10:45am

Networking break

10:45am – 11:15am

PLENARY TWO

**Insight into the Power of Social Innovation**

A presentation on real life models and experiences that inspire and educate.

11:15am – 12:30pm

PLENARY THREE

**“Social Innovation in Business: Opportunities for New Partnerships”**

Insight from **Durreen Shahnaz**, Founder and Chair, Impact Investment Exchange Asia, Singapore (confirmed)

Followed by an open forum discussion led by:

- **Heinrich Jessen**, Chairman, Jebsen & Jessen (SEA), Singapore (confirmed)
- **Tri Mumpuni**, Founder, IBEKA, Indonesia (confirmed)

12:30pm – 2:00 pm

Networking Luncheon

2:00pm – 3:30pm

CONCURRENT SESSIONS I: **Assessment**

**[1-A] Discovering Opportunities for Social Innovation and Intrapreneurship**

This session covers the dynamic environment of intrapreneurs that leads to new opportunities and innovations. This means doing away with the established silos and structures to build the culture of diversity and transformative change, which in turn create opportunities for high impact social innovation.

- **Anil Jaggi**, CEO, Green Earth Alliance, India (confirmed)
- **David Grayson**, Director, Doughty Centre for Corporate Responsibility, Cranfield School of Management, UK (confirmed)

**[1-B] Building High Impact Venture through Hybrid Financing and Enabling Environments**

Social entrepreneurs need the enabling environment and seed money to start and scale their ideas. Existing platforms and funding solutions are often imperfectly suited to their needs. This session focuses on how social enterprises can be developed through enabling innovative platforms and using hybrid financing to drive greater impact.

- **Timothy Ma Kam Wah**, Founding Executive Director, Senior Citizen Home Safety Association, Hong Kong (confirmed)

**[1-C] Social Entrepreneurship and the Challenge of Sustainable Development Goals**

This session focuses on the latest insights, trends and opportunities that will promote the understanding of the local and global ecosystem of social enterprises to maximize impact. It will also discuss the importance of engaging governments and inter-governmental bodies at the regional and global levels to work for an enabling policy for entrepreneurship. Understanding these can help developing countries in Asia maximize the benefit of private investments and solutions to SDGs.

- **Kal Joffres**, CEO, Tandemic, Malaysia (confirmed)

3:30pm – 4:00pm

Networking break

4:00pm – 5:30pm

CONCURRENT SESSIONS II: **Design**

**[2-A] Design Thinking for Responsible Social Innovation**

This session covers how design thinking incorporates stakeholder insights in differentiating their brands and developing more innovative products and services. By working closely with the stakeholders, design thinking allows high-impact solutions to emerge from below rather than being imposed from the top.

**[2-B] Participant Led: Designing an Ecology for Co-creating the Future Using the Social Lean Canvass and Other Tools**

This session focuses on how the social lean canvass and

other tools can help develop coherent, scalable, repeatable business models.

- **Dr. Bradley Googins**, Executive Director Emeritus, R for Corporate Citizenship, Boston College, USA (confirmed)
- **Dr. Francisco Roman**, Executive Director, AIM-RVR CSR Center, Philippines (confirmed)

**[2-C] Branding Social Business for Market Competitiveness**

Social enterprises need to build a good brand and a business model to create more impact. This session focuses on designing a business model to help stakeholders understand and clearly articulate how a social business creates both financial and social value.

- **Grace Clapham**, Co-Founder, The Change School, Singapore (confirmed)

5:30pm – 7:00pm

Networking Cocktails

**DAY TWO**

**Wednesday, 9 September 2015**

9:00am – 10:15am

PLENARY FOUR

**“How to Start, Build and Run an Enterprise that Improves the World”**

Insight from **Anna Stork**, Founder & CEO, LuminAID, USA (confirmed)

Followed by a dialogue with some of the region’s trailblazing Social Entrepreneurs:

- **Mark Ruiz**, Founder, MicroVentures, Philippines (confirmed)
- A Thai business leader

10:15am – 10:45am

Networking Break

10:45am – 12:30pm

PLENARY FIVE: THE FORUM DEBATE

Motion:

**“With Social Entrepreneurship, we have less need for Philanthropy.”**

A spirited debate between four leading minds from business, social enterprise and thought leadership. An electronic poll will be taken before and after the debate.

12:30pm – 2:00pm

Networking Lunch

2:00pm – 3:30pm

CONCURRENT SESSIONS III: **Implementation and Systematizing**

**[3-A] Performance Metrics for High Impact Innovation**

This session focuses on performance measurement in relation to corporate innovation and discusses the importance of measuring the social value and business return on investment. Using Social Return on Investment, businesses can understand, manage and communicate their social value to their internal and external stakeholders.

- **Nieves Confesor**, Faculty, Asian Institute of Management, Philippines (confirmed)

**[3-B] Social Business Governance**

This session will focus on social business governance in integrating people, policies, processes, and practices which define organizational structures and decision processes to ensure effective management of social businesses at scale.

**[3-C] Embedding Corporate Social Innovation for Global Competitive Advantage**

This session focuses on social innovations that create social value and competitive advantage. Integrating CSI into strategy and operations creates opportunities for co-creation, thereby generating shared value and enhancing competitive advantage.

- **Maya Herrera**, Faculty, Asian Institute of Management, Philippines (confirmed)

- **Dr. Bradley Googins**, Executive Director Emeritus, Center for Corporate Citizenship, Boston College, USA (confirmed)

3:30pm – 4:00pm

Networking Break

4:00pm – 5:30pm

CONCURRENT SESSIONS IV: **Institutionalization**

**[4-A] Partnering with the Bottom of the Pyramid**

This session focuses on how social innovations serve BoP markets. Partnerships with the BoP are vital in implementing new innovations but companies should understand the needs and demands at the BoP level.

**[4-B] Growing the Movement By Building Social Enterprise Network**

This session focuses on establishing social business hubs to build a strong learning community of social entrepreneurs and support institutions to effectively address common internal and external challenges of social enterprises.

- **Regula Schegg**, Hilti Foundation, Strategy Business Developer, Hilti Foundation, Liechtenstein (confirmed)
- **David Grayson**, Director, Doughty Centre for Corporate Responsibility, Cranfield School of Management, UK (confirmed)

**[4-C] Participant-Led Discussion: Collaborative Social Innovation**

This session focuses on collaborative social platforms such as (1) innovation challenges, (2) innovation ecosystems, and (3) open data platforms. These platforms connect stakeholders, catalyze interactions, crystallize ideas into solutions, and celebrate successful high impact collaboration and solutions.

- **Maya Herrera**, Faculty, Asian Institute of Management, Philippines (confirmed)

7:00pm – 9:30pm

**AFCSR 2015 AWARDS GALA DINNER**

To present the **Asian CSR Awards** and the  
**Intel-AIM Corporate Responsibility Award**

Guest of Honour:

**His Excellency M.R. Pridiyathorn Devakula**

Deputy Prime Minister, Kingdom of Thailand (confirmed)

*Co-convened by***AIM**RAMON V. DEL ROSARIO, SR.  
CENTER FOR CORPORATE  
SOCIAL RESPONSIBILITY**ASIA**INC**FORUM**