



**III Inter-American  
CONFERENCE**  
on Corporate Social  
Responsibility  
Santiago de Chile

## **WHO IS RESPONSIBLE FOR RESPONSIBILITY?**

**September, 25<sup>th</sup>-27<sup>th</sup>, 2005**

**Sheraton Santiago Hotel**

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### **Sunday, September, 25th, 2005**

3:30-6:00 p.m.	Registration
8:30-10:45 p.m.	Welcome Reception – Colonial Museum San Francisco Concert – Baroque / Andean Buses will depart from the Sheraton Santiago Hotel at 7:30 p.m. Sponsored by GrupoNueva

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### **Monday, September, 26th, 2005**

7:00 a.m. -3:00 p.m.	Registration
8:00 – 9:00 a.m.	Breakfast (Pedro de Valdivia)
9:00-9:45 a.m.	<b>Opening Ceremony</b>
9:45-11:00 a.m.	<b>First Plenary Session</b>

#### **Management's responsibility**

This first plenary session will establish the framework reference of the conference where panelists will share their views on corporate social and environmental responsibility. These business leaders will specifically explain the main drivers that make a company introduce CSR as part of its core activities and decision-making process.

#### **Moderator:**

- *Antonio Vives, Deputy Manager, Private Enterprise and Financial Markets, Inter-American Development Bank*

#### **Panelists**

- *Julio Moura, President, Grupo Nueva, Chile (Confirmed)*
- *Mauricio Larrain, Presidente del Grupo Santander Chile (Confirmed)*
- *Charles Fombrum, Executive Director, Reputation Institute, USA (Confirmed)*

11:00-11:30 a.m.	Coffee break
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11:30-1:00 p.m.	<b>Second Plenary Session</b>
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### **Public sector's responsibility**

Speakers from the public sector will present their views on the factors that trigger corporate social and environmental responsibility and the strategies to provide the incentives for all the actors (companies, civil society, financial markets, etc.) to be responsible and play their roles in promoting CSR and maximizing its impact. All citizens, as employees or consumers, are part of the company's stakeholders and should know their own roles to be able to express effectively their needs and expectations.

1:00-2:30 p.m. Lunch – Sponsored by Banco Santander Chile (Pedro de Valdivia)

#### **Breakout Sessions (two concurrent sessions)**

**Serie A: Economic drivers**

**Serie B: Social drivers**

2:30-4:00 p.m. **First Round of Breakout Sessions**

#### **Session A: Consumers' responsibility**

We are all aware of the relevance of a well-informed citizenship on CSR issues so that it can demand its basic rights as consumers. The session will also deal with the influence of CSR in consumer purchasing patterns. Additionally, a multinational company (MNC) with outsourced operations will share its experiences regarding its contractors' CSR as part of the MNC supply chain responsibility.

#### **Session A: Employees' responsibility**

Employees can be powerful CSR drivers and are also the ones who eventually implement it. A local trade union, a business association and a company will show how to create favorable conditions to contribute to human development as well as create a skilled labor force while achieving improved productivity through corporate responsibility.

4:00-4:30 p.m. Coffee Break

4:30-6:00 p.m. **Second Breakout Session**

#### **Session A: Financial markets' responsibility**

Financial markets, due to their importance for business competitiveness, can influence strongly on corporate behavior by exercising a monitoring role or through more direct actions. In many countries the new principles that financial institutions are adopting, investment criteria and the increasing interest on socially responsible investment are rewarding those companies that are responsible. This session will illustrate these trends in the financial markets, how they influence corporate behavior and their positive impacts.

#### **Session B: The media's responsibility**

The influence and power of the media are immense both in portraying reality as well as in shaping public opinion. Its role is crucial to communicate and spread the CSR agenda. This session will illustrate some of the media trends that have contributed to a better informed society and to advance towards a more responsible private sector. Panelists will also discuss how to stimulate responsible practices and their effective communication to improve both business competitiveness and society at large.

8:00-9:30 p.m. Gala dinner - Camino Real Restaurant  
Buses will depart from the Sheraton Santiago Hotel at 7:30 p.m.  
Sponsored by the Government of Chile

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**Tuesday, September, 27<sup>th</sup>, 2004**

8:00-9:00 a.m.            Breakfast  
(Pedro de Valdivia)

9:00-10:30 a.m.        **Third Plenary Session**

**How to ensure responsibility? Regulation and Legislation**

Given the deterioration of labor standards in certain sectors (due to the convergence process of globalization and the restructuring of production and distribution networks; trade liberalization and deregulation policies) a vivid debate around voluntary codes of conduct has emerged. There exists many reasons to be skeptical about the usefulness of some codes of conduct, particularly in the absence of independent verification and transparency. Speakers will examine the advantages and limitations of both government regulation and voluntary codes of conduct and how they can interact to improve the results of the State as a regulatory body while achieving the flexibility required by the private sector and the basic protection to our society.

10:30-11:00 a.m.        Coffee Break

11:00-12:30 p.m.       **Third Breakout Session**

**Session A: International markets' responsibility**

The international markets increasingly demand social and environmental responsibility in all stages of the value chain. Panelists will present their experiences in maintaining export markets and their efforts to access new ones. This session will also discuss the need of a responsible business network to contribute to the stability and favorable business climate to attracts foreign investments and facilitate free trade agreements.

**Session B: Civil society's responsibility**

This session will deepen the role of civil society organization's role to represent the voice of the least favored. We will learn from new experiences through which civil society has influenced the private sector. Speakers will discuss how companies can work jointly with civil society to strengthen the positive impact of CSR.

12:30-1:30 p.m.        Lunch - Sponsored by Banco del Desarrollo  
(Pedro de Valdivia)

1:30-3:00 p.m.        **Fourth Plenary Session**  
**What are, and what are not the mining and hydrocarbons industry's responsibilities?**

Given the size of the hydrocarbon and mining operations and their environmental, their social and economic impact in the host countries, and more specifically in the communities where these companies are located, companies are very often attributed responsibilities beyond their projects and businesses. How far should these responsibilities go? Is it possible to limit them? Is it desirable to do so? What happens with the dependency syndrome of the communities and how to avoid it?

3:00 – 3:30 p.m.        Coffee Break

3:30 – 5:00 p.m.       **Fifth Plenary Session**

### **Some relevant experiences in Latin America and the Caribbean**

Based on the previous session, this panel will discuss cases where the hydrocarbon and mining industry has gone beyond its responsibilities, emphasizing lessons learned about social consequences and policies implemented.

5:00-6:30 p.m.

#### **Sixth Plenary Session**

##### **Intensifying the positive impact**

After having discussed the drivers of CSR and the role of its main actors this closing plenary will touch upon maximizing the positive impact, what needs to be changed, what alliances and collaborations would be required to achieve CSR that truly benefits all stakeholders involved.

6:30 – 8:00 p.m.

Closing reception  
(Pedro de Valdivia)