



Corporate Social Responsibility or CSR has been a relatively new concept in testing. Some people view CSR as a beneficial strategy to company; some other people are still questioning the contribution of CSR. Whatever the situation is, CSR has clear message that it concerns beyond economic interests. It becomes a term where the external condition, social and environmental aspects are taken into account. How the concept of CSR emerges as value propositions to a company and go through its evolution at the global and national level, how company experiences CSR implementation at regional level (South East Asia) and in Indonesia, what are the benefits of CSR to the company and the community, what the challenges and opportunity of CSR in the future, and how to design as well as to measure the impacts of CSR, will be discussed in the LEAD Associate Training of CSR for Sustainable Development, conducted by LEAD Indonesia, Indonesia Business Links, Philippines Business for Social Progress and Asian Institute of Management (AIM)-Mirant Center for Bridging Societal Divides.

LEAD Indonesia offers you flexible options to suit your needs.

- Option 1 Join full six session-training for USD 4,000 and:
- Have a full understanding on CSR
 - Have road map of CSR for your institution
 - Join 134 LEAD Indonesia Fellows
 - Have opportunity to join 1500 LEAD Fellows around the world
- Option 2 Participate jointly with your colleagues in full six session-training for USD 4,000 and:
- Have a team with full understanding on CSR in your institution
 - Have road map of CSR for your institution
- Option 3 Join our certain training sessions at your convenience and have particular knowledge and skills you need
- Option 4 Join our certain seminar events at your convenience and have particular knowledge you need
- Seminar 1: *CSR: a New Business Mainstream toward Sustainable Development*, March 15, 2005 – Fee USD 170
 - Seminar 2: *Corporate-Community Partnership: Toward Productive Relations* June 13, 2005 – Fee USD 150
 - Seminar 3: *Bridging Leadership: Developing Social Capital* July 25, 2005 – Fee USD 190

Get special discount rate for participants who take more than 3 (three) sessions.

For more information, please contact Maya or Lisa at 769 5491, 7581 6941 or mdnurani@lead.or.id



Registration Form

(please fill in this form and send it to fax. 021 - 7581 6938)

- Yes, I will take
- Option 1: Join full six session -training.
- Option 2: Join full six session -training, with (.....) of my colleagues
- Option 3: Join training session 1 2 3a 3b 4 5
- Option 4: Join seminar Seminar 1 Seminar 2 Seminar 3

Name:				Title:				
Institution:								
Address:								
Phone:			Fax:			Email:		

Date: _____
 Signature: _____



LEAD Associate Training, Cohort XI, 2005

Corporate Social Responsibility for Sustainable Development

Training Detailed Information



Phase	Introduction	Ecological & Social Carrying Capacity			Policy - Reporting of CSR		Closing
Session	1	2	3a	3b	4	5	6
Topic	Introduction to CSR & Sustainable Development	Ecological Carrying Capacity	Social Carrying Capacity	Bridging leadership &	Planning & Implementation of CSR	Evaluation & Reporting	LEAD Associates Presentation
Date	March 14 - 18, 2005	April 25 - 30, 2005	June 13 - 17, 2005	July 25 - 27, 2005	July 28 - 30, 2005	September 12 - 16, 2005	October 19-21, 2005
Content	<ul style="list-style-type: none"> ▪ History, concept, principles, barriers & opportunities ▪ Implementation in global world ▪ Case study in Indonesia 	<ul style="list-style-type: none"> ▪ Ecology & ecosystem ▪ Ecological footprint, material flux analysis, life cycle assessment, risk assessment ▪ System thinking ▪ Green business ▪ Site visit 	<ul style="list-style-type: none"> ▪ Social stability: conflict prevention & management ▪ Social resources for development: trust, cohesion, participation ▪ Indicators of social carrying capacity ▪ Site visit 	<ul style="list-style-type: none"> ▪ Framework ▪ Developing relationship & leadership capital ▪ Societal issues and community gaps ▪ Stakeholder analysis ▪ Collaborative response & action 	<ul style="list-style-type: none"> ▪ Leadership & value proposition ▪ Program & Implementation ▪ Monitoring & evaluation: benchmarking tools 	<ul style="list-style-type: none"> ▪ Monitoring & evaluation: sustainable development ▪ Sustainability report ▪ Eco spiritual leaders, philanthropy ▪ Ethical decision ▪ Site visit 	Presentation & award
Fee	USD 850	USD 450	USD 500	USD 750	USD 750	USD 600	USD 250
Notes	In cooperation with Philippine Business for Social Progress (PBSP) & Indonesia Business Links (IBL)			In cooperation with Asian Institute of Management (AIM)- Mirant Center for Bridging Societal Divides	Participating Session 1 is highly recommended before taking this session. In cooperation with PBSP & IBL	Participating Session 1 & 4 is highly recommended before taking this session	Only for participants taking option 1 or 2