CORPORATE SOCIAL RESPONSIBILITY
CREATING VALUE THROUGH COLLABORATIVE SUSTAINABLE DEVELOPMENT
AN EXECUTIVE EDUCATION PROGRAM
MONTREAL, QUEBEC
NOVEMBER 5 > 9, 2012
MCGILL’S INSTITUTE FOR THE STUDY OF INTERNATIONAL DEVELOPMENT – Research and teaching has never been as strong at McGill as it is today, and this is reflected in the vibrancy of the Institute for the Study of International Development. Development studies has become a core strength and an increasingly prominent feature of McGill University, and The Institute for the Study of International Development is one of a few select North American epicenters for development research and teaching, generating impressive levels of original research, establishing new relations with the international development community, and training future generations of researchers, teachers, policymakers and development practitioners.

FASKEN MARTINEAU is a leading international business law and litigation firm. Fasken Martineau has nine offices with approximately 700 lawyers across Canada and in the UK, France and South Africa. Through our international CSR group, we offer a broad range of expertise including governance and audits, risk assessment, due diligence, indigenous and Aboriginal relations, anti-corruption strategies, social and community engagement and alternative dispute resolution. With our integrated team approach, we help clients develop and manage proactive CSR strategies and solutions that respond to the expectations of not only shareholders, but also a diverse range of stakeholders including employees, suppliers, customers, the local and indigenous communities, local, state, and federal governments, environmental groups, international institutions and other non-governmental civil society organizations.

Learn more about ISID

Learn more about Fasken Martineau

Register online
The essential course to prepare professionals to work in the expanding field of corporate social responsibility and sustainable development

McGill University’s Institute for the Study of International Development and the law firm of Fasken Martineau are pleased to announce the launch of a new executive education certificate program, Corporate Social Responsibility: Creating Value Through Collaborative Sustainable Development. The intensive 5-day course is a practical program designed to prepare participants to work in the growing field of corporate social responsibility. It is an applied program intended for professionals who work in the private and public sectors, including those who work for international organizations, consulting companies, nongovernmental and community organizations.

The program will be held in Montreal at McGill University’s downtown campus
November 5-9, 2012
Desautels Faculty of Management
McGill University
1001 Sherbrooke Street West, 6th Floor
View Map
NEW CHALLENGES AND NEW OPPORTUNITIES ARE EMERGING as the juxtaposition of economic, social and environmental issues affects businesses, governments, NGOs, international institutions and other organizations in innovative and complex ways. Public, private and civil society organizations are facing increased pressure to integrate economic, environmental and social issues and, simultaneously, to deliver increasing value to their stakeholders. The Corporate Social Responsibility: Creating Value through Collaborative Sustainable Development program will equip businesses, managers, practitioners and community leaders meet these challenges and help their organizations thrive in the process.

The program is designed to both provide practical and meaningful theories, tools and approaches and to enable participants to learn and work directly with key leaders from other types of organizations. Leaders from business, government and civil society will learn and work together. This intensive 5 day program will provide practical solutions that will help to align and harmonize corporate social responsibility in a way that helps to balance what may seem on the surface to be competing priorities to approaches that can help diverse organizations find solutions that create shared value. It will help managers and practitioners understand how to navigate through the world of CSR and create, implement and manage collaborative sustainable development strategies.

The program will introduce participants to leading edge thinking and practical applications of Corporate Social Responsibility in a number of contexts. It will provide participants with the requisite knowledge; skills and strategies to prepare themselves develop, implement and manage corporate social responsibility within their respective organizations.
WHO SHOULD ATTEND

[Image of a person standing on a globe]

THIS PRACTICAL, APPLIED PROGRAM WILL OFFER IMPORTANT TOOLS FOR A WIDE RANGE OF PEOPLE who are working in corporate social responsibility or are interested in understanding the dynamic space where private sector interests can create shared value and support sustainable development. It is a practical program intended for professionals who work in the private and public sectors, including those who work for international organizations and consulting companies, nongovernmental organizations, and community organizations.

TEACHING METHODS

TEACHING METHODS WILL INCLUDE LECTURES, CASE STUDIES, GROUP EXERCISES, GUEST SPEAKERS AND AN INTRODUCTION TO KEY CONCEPTS, FRAMEWORKS, POLICY CONTEXTS AND BEST PRACTICES. This will be supplemented by practical insights into issues relating to risk management, consensus building, leveraging partnerships, and managing for results. The program will also include one year of post program support that will help connect participants to important knowledge resources and expand their own networks. Participants will be divided into teams consisting of representatives from different stakeholder groups with the guidance of the teaching team. The teams will prepare projects for presentation on the last day of the program.

- community economic development
- civil society strengthening
- anti-corruption
05

SCHEDULE & CONTENT

DAY 1
SETTING THE CONTEXT AND THE CHALLENGE OF CORPORATE SOCIAL RESPONSIBILITY

THE HISTORY OF CORPORATE SOCIAL RESPONSIBILITY: What it is and what it is not. Where and how did it originate? What are the principal challenges it faces? To begin to answer these questions, this module will provide an overview of CSR, including a review of current issues, debates and how, in a practical sense, the premise of responsibility and shared value fits within the context of industry practices, international conventions, international aid architecture policies and sustainable development in general. The discussion will also include a broad overview of the roles, functions and interests of various actors, as well as identify new trends and directions in corporate social responsibility. In particular, it will provide a broad understanding of the tensions and opportunities regarding the private sector’s role in fostering sustainable development that balances economic growth with social equity and environmental protection.

THE CORPORATE PERSPECTIVE: This module will examine the role of financial markets and business stakeholders as critical constituencies that successful businesses understand and work with. It will take participants inside both the business and operational aspects of CSR, as well as examine the rapidly evolving relationship between financial markets and CSR, including the power of reputation and perception. It will also explore how CSR can both create opportunities and mitigate risks, providing participants with detailed information on the growing sustainable investing sector. Finally, the module will explore the growing importance of stakeholder panels as instruments for ensuring sustainable development through better relations between industry and other actors.
Day 2
International Legal Structures and the Role of International Financial Institutions

- The Rule of Law and the Regulatory Environment: Through the evolution of Business Codes of Conduct and Regulatory Requirements, as well as growing expectations that Voluntary Principles be respected, the social aspects of business are coming under increasing oversight. National, international and voluntary standards and codes of conduct are emerging almost weekly. The module is intended to provide an overview and important insights into this complex and rapidly developing area. Particular attention will be given to providing an overview of some of the major codes and reviewing norms that have emerged relating to compliance and enforcement.

- Role of International Financial Institutions: IFI’s represent an important stakeholder that directly affects private sector strategies. In part, this reflects globalization and the emergence of market driven development models that are based on the important role of foreign direct investment as the primary source of capital flowing to developing economies. This module will cover issues relating to: privatization and investment liberalization; the roles of key multilateral institutions (IMF, IFC, World Bank, UN); and, how competition and market driven approaches can be reconciled within broader development objectives, including meeting the MDG’s, promoting sustainable development, protecting the environmental and addressing issues of social equity.

Day 3
The Role of NGO’s and Communities in CSR

- Non Governmental Organizations are increasingly finding that their own objectives can be furthered by working with companies and other key stakeholders to develop, implement, facilitate, coordinate and oversee corporate social responsibility programs and create shared value for all stakeholders. This section will examine the important role that NGOs can play in CSR projects and how CSR projects can help NGOs to further their organizational and development objectives.
The Ins and Outs of Development Projects: Project management principles including important operational, technical and leadership considerations relating to: bidding and proposal development; project planning, design and implementation; forging strategic partnerships; results-based management and evaluation; and other practical considerations.

GOVERNANCE, COMMUNITIES AND SUSTAINABLE DEVELOPMENT: To generate shared value, corporations must engage with host governments and local communities with the goal of promoting sustainable development through the generation of shared value. This module is intended to provide key insights regarding what sustainable development is and why such engagement is essential for achieving it.

This section will identify the principal challenges to achieving both sustainable development and engagement with local stakeholders, including historical suspicions on the part of many communities, the need to increase community capacity for engagement with industry, poor governance in host countries and communities, and environmental degradation.

DAY 4
PUTTING CSR INTO CONTEXT: CASE STUDIES AND INTERACTION

CSR IN PRACTICE: This section builds on the previous three days to enable participants from all sectors learn how they can use CSR in their projects and organizations. The day will feature case studies on some of the most innovative and value creating CSR projects (often delivered by the very people who developed and led the projects in the field) and will also feature specific lectures on how to maximize value from CSR.

This module will explore strategies and techniques for aligning the value creation objectives of business with the social and environmental objectives of CSR activities. It will also take a practical look at management and reporting frameworks that can optimize CSR as a value creation tool for business, community and other stakeholders. The section will look at specific ways in which business can maximize their return on CSR investments.
DAY 5

TOWARDS A FUTURE IN CORPORATE SOCIAL RESPONSIBILITY

The learning’s from the week will be consolidated and brought home in this section. The entire week will have a practical focus which will culminate in this section where participants will develop a plan that will help them to take the lessons from the program and begin applying them immediately in their organizations and professional lives.

The final day will include team presentations and group work around some of the key CSR themes. This will be followed by a wrap up session and an in-depth discussion on program support and post program learning plan preparation.

“Having only recently entered the world of International Development, the McGill ISID Exec course was an excellent introduction to the various theories, practices and results...especially from “Aid” to “Sustainable Development” and “Gender-Cultural” Aspects. The course was particularly remarkable in that I learned as much from the other participants as I did from the speakers (the participants had the floor much of the time). My hats off to the entire McGill team for being able to create such electric dynamics in a learning setting.”

JOANNE FREEZE,
CEO Candente Mining
THE TEACHING TEAM WILL BE MADE UP OF LEADING EXPERTS, PRACTITIONERS AND INNOVATORS ACROSS A VARIETY OF DISCIPLINES AND SECTORS.

- **Philip Oxhorn** (PhD, Harvard) is a McGill professor of Political Science and Founding Director of the Institute for the Study of International Development (ISID). His areas of expertise include democratic development, civil society, anti-corruption, international indigenous issues, human rights and governance. Dr. Oxhorn works extensively on research and project related work in Latin America, North America, Asia and Africa.

- **Franque Grimard** (PhD, Princeton) is a McGill Professor of Economics and Associate Director of the Institute for the Study of International Development. Areas of expertise include international health policy, environmental economics, sustainable development and areas relating to aid effectiveness and performance measurement.

- **Kevin O’Callaghan** is co-chair of Fasken Maritineau’s Corporate Social Responsibility Law Practice Group. Kevin provides strategic advice on aboriginal, regulatory, environmental and other corporate social responsibility (‘CSR’) issues. While his extensive experience is focused throughout western and northern Canada, he also advises a number of clients around the world. Kevin’s litigation practice also involves complex commercial litigation with a particular emphasis on environmental issues. Kevin has advised clients on a myriad of environmental matters including environmental assessment, cost recovery actions, off-site migration, ground water contamination, and regulatory offences. Additionally, Kevin provides ongoing advice to resource companies on obligations to First Nations and agreements with First Nations. Kevin is a member of the Corporate Social Responsibility Committee of the Prospectors and Developers Association of Canada.
WAYNE DUNN is one of Canada’s leading experts in the field of CSR. He has led more than forty social licensing projects in over thirty countries across six continents, helping clients to innovate and succeed in difficult and challenging circumstances. His projects have won prestigious global awards and been developed into lectures and case studies. His innovation and entrepreneurial skills have been demonstrated across dozens of projects and several start-ups, including one that was featured on the front page of the Wall Street Journal. Wayne is a frequent lecturer worldwide on business and economic issues, and also provides volunteer support to numerous local, national and international organizations. He is McGill University Professor of Practice and a Stanford Sloan Fellow. He has a M.Sc. in Management from Stanford University’s School of Business.

ROBIN MCLAY is the Executive Director of McGill University’s Institute for the Study of International Development. Robin came to McGill from the Canadian Government where he served as Director, International Partnerships at the Canada School. He also worked as Director of Research and Director of Democratic Institutions at the Canadian International Development Agency (CIDA). Robin was the former head of one of Harvard’s Interfaculty Initiatives and continues to serve as a Founding Member of the Harvard University School of Public Health’s Leadership Council. Robin holds degrees from Harvard University, the London School of Economic and McGill University.

ANNE DROST practises in the Energy, Environmental, Climate Change and Regulatory Law Group of Fasken Martineau DuMoulin LLP. She is co-chair of the Corporate Social Responsibility Law Practice Group and also practises in the areas of Mining Law, Aboriginal Law and Real Estate Law. In Environmental Law, Ms. Drost has experience in advising clients on regulatory approvals, compliance and in transactions such as the acquisition or disposition of land. Anne is regularly a sessional lecturer at the McGill Faculty of Law. She teaches courses on Energy Law and Climate Change and has taught Land Use Planning, Environmental Law and Municipal Law in past years.
Milla Craig has over 15 years in Institutional Equity Sales with Scotia Capital, RBC and BZW where she was consistently a top tier investment sales person in Canada. Over that time she also built a reputation for anticipating trends and designing and implementing successful investment strategies including the China strategy at Scotia Capital. Milla believes the next generation of investing is Sustainable Investing. Today, she’s regarded as a leading expert in the field and has been interviewed by Les Affaires [Investissement responsable 101, December 5, 2009] and was published in July/August 2010 issue of Water Canada “Walking the Talk – Empowerment Through Investing” and in the Winter 2010/2011 edition of Listed Magazine “New Rules of Engagement”. As a consultant, industry analyst, workshop leader and speaker, Milla is now bringing her unique perspective and practical approaches on Sustainable Investing to corporations, consultants, asset owners and asset managers.

Terry Gray is part of the Senior Management Team within the International and Canadian Programs division of World Vision Canada. He has worked in collaboration with various industry partners on development projects throughout his twenty-three year career in the NGO sector. This experience, combined with his institutional capacity development work with regional government, has provided an opportunity for a multi-sector approach to integrating economic, social and environmental imperatives into local development initiatives. Terry has worked on development projects throughout the world and spent almost half of his career living in Haiti, Malawi and South Africa. He is an accredited partnership broker through the International Business Leader’s Forum/UK’s Overseas Development Institute’s Partnership Brokers Association Scheme. He received his BA Economics from Carleton University and his MBA from Eastern University.
JIM COONEY retired as Vice President, International Government Affairs for Placer Dome Inc. on May 1, 2006, following that Company’s acquisition by Barrick Gold. He held positions at Placer Dome from 1982 to 2006 in the areas of social and political risk management, government relations, sustainable development and strategic planning. He is a past Director of the North South Institute, the Canadian Chamber of Commerce and the Pacific Basin Economic Council. Representing Placer Dome as a founding member of the United Nations Global Compact with Business, he worked with U.N. agencies and civil society organizations in a project on conflict-sensitive business practices. He was actively engaged in the World Bank’s Extractive Industries Review from 2002 to 2004, during which he served in his personal capacity on the World Bank’s External Advisory Panel for the internal evaluation of its oil, gas and mining projects. From 2004 to 2006, he was advisor on the development of IFC’s Performance Standards on Social and Environmental Sustainability.

MARK ELTON works in the Economics and Policy Group at the Multilateral Investment Guarantee Agency, the part of the World Bank Group that provides political risk insurance for foreign direct investments into developing countries. Based in Washington DC, he is responsible for environmental and social due diligence and supervision of projects spanning all continents and industry sectors. In this capacity he has conducted site visits to more than 35 mining, infrastructure, energy, manufacturing, agriculture, and banking projects in more than 20 countries across Africa, Latin America, Eastern Europe, and Central Asia. He initiated environmental and social due diligence and monitoring for financial sector projects at MIGA, and has taken part in the development of environmental and social policy and procedure at MIGA and the World Bank Group. Previously he worked for Fraser Milner Casgrain in Toronto. He has a JD from the University of Toronto Faculty of Law, where he was Editor in Chief of the Indigenous Law Journal, an MA in economics from UBC, and a BA in economics from Mount Allison.
INFORMATION
ON REGISTRATION AND FEES

THE FEE FOR THIS INTENSIVE FIVE-DAY PROGRAM IS $3,495 CAD (plus applicable tax). All course related material, breakfast, lunch and health break refreshments are included.

Upon completion of the program, participants will receive a Certificate from McGill University’s Institute for the Study of International Development.

Registration and payment can be made online by clicking here.

Invoice billing options are available and payments by cheque can be made to McGill University and sent to the following address:

Institute for the Study of International Development
Attention: Executive Programs
Suite 240, 3460 McTavish Street
Montreal, Quebec H3A 1X9

For further information please email: executiveprograms.isid@mcgill.ca

Participants will be responsible for their travel arrangements and for securing accommodation.

Cancellations must be received in writing 15 days prior to the course start date. Registration fee refunds are subject to a 20 percent cancellation fee.
MORE TESTIMONIALS
FROM ISID EXECUTIVE PROGRAM ALUMNI

"You cannot afford to miss this course if you wish to obtain a fuller understanding of the current theory and practice of corporate social responsibility in the mining sector. I have found ISID to be in a class of its own in providing well organized, high quality and leading edge courses taught by world class experts and practitioners in the field. The instructors were not only able to bring different, well informed perspectives to the course material but were also extremely skilled in drawing course participants into the discussion, creating a dynamic and highly effective learning environment. The course provided me with an experience that I will not forget."

GERRY TONN,
Senior Consultant,
Gerry Tonn and Associates

"The four-day course on International Development organized by ISID was a powerful experience on many levels. There were consistently excellent, though varied, speakers and a remarkable gathering of active participants from many walks of life and different countries. The achieved goal was to give us all basic comprehensive understanding of the entire field, both practical and theoretical – and an understanding of how to learn more and connect with good people in specific subject areas. How ISID achieved that huge goal to the satisfaction of so many is actually baffling to me -- but they succeeded with flying colours. Now I personally feel I have a much stronger base on which to act in my fields of interest within International Development."

GUY TOMBS,
President of Guy Tombs Limited
(Montreal based global shipping company)
The faculty at McGill’s ISID successfully combined theoretical approaches, policy issues and practical insights from a variety of perspectives and practical experiences. Their critical appraisal of international development introduced me to new ways of thinking. The course attracted long-standing development practitioners seeking to stay abreast of the issues and those seeking to enter the field. Our lively engagements were deeply enriched by our diverse professional backgrounds and life experiences. I left with resources, a connectedness to amazing people and a renewed commitment to re-enter the field.

SAMIERA ZAFAR,
Save the Children Canada and
Former Director, Research & Knowledge Management – PALAMA, Government of South Africa.

What I will cherish most from this program was the opportunity to engage in meaningful discussion on international development issues with a broad cross-section of participants. As a development practitioner working for a federal agency, I found it very enriching to exchange perspectives in a relaxed environment with people from the private sector, NGOs and even with those new to the field. It was a very valuable learning experience and I would recommend it to other practitioners who are keen on putting their own assumptions, ideas and cumulative knowledge to the test.

CHRISTOPHER BRAEUEL,
Canadian International Development Agency