

New Directions in Corporate Social Responsibility

IFMR, CDF and CSO Partners welcome Dr Wayne Visser of CSR International for a seminar on Corporate Social Responsibility

About the Event

Dr Visser will discuss how the current dynamics of Corporate Social Responsibility (CSR) have failed us globally. He will describe a new approach we need: CSR 2.0, 'corporate sustainability and responsibility'. He will illustrate each of the five principles of CSR 2.0 (creativity, scalability, responsiveness, 'glocality' and circularity) with practical case examples.

Date : Friday 23rd April 2010

Time : 4:00-5:30pm

Venue : Parvati Hall, Institute for Financial Management and Research (IFMR)
24 Kothari Road,
Nungambakkam
Chennai 600034

Programme:

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| 4:00 – 4:15 | Welcome, introduction of speaker and theme of the talk. |
| 4:15 – 5:00 | Seminar by Dr Wayne Visser |
| 5:00 – 5:20 | Q & A Session |
| 5:20 – 5:30 | Vote of thanks & valediction |



Dr Wayne Visser,
Founder and CEO,
CSR International

About the Speaker

Dr Wayne Visser is Founder and CEO of CSR International and the author/editor of seven books, including five on the role of business in society, the most recent of which are Making A Difference and The A to Z of Corporate Social Responsibility. In addition, Wayne is a Visiting Professor in CSR at Manheim University (Germany) and Senior Associate and Internal Examiner at the University of Cambridge Programme for Industry, where he previously held positions as Research Director and External Examiner. Before getting his PhD in Corporate Social Responsibility (Nottingham University, UK), Wayne was Director of Sustainability Services for KPMG and Strategy Analyst for Cap Gemini in South Africa. His other qualifications include an MSc in Human Ecology (Edinburgh University, UK) and a Bachelor of Business Science in Marketing (Cape Town University, South Africa). Wayne lives in London, UK, and enjoys art, writing poetry, spending time outdoors and travelling in his home continent of Africa.

His personal website is: www.waynevisser.com.

About CSR International

CSR International is a community interest company, conceived in 2008 and formally launched in March 2009 by Dr Wayne Visser. It is a community of professionals who are deeply concerned about the world's social and environmental problems and profoundly inspired by the potential of business to contribute to the solutions. It promotes a new, evolved concept of CSR, CSR 2.0, which moves beyond CSR as public relations, philanthropy or incremental improvement to CSR as a transformative concept based on connectedness, scalability and responsiveness. CSR International's approach is to transform CSR into an integrated solution through thought-leadership, research, best practice benchmarking and shared learning.

About the Organizers

CSO Partners

CSO Partners is a non-profit organization that is committed to mobilizing contributions-both human and financial-and providing appropriate support services for civil society organizations. CSO Partners provides opportunities for contributors including government, corporate bodies and individuals to engage with civil society organizations in a process of social change that benefits all stakeholders. It has established a support partners' network to facilitate this engagement through programmes ranging from strategic CSR or sustainability practices, donor servicing, volunteering, social investment, financial management, governance, documentation, advocacy and communications.

Centre for Development Finance

The Centre for Development Finance at the Institute for Financial Management and Research (IFMR) is a non-profit action research think tank focused on improving government systems' and markets' capacity to channel finance into sustainable, holistic development. Founded in 2006 with a broad mandate to focus on improving delivery of public goods in India, its work addresses this challenge on two margins: First, it seeks to identify and demonstrate ways to increase the overall quantum of public and private funds available for roads, water supply, telecommunications, electricity, health, education, and other infrastructure and services. Second, it identifies ways to improve public and private sectors' ability to invest money more effectively in public goods that contribute to inclusive social and economic opportunity.

Institute for Financial Management and Research

The Institute for Financial Management and Research (IFMR), Chennai, is one of India's most prestigious business schools and academic institutions. Established in 1970, it is recognized as an Institution of National Importance by the Ministry of Finance. Since its inception, IFMR's mission has been focused on contributing to growth and development efforts in India with an emphasis on finance and research. IFMR also has several key partnerships with some of the leading academic institutions worldwide and offers a stimulating and world class environment to faculty and students alike.