



Communication on Engagement (COE) to the UN Global Compact





To
Ms. Lise Kingo
Executive Director
UN Global Compact
685 Third Avenue, FL 12, New York, NY 10017

Date: 18 December 2015

Dear Ms. Kingo,

Greetings from Social Responsibility Asia (SR Asia). At the very outset, I like to extend my heartiest gratitude for taking this noble initiatives for a great cause by UNGC to put sustainability in practice among business community. We are pleased to submit our biennial report in line with UNGC's content for the non-business participants to submit the Communication on Engagement (CoE) report in every two years commencing 31st of October 2013. We have been associated with UNGC since 08 January 2014; this is our first CoE Report covering the period May, 2012 to November, 2015. Since this is our first ever report, we have included a brief introduction and history of our organization and its activities in our Report. SR Asia is established in 2012, as a global networking organization working in the field of C/SR, Sustainable Development and green initiative. This point in time, in the first place we are working with policy makers and business leaders to evolve and address the critical issues on CSR and sustainability for business and country.

We fully understand that responsible business practices would bring far reaching benefits in terms of prospering economies, alleviating poverty, generating employment opportunities, reducing rural-urban disparities, enhancing quality of life, bringing social harmony and above all, mitigating environmental challenges. In continuation, SR Asia is driving social responsibility drive by multiple stakeholders' engagements. Social problems are increasing day by day and needs to deal before we all loose control on the same.

We have embedded UNGC's principles in our activity plan and promote, communicate those activities through different events and projects.

We assure you that we will continue in our sincere efforts to make the principles and initiatives of UNGC going forward, and engage closely with and support the UNGC in our work.

Warm regards

Birendra Raturi
International Director
Social Responsibility Asia (SR Asia)



HISTORY AND BACKGROUND: WHY SR Asia?

Asia has the largest number of people living with inequality in opportunities and access to resources. Many unaddressed sustainability issues have gone on to become barriers to human development – namely poverty, corruption, gender inequality, unemployment, child labor, forced labor, low literacy rate and access to education, low quality of health and high mortality, and so on. Many initiatives, at global, national and local levels, have been undertaken in Asia to mitigate the effect of these issues. Some projects have been successful but continue to face challenges. Given this scenario, coordination and synergy amongst stakeholders working in sustainability areas in Asia is the need of the day. Synergy should be effected through sharing knowledge, best practices, resources and other experiences towards achievement of sustainable development goals. Moreover, the synergy should stimulate innovative ideas and solutions amongst parties in a problem solving approach towards sustainable development.

In this ecosystem, the participants of ISO 26000 Workshop, conducted by the Asian Productivity Organization (APO) in 2011, initiated the Social Responsibility Asia Network or “SR Asia” with a vision “to be a networking organization that contributes to development of a sustainable Asia”. SR Asia is a global voluntary collaboration among individuals and organizations in various Asian countries to promote the social responsibility concept, principles and issues in Asia. The activities of SR Asia focus on two major operational frameworks: (1) innovation development and (2) knowledge management.



SR ASIA has started its journey with a vision to be a leading networking organization contributing to the sustainable development of a prosperous Asia. It has set itself the mission to:

- Network and engage all stakeholders in Asia for Knowledge Pooling, Implementation and setting up sustainable policies and practices.
- Advocate, promote and implement green products and services.
- Share knowledge and build partnerships for developing a socially responsible Asian fraternity.
- Promote social research and tools; institutionalize the use of technology for minimizing the impact of globally accepted threats and perceptions.



SR ASIA First BoD Meeting

Kualalumpur, Malaysia



In Nov 2011, during a formal meeting of SR Asia's international directors (Mr. Birendra Raturi from India, Dr. Semerdanta Pusaka from Indonesia and Dr. Leow from Malaysia) in Kuala Lumpur (Malaysia,) the SR Asia framework and agenda for the next 5 years was discussed. It was decided that India will host the first International conference of SR Asia in New Delhi. It was also decided that SR Asia will work in close co-operation with APO Japan and NPOs of member countries.

Since April, 2011- SR Asia has undertaken a series of activities and followed it up by a BoD meeting during which the International Directors laid out a roadmap of their vision for SR Asia upto 2015. SR Asia member countries are **India, Bangladesh, Indonesia, Singapore, Malaysia, Vietnam, SriLanka**. Many other Asian countries are in the progress of joining SR Asia, such as Philippines, Singapore, Thailand, Vietnam, and Taiwan.

SR Asia different activities

4th SR Asia International Conference on “Welcoming SDGs: Global Partnership for Sustainable Development”, November 25-27, 2015, Jakarta – Indonesia

Social Responsibility (SR) Asia as a networking organization promoting social responsibility for sustainable development in Asia has successfully organized its 4th international conference on November 25th – 27th in Jakarta, Indonesia. The Conference conveyed the theme of “Welcoming SDGs: Global Partnership for Sustainable Development” to raise public awareness on Sustainable Development Goals (SDGs), primarily in Indonesia. The first day of Conference was held in Atma Jaya Catholic University of Indonesia and then in Paramadina Graduate School for the second and third day.



The Conference itself was a result of a partnership among a number of stakeholder groups consisting of the Indonesian ministry and government agency, industry, consulting sector, higher education, and leading organization in sustainability. They were the Ministry of Manpower of the Republic of Indonesia; Asian Productivity Organization (APO) Japan; Indonesia Global Compact Network (IGCN); Indonesia Business Council for Sustainable Development (IBCSD);

Atma Jaya Catholic University of Indonesia; Paramadina Graduate School; Trisakti University; SR Asia; Aicon Global Indonesia; Dasa Strategik Indonesia; kabarcsr.com; KBR radio network; BUMN Insight magazine; Unilever Indonesia; Bank BNI; United Nations Center for Regional Development (UNCRD); Indonesia Cleaner Production National Center (PPBN); and International Partnership for Expanding Management Services of Local Authorities (IPLA).

About one hundred and forty delegates participated in the Conference and joined various activities, which were plenary sessions; breakout sessions; C-suite session or CEO breakfast meeting; and paper presentation and awarding. A number of high-level hosts and speakers from



government bodies and respected organizations at national and international level presented ideas, experiences and the latest trends in sustainability issues, such as corporate accountability, sustainable business, sustainable tourism, sustainable marine, sustainable city, green building, biodiversity, and climate change.

Opening in the first day was remarked by hitting the “gong” ceremony of five people, which were Endah Murniningtyas as the Deputy of Maritime and Natural Resources of the State



Minister of National Development Planning / National Development Planning Agency (BAPPENAS); Estiarti Haryani as the Head of National Productivity Organization (NPO) Indonesia; Birendra Raturi as the International Director of SR Asia; YW Junardy as the Board Member of UN Global Compact and the President of Indonesia Global Compact Network (IGCN); and Semerdanta Pusaka as the Country Director of SR Asia Indonesia and the Head of Committee. The ceremony reflected the partnership of various organizations contributing to the event. After the ceremony, the Conference presented key note speeches from IGCN and IBCD and three plenary sessions.

In the second day, a limited C-suite session or CEO breakfast meeting was presented by IBCSD. The session was attended by a number of CEO and Directors of large Indonesia and foreign companies to discuss business competitiveness in sustainability era, especially in the context of corporate accountability, eco product and sustainable business practices. Aditi Haldar from Global Reporting Initiative (GRI), Osamu Uno from Japan Environment Association, and Biswadev Sengupta from Tata Motors Indonesia became the speakers in the meeting. The discussion highlighted some key issues including the needs for data technology and innovation in SDGs and also the necessity to measure the impact of SDGs implementation.

Breakout sessions, paper presentation and paper awarding were also organized in the second day of the Conference. A paper titled “The Power of Community Led Total Sanitation Program: A Collaborative Sustainable Movement for Healthier Communities” was awarded the 1st Best Paper. It was written and submitted by PT Adaro Indonesia, a leading coal mining company in Indonesia. The paper was selected as the winner after a review process of 32 papers submitted to the Committee. There were 16 papers qualified to be presented in the Conference but only 13 papers were finally presented in the event. Reviews were conducted by a number experts from Asian countries based on particular criteria, such as the impact of the initiative on economy, social and environment; the relationship of initiative with the core business or activities of the organization; and the quality of writing and its compliance to the writing guidelines.

In the third day or the last day, the Conference presented a half-day expert session to discuss the results of previous sessions and come up with a number of recommendations for stakeholders to put SDGs in practice. The recommendations highlighted the three pillars of SDGs implementation, namely **People**, **Process** and **Partnership**, to make SDGs successful and be able to deliver positive impacts on the economy, social and environment. The details of recommendation will be publicly announced in December 2015 prior to the official implementation of SDGs in 2016.



Policy advocacy on Green Banking & CSR for NRB Global Bank Ltd. September 2014 - January 2015

In 2013, Bangladesh Bank, the central bank of Bangladesh provided a guideline on Green banking & CSR for all scheduled banks and NBFIs in Bangladesh to develop and implement green banking & CSR policy.

SR Asia is supporting banks in drafting the policy and also advocating how to implement those policies in line with Bangladesh Bank guideline as well as other international standards. In 2014, SR Asia Bangladesh has been awarded its first assignment to facilitate one of the leading banks in Bangladesh “NRB Global Bank” to support in drafting the policy on Green Banking & CSR.



Workshop on Sustainability Reporting, 6th October 2015

SR Asia Bangladesh organized a daylong workshop on "Sustainability Reporting Guidelines" on October 6, 2015, Dhaka, Bangladesh. Dr. Aditi Haldar, Director, GRI South Asia facilitated the workshop. Dr. Semerdanta Pusaka, International Director, Social Responsibility Asia - SR Asia delivered his speech through skype and presented Sustainability Reporting practice in Indonesia. Around 50 participants from banks, corporate and regulator (Bangladesh Bank) participated in this workshop.



The workshop was focused on Disclosure on economic, environmental, social, and governance performance, Stakeholder focused, Performance bridging (financial and other) and Continuous improvement of Sustainability Reporting. Sustainability reports provide internal and external



stakeholders with insight into key performance indicators such as energy and water use, greenhouse gas emissions, and human rights issues. This information is critical for helping investors, customers, employees, NGOs and other stakeholders understand a company's ability to manage sustainability risk and compete in an increasingly resource-constrained world. Transparency through reporting on these factors drives the

sustainability of individual organizations and, ultimately, the global economy. Sustainability reporting also demonstrates organizational commitment to sustainable development, and enables comparison of organizational performance over time. Reporting is a tool to help answer the sustainability challenges. It does this by providing a structure where sustainability impacts are measured.

Need Assessment of Govt. Schools in India, June-July 2015

SR Asia has conducted need assessment survey of 88 Govt. Schools with the call of THDC India Limited (Formerly Tehri Hydro Development Corporation Limited), is a company jointly promoted by [Government of India](#) and [Government of Uttar Pradesh](#). **SR Asia Bangladesh** also took part in this assignment.

School sanitation and hygiene depend on a process of capacity enhancement of teachers, community members, SMCs, Non-Governmental Organizations (NGOs) and Community Based Organizations (CBOs) and education administrators. Water, sanitation and hygiene in school aims to make a visible impact on the health and hygiene of children through improvement in their health and hygiene practices, and those of their families and the communities. It also aims to improve the curriculum and teaching methods while promoting hygiene practices and community ownership of water and sanitation facilities within schools. It improves children's health, school enrolment, attendance and retention and paves the way for new generation of healthy children. It is the role of policymakers, government representatives, citizens and parents to make sure that every child attends a school that has access to safe drinking water, proper sanitation and hygiene facilities. This is every child's right.



The objective of the study was to carry out field assessment of the specific requirements such as follows:

- 1- Requirement of furniture in government schools (50 Nos. of Schools)
- 2- Construction of toilets in various schools of block (25 Nos. of Schools)
- 3- E- Learning program for students (04 Nos. of Schools)
- 4- Supply and fixing of solar lights at 10 locations in the given list of schools.

"Sustainability Reporting & Sustainability Report Assurance - What we are and where we go", 28th January 2015

SR Asia organized a workshop on “Sustainability Reporting & Sustainability Report Assurance - What we are and where we go” at NPO, Ministry of Industries on 28th January 2015. Ms. Sumaya Rashid, Country Director of SR Asia chaired the workshop and inaugurated by NPO Director, Dr. Nazrul Islam. Other directors of SR Asia (Dr. Mahfuzul Haque-Former Secretary, Ministry of Labour & Employment, Brig Gen M Mofizur Rahman) were also present in the workshop.



In this workshop, **Ms Sumaya Rashid presented** the trends and evaluation of Sustainability Reporting – The Past, Present & Future. She discussed how Companies are faced with the challenge of expanding their reporting to include the social and ecological effects of their business activities. This involves, in particular, maintaining international

standards and norms with respect to CSR topics. Today, rating agencies in particular want to know about the strategic positioning of CSR initiatives, the management, accounting and reporting systems that are in place, project goals, and the intended and actual effects of projects. The same questions are asked by auditing firms when companies have their CSR or sustainability reports reviewed and certified.



3rd International Conference on “Responsible Business Conduct in Poverty Alleviation & Financial Inclusion through Green Banking & CSR”, Dhaka, Bangladesh, 29 – 30 November 2014



The 3rd International conference of SR Asia has shared, discussed and deliberated on the challenges and opportunities, today developing countries faces and with specific context Bangladesh. The discussion shall help in prioritizing poverty mitigation, responsible product development and export, financial inclusion and maximize compliances. The deliberation has helped us to conclude steps and recommendation for the stakeholders.

Experts from Bangladesh and other part of the world are well known thought leaders and distinguished individuals from different walk of life, their immense contribution to the conference go beyond the words.



2nd International Conference on “Responsible Business Conduct to Safeguard the People’s Issues and Environment by Managing Hazardous Waste”, Dhaka, Bangladesh, 29 Nov - 30 Nov 2013

The SR Asia 2nd international conference focused on one of the critical aspects of the business on which ensure world has a concern today and that is waste generation, handling and disposal mechanism of the same. Waste not only becomes significant due to business competitiveness but from the emerging angle of sustainable development and sustainability. The role of corporate and business is significant in solving the societal problems by innovative products, processes and services keeping in mind sustainability as one of the principle of existence and motivation.

This international conference has shared, discussed and deliberated on the challenges and



opportunities today developing country faces and with specific context of Bangladesh. The discussion shall help in prioritizing human health, safety and security in relation to waste and its impact on productivity, export and maximize compliances. The deliberation has helped us to conclude steps and recommendation for the stakeholders.

Our partners, sponsors, supporters and audiences have asked us to repeat such events as frequently as possible to grow the awareness among all stakeholders so that eventually actions start rolling out and we see the positive results on the ground. We are encouraged with the feedback and participation from all and hence commit to organize such events annually to ensure to bring about the sustainable change management.



National Conference on Business Sustainability and Corporate Social Responsibility, Dhaka, Bangladesh, 17 January 2013.

On 17th January, 2013, SR Asia Bangladesh organized a day long national conference on Business Sustainability & Corporate Social Responsibility in association with Bangladesh Employers' Federation. Around 200 Top Level Executives were present in the conference.



1st International Conference, New Delhi, India, October 18-19, 2012

This conference has been designed as a unique platform to avail social responsible products and services to the Asian population, individuals, and organizations to catalyze social change, giving impetus to developing Asia. We assure that this endeavor will have again changing impact nationwide on the way stakeholders work together towards the common goal of creating large

partnerships in future for developing socially responsible products and serving their nation first.



Shri Harish Rawat, Honorable Union Minister, Government of India unveiling .SR ASIA Journal during SR Asia International conference 2012 inauguration.

The major factor addressed in this conference is the Socially Responsible Products. As we feel, we may be doing various

things outside the purview of the organization, which are in the context of community welfare, community buildings, education and many other initiatives in the region. But we have to do it in



a more systematic manner and evaluate whether the product or services or business we offer is actually have connect with the things that we are doing?

Eventually we are consuming product & services that organizations are offering, we want to talk about whether that organizations are more responsible with respect to the products and services, in terms of product design which can have longer life cycle and lead to saving resources for generations to come.

The conference showcased that how the organizations has actually decided that the Product and Services, the world they work and live has actually a deep connect with the activity they are doing in the framework of CSR.



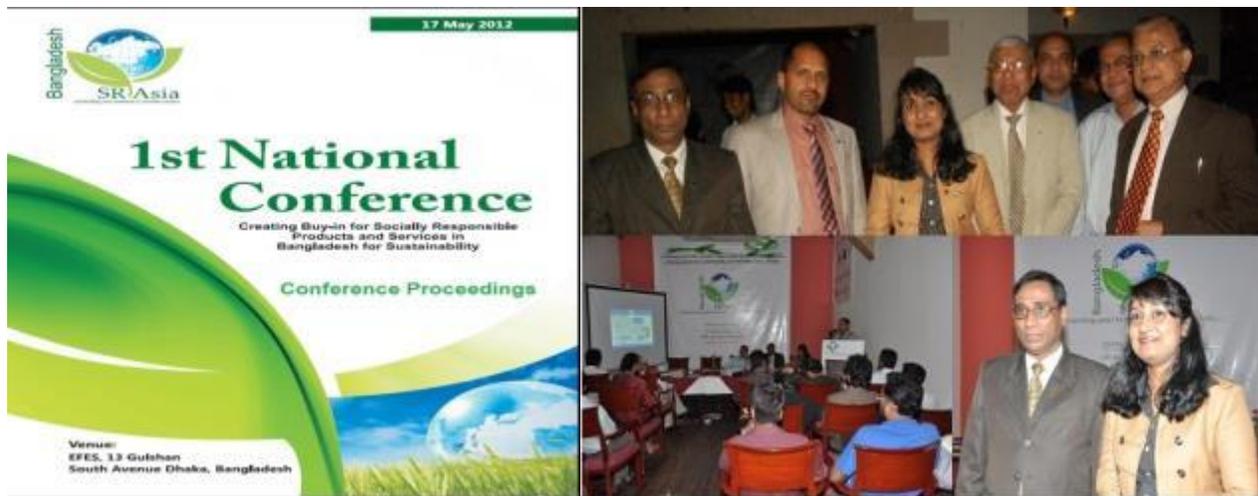
The conference was attended by policy makers, govt, CBI Netherlands, FICCI which is a national association prominent in advocacy and policy making with govt. Also, present was Electronic Industries Association of India, which is 14 yrs old and one of the most respected associations in the country.

The conference was sponsored by IICA, established by Ministry of Corporate Affairs in 2008 as a unique institution to function as think tank for action research service delivery and extend capacity building support to ministries, corporates, professionals and related stakeholders.



NPO-BANGLADESH and SR ASIA BANGLADESH

SR Asia was conceptualized by APO and NPOs. Appreciating the initiation of SR Asia, Dr. Md. Nazrul Islam, Director-NPO, Ministry of Industries, Bangladesh extended his support to this organization. Officially NPO has issued a letter to technically support SR Asia's Bangladesh programs.



SR Asia Bangladesh organised an one day National Conference on Social Responsibility to create buy-in for socially responsible products and services for sustainable Bangladesh in cooperation with National Productivity Organisation (NPO) Ministries of Industries Government of Bangladesh on 17 May 2012 in Dhaka.



SR Asia Bangladesh & NPO Bangladesh

In close collaboration with NPO-Bangladesh, SR Asia Bangladesh commenced its activities in Sep, 2011. Ms. Sumaya Rashid, Country Director-SR Asia Bangladesh chapter set off the process by associating professionals, Ex-Government officials, corporate leaders, academia, research scholars, civil society organizations,

International agencies. Focused towards designing and developing SR products and services, Bangladesh has resolved to a greener sustainable Bangladesh as part of SR Asia. SR Asia Bangladesh is surveying the sector to ascertain the knowledge and skill gap to evolve suitable awareness, training and development methodologies for conferences; workshops; seminars; projects with Government, International Agencies, and Industrial Associations.



SR Asia Bangladesh presented to Planning Commission, Bangladesh Government, September, 2011

