

SUMMARY OF DISCUSSIONS

This report serves as post-event summary on this Seminar, focusing on the highlights in the discussions and acknowledging the contributions from all stakeholders involved.

INTRODUCTION / BACKGROUND

This two-day Seminar was conducted to discuss and agree on appropriate follow up actions to the [AICHR Baseline Study on CSR and Human Rights](#) released in 2014, where one of the [key recommendations](#) was to launch an ASEAN-wide CSR-Human Rights Strategy and Guidelines in line with internationally-accepted business and human rights principles.

This Seminar was jointly organised by the Singapore Ministry of Foreign Affairs (MFA) and ASEAN CSR Network (ACN) for the ASEAN Intergovernmental Commission on Human Rights (AICHR). The Seminar was funded by AICHR, the Regional EU-ASEAN Dialogue Instrument (READI), the Swedish International Development Agency (SIDA) and the UN Development Programme (UNDP).

The Seminar successfully involved the participation of about 130 key stakeholders, including representatives from governments, businesses, academia, civil society and trade unions in ASEAN Member States (AMS).

The overarching theme of the Seminar was about the need to incorporate CSR and the promotion of human rights in the national and regional development agenda post-2015. The broad consensus of the participants was for ASEAN to adopt and implement an ***ASEAN Regional Strategy to Promote CSR and Human Rights*** (“Regional Strategy”), as the next step for the CSR and Human Rights agenda.

The Seminar comprised a series of panel discussions and workshops, encouraging discussions ranging from the possible components of the Regional Strategy, to the potential challenges for its implementation.



(From left) Dr. Shashi Jayakumar (Alternate Representative of Singapore to AICHR), Mr. Thomas Thomas (CEO, ASEAN CSR Network), Ms. Yanti Triwadiantini (Chair, ASEAN CSR Network), Mr. Phil Matsheza (UNDP Head of Governance & Peacebuilding Cluster), Ambassador Barry Desker (Representative of Singapore to AICHR), Dr. Amy Khor (Singapore's Senior Minister of State for Health & Environment), Ambassador Francisco Fontan Pardo (EU Ambassador to ASEAN), Ambassador Hakan Jevrell (Swedish Ambassador to Singapore), Ambassador Nguyen Thi Nha (Representative of Vietnam to AICHR), Mr. Phoukhong Sisoulath (Representative of Lao PDR to AICHR), Ms. Polyne Hean (Representative of Cambodia to AICHR), Dr. Seree Nonthasoot (Representative of Thailand to AICHR)

1. SESSION 1: OPENING CEREMONY

1.1 The Welcome Remarks were delivered by Singapore's Representative to AICHR, H.E. Ambassador Barry Desker. Ambassador Desker applauded the event's significant turnout, stating that it was indicative of *"the growing interest ... in the role that CSR plays in promoting human rights in ASEAN."* He explained that the Seminar was organised with two specific aims in mind: firstly, to serve as a forum to develop follow-up actions to the 2014 AICHR Baseline Study; and secondly, to highlight the importance of CSR in achieving sustainable development. In light of these two aims, the Ambassador encouraged the participants to *"take the opportunity to build bridges and explore ideas"*.



H.E. Ambassador Barry Desker

1.2 The Guest of Honour, Dr Amy Khor, Singapore’s Senior Minister of State for the Environment & Water Resources and Health, spoke about the green initiatives which are now an “*integral component of responsible business practice*”. The [Sustainable Singapore Blueprint 2015](#), she said, had exemplified the Singapore government’s commitment towards environmental sustainability. Among other initiatives, the government had not only sought to assist various industries in reducing packaging waste, but even to develop solutions to promote the efficient consumption of water. In closing, Dr Khor noted that the timely nature of the Seminar was brought home by the fact that “*ASEAN [is becoming] increasingly interconnected,*” which clearly enunciated a need to formulate a Regional Strategy to address CSR and Human Rights issues.



Dr. Amy Khor, Singapore’s Senior Minister of State for Environment & Health

2. SESSION 2: CSR AS AN ENABLER FOR HUMAN RIGHTS IN ASEAN POST-2015

2.1 The second session served to outline the importance of CSR for ASEAN’s human rights agenda. Special attention was given to the importance of developing a Regional Strategy on CSR and Human Rights.

2.2 The Welcome Remarks were delivered by H.E Ambassador Phoukhong Sisoulath, Representative of Lao PDR to AICHR. Ambassador Sisoulath said that promoting CSR and Human Rights had always been a focus of AICHR, and that the prominence of the [ASEAN Human Rights Declaration \(AHRD\)](#) reiterated that fact. Furthermore, the Ambassador affirmed AICHR’s continuous commitment to work with the AMS “*to translate policy into national documents*” for the interest of the ASEAN community.

2.3 H.E. Ambassador Francisco Fontan Pardo, the EU Ambassador to ASEAN, addressed the participants by calling for higher levels of coordination between the different stakeholders of the CSR and Human Rights agenda. The EU Ambassador underscored the importance of businesses taking “*ownership*” in embedding human rights safeguards in their respective operations. In his view, CSR would serve as an enduring framework to guide responsible business conduct in ASEAN “*at least for the next ten years*”.



H.E. Ambassador Fontan Pardo

2.4 H.E Ambassador Hakan Jevrell, the Ambassador of Sweden to Singapore, gave his account of the Swedish approach to promote responsible business practices. Participants of the Seminar learnt that all business entities operating in Sweden are required to respect

human rights, as a result of a National Action Plan (NAP) implemented by the Swedish government. By the same token, Swedish businesses operating abroad are held to a similar standard. This has not only helped to strengthen efforts to arrive at the Sustainable Development Goals (SDGs), but had also expanded their reach in curbing social ills such as gender inequality and corruption. As Ambassador Jevrell explained, the Swedish NAP has yielded success because businesses are starting to recognise that the adoption of sustainable practices would enable them to remain profitable in the long run.



*H.E. Ambassador Hakan Jevrell,
Swedish Ambassador to Singapore*

2.5 Mr Phil Matsheza, who heads the UNDP

Governance and Peacebuilding Cluster in Bangkok, complimented ASEAN for taking a “*bold step*” by convening the Seminar. Mr Matsheza noted that promoting CSR and Human Rights while pursuing economic development were two “*mutually reinforcing*” endeavours. Economic growth often produces unintended consequences on the environment, a development which the UNDP strives to manage. The UNDP itself looks upon CSR, in fact, as a viable means of bringing human rights and environmental safeguards into play within the private sector. In his view, cooperation between countries in that area tends to be strengthened when dialogues – such as the present Seminar – take place within a regional framework.



*Mr. Phil Matsheza, Head of UNDP
Governance and Peacebuilding Cluster*

2.6 The keynote speech was delivered by Ambassador Ong Keng Yong. He was the former Secretary General of ASEAN from 2003 to 2007, and now helms the Executive Chair at the S. Rajaratnam School of International Studies (RSIS). Ambassador Ong stressed that it was no minor feat for ASEAN to integrate ten different states, with an eye towards maintaining regional peace. In his words, that was the “*big picture*” which should be weighed, for the



Ambassador H.E. Ong Keng Yong

purposes of developing a practicable Regional Strategy. The Ambassador recognised that there were challenges, nevertheless, where actionable steps could still be taken. Many ASEAN businesses continue to have a dim understanding of the requirements of CSR, believing (incorrectly) that it simply involves philanthropic giving. Ambassador Ong suggested that promoting CSR and Human Rights in ASEAN should address three additional issues. First, it is useful to examine how regional institutions like AICHR, and regional documents like the AHRD can be engaged profitably. Second, steps should be taken to guard against deceptive corporate practices which employ the banner of CSR for self-serving reasons, given that it has now become “*fashionable*” for corporations to

affirm CSR commitments. Third, improvements could be made in relation to CSR-related disclosure by ASEAN companies. Among the ASEAN companies which are signatories to the [Ten Principles of the UN Global Compact \(UNGC\)](#), it was revealed that only 39% of these entities have communicated their positions on CSR. Residual entities which have not made the relevant disclosures should be encouraged to do so accordingly. Despite that, Ambassador Ong said that it is important not to discount socially-conscious initiatives by the private sector, like the Citizen Corporate Foundation (CCF), which was in fact started by an ASEAN construction company to provide assistance to victims of national disasters.

2.7 During the Q&A session, a question was asked about how investors can be more responsible in their management of mega infrastructure projects affecting surrounding communities. Ambassador Ong stressed that it was inappropriate to focus solely on the negative impacts of such projects, or to implicate the participating national governments in question. Finger pointing (often by NGOs) tends to be counterproductive. It would not only place national governments on the defensive, but would also belly the fact that infrastructure projects are crucial to facilitating development. Because there are disparities between the AMS which cannot be ignored, according to the Ambassador, a good balance has to be struck between the “*heart and the head*” with a need to display “*sensitivity*.” That way, a “*big space*” for the AMS to compromise and to understand each other can help to forge a consensus on the Regional Strategy.

3. SESSION 3: UPDATES ON THE STATUS OF CSR & HUMAN RIGHTS IN ASEAN

3.1 The third session served to provide an overview on the status of CSR & Human Rights in ASEAN, moderated by Ms Polyne Hean, the Representative of Cambodia to AICHR.

3.2 Mr Thomas Thomas, CEO of ASEAN CSR

Network (ACN), started the session by presenting updates on the status of CSR & Human Rights in ASEAN. The presentation of his findings closely tracked the preceding [Baseline Study on CSR and Human Rights in ASEAN](#). Echoing Ambassador Ong’s earlier statement that philanthropy sets a lower bar for CSR standards, Mr Thomas stressed that CSR is not about how money is spent (on charitable purposes), but rather about how the money is made (by adopting responsible business practices for the benefit of society). While CSR has been officially embedded in all three communities of the ASEAN 2025 Blueprint at the regional level, he emphasised that the concept is still not well understood within business circles in ASEAN. Little attention has also been paid to the SME sector in relation to whether they adopt CSR practices. Mr Thomas pointed out that SMEs do not often discuss these practices as CSR. At the same time, it remains the case that ASEAN governments are still trying to figure out the best way to go about promoting CSR in their own countries. That said, there are encouraging



Mr Thomas Thomas, CEO of ASEAN CSR Network

statistical figures emerging from ASEAN. In Myanmar, which is growing rapidly despite being a belated entrant to the scene, the number of businesses which are signatories to the UNGC has notably outpaced that which was recorded in the other AMS. In addition, Mr Thomas also highlighted that approximately 45% of the top Thai companies have stated in their sustainability reports that religion and their concept of the “sufficiency economy” have served to compass their business practices.

3.3 Dr Seree Nonthasoot, Thailand’s Representative to AICHR, spoke on how AICHR should be a “*key driver*” for advancing a regional CSR and Human Rights agenda. He added that it was appropriate to entrust AICHR with this role given the increasing trade flows among the AMS - a trend which requires greater attention paid to adverse impacts and risks. In adopting the UNGPs as a prescriptive framework, however, Dr Nonthasoot urged ASEAN businesses and governments to avoid viewing the Principles in “*voluntary*” terms. Instead, the tenor of the UNGPs clearly call on businesses and national governments to take concrete steps towards protecting and respecting human rights, as well as to remedy human rights abuses resulting from business activities.

3.4 Ms Elaine Tan, Executive Director of the ASEAN Foundation, provided an account of how businesses can drive community development projects. Ms Tan gave the example of how ASEAN entities, like the Maybank Foundation, have taken steps to increase access to credit for local communities. By working with the authorities, these efforts eventually found an outlet through the provision of financial support for local weaving traditions in areas such as Lombok and Sumatra. In Ms Tan’s view, due recognition is owed here, for these efforts have showed how governments can collaborate with businesses to facilitate community building in ASEAN.



Ms Elaine Tan, Executive Director of the ASEAN Foundation

3.5 Dr Harkristuti Harkrisnowo, Acting Executive Director of the Human Rights Resource Centre (HRRC), shared the results of their baseline study on business and human rights in AMS (excluding Brunei). She identified the four key challenges in ASEAN to be issues surrounding land, labour, environment and transnational business activities.



Dr Harkristuti Harkrisnowo, Acting Executive Director of the Human Rights Resource Centre

The gaps included the need to combat corruption, especially in Cambodia and Myanmar as the worse-performing states. The study also highlighted that there are laws in place in most AMS to conduct due diligence as a prerequisite for regulatory approvals or licenses, and some formal and informal structures are in place to influence corporate culture. However, many gaps still exist – and to close these gaps, the study recommends the establishment of a regional system to implement CSR and Human Rights. There is also a need to initiate collaboration with other regional bodies such as the EU, other NHRIs, stock exchanges, securities regulators and so on.



From left: Dr Harkristuti Harkrisnowo, Dr Seree Nonthasoot, Ms Polyne Hean, Ms Elaine Tan, Mr Thomas Thomas

4. SESSION 4: DELVING INTO THE COMPONENTS OF A REGIONAL STRATEGY

4.1 The fourth session was designed to introduce the UNGPs and how it could serve as a useful reference for the Regional Strategy.

4.2 Mr Dante Pesce, Chair of the UN Working Group on Business and Human Rights, explained five main points in his presentation about the UNGPs, while bearing in mind the ASEAN context to which the Principles are meant to be applied. First, a core requirement of the UNGPs is to facilitate dialogue between multiple stakeholders. Second, Mr Pesce said that the UNGPs do not necessarily prescribe anything new in effect, over and above what might be currently practised by businesses. In other words, the UNGPs should be



Mr Dante Pesce, Chair of the UN Working Group on Business & Human Rights

viewed as overlapping with sound business practices (which might already be in force), such as avoiding the negative impacts on health and safety. Third, the UNGPs should not be seen as prescribing an excessive burden on ASEAN businesses. Fourth, Mr Pesce emphasised that due diligence in a CSR and Human Rights context entails taking an integrated approach, which includes listening to the most vulnerable groups across the

entire supply chain. Fifth, it was necessary for the board of the corporation – and above all else, the CEO – to affirm a policy commitment in respect of human rights. As Mr Pesce noted that at times however, that outcome may not be within reach. It could be frustrated by the intervention of the legal department, which may perceive such a policy commitment to be problematic.

5. SESSION 5: CONCURRENT WORKSHOP 1
(EXPECTATIONS OF THE GOVERNMENT IN PROMOTING CSR & HUMAN RIGHTS)

5.1 Participants were divided into two workshops, both held concurrently. For workshop 1, participants covered the role of government to promote CSR & Human Rights, and to address these specific sub-issues in connection with (1) policy development; (2) enforcement of existing laws; and (3) access to remedies.

5.2 Participants worked on the following key questions and shared their views:

Q1: What are the expectations of governments in promoting CSR & Human Rights?

Q2: What should AMS governments expect from the private sector?

Q3: What are the challenges in meeting the expectations of governments and what do they need to overcome the challenges?

6. SESSION 6: CONCURRENT WORKSHOP 2
(EXPECTATIONS OF THE PRIVATE SECTOR IN PROMOTING CSR & HUMAN RIGHTS)

6.1 For workshop 2, participants covered the role of the private sector to promote CSR and Human Rights.

6.2 Participants deliberated on the following key questions:

Q1: What are the expectations of the private sector in promoting CSR and Human Rights?

Q2: What should the private sector expect from governments?

Q3: What are the challenges in meeting the expectations of the private sector and what does it need to overcome the challenges?



Discussions during Workshops 1 & 2

7. SESSION 7: ELEMENTS OF A POSSIBLE ASEAN REGIONAL STRATEGY

7.1 For the brief recap of Day 1’s proceedings, Mr Thomas re-emphasised that CSR was a broad term, encompassing issues such as corporate governance, human rights, labour practices, consumer rights, the environment and fair operating practices. Drawing from discussions from the previous day, he outlined the key components of the Regional Strategy as follows:

- 1) **Introduction**
- 2) **Understanding CSR**
- 3) **Application**
- 4) **Role of States**
- 5) **Role of Businesses**
- 6) **Role of Trade Unions and Civil Society Organisations (CSOs)**
- 7) **Realising the Regional Strategy**
- 8) **References**
- 9) **Ensuring Success**

7.2 In addition, he added that the Regional Strategy requires businesses, governments, academia, trade unions and civil society to work together. He emphasised that the Regional Strategy document should be kept “*as simple and short as possible.*” As a crucial first step, Mr Thomas explained that it was prudent to adopt an instrument which is sufficient to generate “*momentum*” for furthering the CSR and Human Rights agenda in ASEAN, without being encumbered by narrow specificities.

8. SESSION 8: NATIONAL ACTION PLANS—LESSONS FROM THE REGION AND BEYOND

8.1 The eighth session was moderated by Mr Edmund Bon, Malaysia’s Representative to AICHR. It was concerned with the implementation of NAPs to address CSR and Human Rights challenges.

8.2 Dr Aishah Bidin, Commissioner of SUHAKAM, spoke on the Malaysian experience with regards to the development of a NAP. Dr Aishah explained that in a CSR and Human Rights context where the UNGPs serve as a key normative framework, the issues which have received SUHAKAM’s attention include migrant worker rights, gender pay gaps, as well as sexual harassment at the workplace. Based on the Malaysian experience, however, Dr Aishah stressed that for a NAP to protect human rights, it would likely take the form of an “*evolving policy*”



From left: Dr Aishah Bidin, Mr. What Tingsamitr, Mr. Edmund Bon

strategy". The strategy paper which seeks to implement the NAP could thus be likened to a *"living document"* which *"changes with the circumstances"*. For the NAP to be effective, Dr Aishah said that coordination among all the ministries must also be strengthened, with periodic monitoring to assess how well it is being implemented.

8.3 Mr What Tingsamitr, Chairperson of the National Human Rights Commission of Thailand, spoke on the need to implement pilot projects to apply the UNGPs in the tourism and hotel industries. He explained that these industries tend to be rife with *"serious human rights issues"*. The main reason why they have been chosen, he said, is that they are a major source of income for Thailand. Therefore, it is necessary to provide more training and information to hotel operators on how to translate the UNGPs into practice, so that due diligence in human rights can be carried out. In particular, Mr What mentioned that training in mediation techniques are necessary, so that hotel staff will know how to respond to potential human rights abuses in a live situation. There is also a need to monitor the implementation of these processes as well. Moreover, the Permanent Secretary of the Justice Ministry has agreed to be the focal point in the development of the action plan, thus providing much needed momentum and coordination for this.

8.4 H.E. Ambassador Diana Madunic, the Swedish Ambassador for CSR, spoke of a *"win-win"* scenario for corporations which practise CSR. This includes the Swedish fashion line H&M which has been generating good profits from its *'H&M Conscious Sustainable Styles'* collection. She added that such success stories would help persuade other corporations to get on the bandwagon of creating *"win-win"* CSR business models. She also told the participants that the Swedish government had recently adopted a new and more ambitious policy on sustainable business. Moreover, as a strategic matter, she said that the role of government is to provide a combination of policy and legislation, with strong support for encouraging sustainable practices above all.

8.5 Mr Livio Sarandrea, a Crisis Prevention and Rule of Law Specialist at the UNDP, addressed how the implementation of the UNGPs could be improved in an ASEAN context. He highlighted that there were many accessible *"manuals and guides"* to assist governments in drafting NAPs, which were available in different languages. Nonetheless, ASEAN governments were urged by Mr Sarandrea to be *"realistic"* in seeking to implement the UNGPs, by considering their key priorities. ASEAN governments should also set indicators and targets taking into account, at the moment, their country's development trajectory. Speaking from previous experiences, he told the participants not to underestimate the reluctance of businesses to engage in the consultative processes at the beginning. It is important to persuade businesses to come to the table by offering the promise of constructive dialogue and exchange. There should be *"no shortcuts"*, he said, as the participation of all the relevant stakeholders should be engaged.



Mr Livio Sarandrea, Crisis Prevention and Rule of Law Specialist, UNDP

9. SESSION 9: IMPLEMENTING A REGIONAL STRATEGY ON CSR & HUMAN RIGHTS
(OPPORTUNITIES & CHALLENGES)

9.1 Session 9 identified the opportunities and challenges in implementing a Regional Strategy in ASEAN, highlighting key regional issues in a CSR and Human Rights context. It was moderated by H.E. Dr Dinna Wisnu, Indonesia’s Representative to AICHR.

9.2 Professor Francisco Roman, Executive Director of the RVR-Centre for CSR at the Asian Institute of Management (AIM), spoke about the need for a “*marketing strategy*” to promote CSR and Human Rights, creating high visibility that will attract the attention of the CEOs and the public. Professor Roman gave the example of the *Fortune 2016 Change the World* project, which was instrumental in highlighting the top 50 companies that were trying to do good – for example, by promoting the HIV/AIDS cause. Although CSR has a “*feel good*” factor for companies and yields publicity returns, according to Professor Roman, in the longer run it is possible for actual CSR activities to develop from publicity-seeking behaviour. Incorporating human rights into the agenda of businesses is increasingly in vogue, in part due to trends in the growing popularity of social innovation, and such trends need to be seized, presenting a brief window of opportunity for momentum.

9.3 Professor Mahdev Mohan, Assistant Professor of Law at Singapore Management University (SMU), spoke about how the law could be employed in the driving seat to push forward the CSR and Human Rights agenda in ASEAN. However, Professor Mohan explained that the attention to CSR and Human Rights issues within the Singapore legal sector—while branded as a form of “*corporate accountability*”—



From left: Prof Francisco Roman, Dr Dinna Wisnu, Prof Mahdev Mohan, Ms Moe Thuzar

was in the past chiefly motivated by a regard for protecting one’s client from “*protracted law suits*”. CSR or Human Rights thus did not enter the equation. He nevertheless called for the expanded use of legislation such as the *Transboundary Haze Pollution Act*, via litigation, to requite the wounds of environmental degradation as inflicted by reckless corporations.

9.4 Ms Moe Thuzar, a lead researcher at the ISEAS, spoke on the need to recognise that a Regional Strategy must also contemplate the fact that implementation occurs at a national level: i.e. by each AMS. In her view, “*regional disparities*” whether based on Human Development Index (HDI) performance or otherwise must be taken into serious account. For that reason, Ms Thuzar opined that the “*regional element of the strategy is merely a ‘functional’ term of art, rather than having any (real) ‘policy’ implications*”. Ms Thuzar then provided four systemic factors which would affect an AMS’s capacity to implement

a NAP to address CSR and Human Rights issues. These include: domestic legislative procedures, the capacity of the domestic courts, the administrative procedures and the administrative capacity of the AMS. On an optimistic note, she nevertheless noted that in its 50 years of cooperation, ASEAN's engagement with multiple stakeholders is at its highest level today.

10. SESSION 10: SOCIALISING CSR & HUMAN RIGHTS

- 10.1** The final panel discussion was moderated by H.E. Ambassador Nguyen Thi Nha, Representative of Vietnam to AICHR.
- 10.2** Dr Netithorn Praditsarn, Vice President of the CP Group's Sustainability and Communications Department, and lead of the Thai chapter of the UN Global Compact, explained the macro factors which helped to mainstream sustainable reporting among Thai corporations. These factors include the country's "*philosophy of sufficiency economy*", its "*social openness and expectations*", the participation of civil society and the laying down of appropriate "*benchmarking*." He added that a greater sensitivity towards environmental impacts flowing from business activities since the early 1990s had also helped to stimulate an increase in voluntary reporting by Thai companies. Dr Praditsarn also provided three considerations for companies to strengthen their CSR commitments. First, companies needed to have Communication & Collaboration ("C"), creating an enabling environment for the management to communicate the firm's CSR practices to all its employees. Second, companies needed Supply Chain ("S") processes. The firm must strive to ensure that parties operating along its supply chain also comply with the same standards. Third, companies required Resources ("R") which are critical to strengthening CSR practices, especially where SMEs are involved. He mentioned that it was also useful for ASEAN companies to join support programmes which are united in achieving SDGs.
- 10.3** Mr Ian Hong, a Partner at KPMG, addressed the importance of sustainable reporting. He said that investors are increasingly asking for more information, as a way to assess a business's long term viability and accountability. Commenting on the general distrust of corporations today, Mr Hong suggested that sustainability reporting can help them to go beyond a facelift, and to actually restore the deficit of trust. He said it is also necessary to get key management involved. Such involvement would not only help to "*run the business better*", but would also be relevant in meeting the new SGX requirements for compulsory sustainable reporting by 2017. It was also important to recognise that the *process* by which a corporation seeks to improve its accountability is "*just as important as the outcome*". This includes ensuring that a proper grievance mechanism is in place.
- 10.4** Mr Michael Tang, Head of Listing Policy and Product Admission at the Singapore Exchange (SGX), then spoke on the role of the Stock Exchange in strengthening CSR practices, serving not only as a platform for raising capital, but to help investors make investment decisions. Since it is difficult to force companies to adopt CSR voluntarily, mandatory disclosure could also achieve a similar outcome.

10.5 Daw Khine Khine Nwe, Trustee of ASEAN CSR Network and Joint Secretary General of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI), highlighted that Myanmar has over 300 signatories to the UNGC's 10 Principles, representing the fastest growing record in ASEAN. Such growth was due in large part to the UMFCCI working with their members, NGOs and like-minded partners and councils, as well as social media platforms such as Facebook which were also used to socialise CSR and to reach out to students.

11. CLOSING SESSION

11.1 The Closing Session was led by Mr Thomas and Dr Shashi Jayakumar. The draft Regional Strategy was presented to the participants, and the main areas of the document and how it is to be implemented was discussed and agreed upon.

11.2 Finally, the participants agreed on the “*next steps*” to move the Regional Strategy forward. It was agreed that ACN would:

- Prepare an Outcome Document to capture the (finer) details of what was raised by the participants, as well as a summary of the seminar proceedings, for submission to AICHR
- Receive (via email) the final comments from participants within 1 week, to be considered for the final version of the Regional Strategy

11.3 Draft the final version of the Regional Strategy for submission to Dr Shashi Jayakumar remarked that closing the Seminar with a Regional Strategy marks the beginning a new journey in ASEAN. On behalf of the organisers, he thanked everyone for their active and constructive participation. Dr Shashi persuaded that the work required to make the Regional Strategy a success did not depend on a single entity but that businesses, governments, academia, civil society and trade unions were required to act collectively on CSR and Human Rights. He urged the identification of relevant stakeholders and partners to continue this effort, with ACN taking on the coordinating role to implement the Regional Strategy.

(The *Regional Strategy* is attached)