REPORT ON CSR IN BANGLADESH 2016

Responsibility Towards A Growing Economy
The information contained in this document was correct at the time of going to press and reflects the understanding of the CSR Centre. Information about companies were secured through interviews and review of corporate websites. For more information about particular CSR initiatives please contact the company directly.

CSR Centre 2016
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ACKNOWLEDGEMENTS

The CSR Centre has been regularly publishing an annual Report which gives an opportunity to share best CSR practices in Bangladesh as well as highlight some extremely pertinent global and national issues and perspectives. The objective is to disseminate to our readers and supporters that CSR implementation processes are becoming a necessity not only for business but also for other stakeholders who contribute to socio-economic development.

Today we are happy to share the Report on CSR in Bangladesh 2016: “Responsibility Towards a Growing Economy”. I would like to thank the companies, organizations and individuals who have been kind enough to give us their time by sharing their views and opinions. Through the interviews, articles and case studies we have tried to give you a glimpse of the ongoing challenges faced in the world today and those good CSR initiatives at a national level as we focus on three areas of the Sustainable Development Goals (SDGs) – Sustainable Cities & Communities, Climate Change and Trade and Investment.

I would specifically like to mention that we appreciate the valuable insights given by H.E. Marcia Bernicat, Ambassador of the United States of America to Bangladesh, H.E. Ahn Seong – doo, Ambassador of the Republic of Korea to Bangladesh and Mr. Christian Ewert, Director General, Foreign Trade Association (FTA) on the perspectives of CSR and private sector mobilization. Also a special thanks to two of our esteemed Board Members of the CSR Board of Trustees ASM Mainuddin Monem, Deputy Managing Director, Abdul Monem Ltd. & Mr. Mohammed Abdur Rahim, Vice Chairman, DBL Group for their contributions.

We do hope that in the coming years we will have more opportunities to share CSR best practices by companies as the CSR Centre moves forward as the catalyst for change in Bangladesh through enhancing CSR approaches both nationally and globally.

Shahamin S. Zaman
CEO, CSR Centre
FOREWORD

Globally, Corporate Social Responsibility or CSR itself has evolved immensely from merely philanthropy-focused to development-focused. In Bangladesh, however, this is not very evident yet, apart from the practices of some large organizations. This brings in the importance of communicating the CSR practices through regular reporting to focus on the feasibility, opportunities and even motivate others towards sustainable development.

A proper protocol needs to be in place mandating the reporting of CSR activities in accordance with global standards, e.g. those set by the UN Global Compact. There is also a need for global, integrated and practical based information on sustainable development. Governments should drive implementation with the active involvement of all relevant stakeholders, as appropriate. In this regard, the initiation of the “National CSR Guidelines” becomes a necessity. It can play a key role in encouraging transparency within the system and knowledge sharing.

To align CSR and the Sustainable Development Goals (SDGs), organizations should at first link their existing practices with the 17 goals. The next step would be to identify and prioritize the areas that have not been addressed. It may be necessary, and even be encouraged, to form a coalition between other organizations and the government for effectiveness of the initiatives. The overall impact on the country would be multiple roadmaps for development. Once these plans turn into actions and be reported upon, sustainable development will be evident.

The SDGs encourage engagement of all stakeholders, in particular through Goal 17, Partnerships for the Goals. With an integrated approach of CSR and SDGs, global development is feasible. All that is required now is the participation of all sectors. Under the stewardship of the Bangladesh Government, a platform can be formed for the country’s development through multi-stakeholder partnership.

Mohammed Abdur Rahim
Vice Chairman
DBL Group
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<td>Bangladesh Environmental Performance Initiative</td>
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<td>United Nations</td>
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<td>MDG</td>
<td>Millennium Development Goal</td>
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<td>NGO</td>
<td>Non-Governmental Organization</td>
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<td>PPP</td>
<td>People/ Planet/ Profit</td>
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<td>RMG</td>
<td>Ready-Made Garments</td>
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<td>SME</td>
<td>Small &amp; Medium Size Enterprise</td>
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<td>SDGs</td>
<td>Sustainable Development Goals</td>
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<td>TBL</td>
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EXECUTIVE SUMMARY

As we embark on a new global era with the Sustainable Development Goals (SDGs) – finally there is a common platform by which private sector, state actors, development partners and academia can all work together as the SDGs initiate discussions, initiatives and ground level implementation where “we all want to make a difference – no matter what each of our objectives are for a national and a global movement towards change”. Responsibility in achieving success towards these global goals lies in mobilizing resources efficiently and effectively – the responsibility is with each and every entity to try and make the planet a better place to live in.

Today the private sector is in much demand – not only by the State but by all stakeholders be it development partners or academia. The seventeen goals give a much detailed approach to attain overall development at the national level. Increasingly the pressure of overpopulation on limited land area has had negative impacts on the communities where the concept of a “sustainable city” is becoming a dream rather than a reality. Now is the opportune moment to think how cities can be made sustainable for its citizens, what can be done on the issue to mitigate and prepare for climate change and its impacts on day to day survival, how can the environment be preserved for the future generations and the contribution of trade and investment in enhancing socio-economic growth.

This year’s CSR Report 2016: Responsibility Towards a Growing Economy tries to highlight four of the most crucial issues which has been focused amongst the SDGs and links into the realm of corporate social responsibility or CSR. The issues – sustainable cities and communities gives an idea about how some of the well known builders and construction companies are envisioning to create a better city. Whereas it also gives a perspective on the climate change challenges that are faced by the nation today. Lastly a number of interviews have been conducted to understand how economic growth can be achieved through interlinking CSR, trade and investment to derive maximum benefits for all.

The Report includes also the role of the CSR Centre as a catalyst for change through CSR in Bangladesh and gives a glance of the CSR Centre’s initiatives and services to promote ‘responsibility of all stakeholders towards a growing economy’.
Corporate Social Responsibility (CSR) goes beyond philanthropy and compliance. It is about how companies take responsibility for their stakeholders and actions in the world at large. It is about investing in business growth while ensuring sustainability of markets, customers and the environment.

CSR is an evolving concept with many meanings. The definition used by the CSR Centre is: “CSR is about achieving commercial success in ways that honor ethical values and respect people, communities and the natural environment”.

It is also about promoting Sustainable Development: meeting the needs of the present without compromising the ability of future generations to meet their own needs.

*Corporate Social Responsibility (CSR)* is beyond the required legal framework and is viewed as a comprehensive set of policies, practices and programs that are integrated into business operations, supply chains, and decision-making processes throughout the organization. Wherever the organization does business, it includes responsibility for current and past actions as well as future impacts. CSR involves addressing the legal, ethical, commercial and other expectations society has from business and making decisions that fairly balance the claims of all key stakeholders.
The most common definition of CSR is by the World Business Council for Sustainable Development:

"The continuing commitment by business to behave ethically and contribute to economic development, while improving the quality of life of the workforce and their families as well as of the local community and society at large."

There can be three different types of CSR:

**Ethical CSR:** Morally mandatory fulfillment of a firm’s economic responsibilities, legal responsibilities, and ethical responsibilities.

**Altruistic CSR:** Fulfillment of an organization’s philanthropic responsibilities, going beyond preventing possible harms.

**Strategic CSR:** Engaging in corporate community service activities that accomplish strategic business goals.
Dimensions of CSR

CSR incorporates internal and external dimensions that reflect The Triple Bottom Line - People, Profit and Planet, a framework often used for measuring performance.

Internal CSR incorporates core business activities that have an external impact on the society, environment economy.
CSR Motivations

Although many companies are motivated by giving back to society, an almost equal number are motivated by the benefits CSR can bring about when integrated with core business strategies and operations.

A company’s motivation for practicing CSR often reflects its history, values and core service offering. For instance, ACI’s guiding principle – “to be a responsible citizen” – reflects the company’s focus on job creation, education and health care in poor or rural communities.

“Community Options can support your organization to meet its Corporate Social Responsibilities and help deliver real and tangible benefits to your business.”
SUSTAINABLE CITIES & COMMUNITIES
How can a city be Sustainable?

“A lofty goal such as this will necessarily require a broad-based approach. Let us try to put it into context. A sustainable city is synonymous with a sustainable society. Surely the first thing is the well being of the vast majority, if not all, of its citizen. We can aim for a just and fair economic environment, one that is inclusive. This, in turn, requires education that is progressive and responds to an evolving society. And this brings us to good governance, down to the smallest aspects of urban life. A common sense approach would be to address the needs of all segments of society, especially the common man’s and those who actually deliver the end product as well as the service to the market and the citizen.

We all expect growth, even welcome it. But, migration to big cities like Dhaka and Chittagong, in its current form, is just not managed. This rests with planning at a national level without which all our efforts at the urban level are surely doomed.”

How can we improve the Quality of Urban Planning?

“A seriously professional urban planning outfit for the city would be a good place to start. After all, Dhaka is huge, and set to be among the five largest in the world. It will be the social, economic and political center of a nation of nearly 200 million.

Let us take the recent drive to move restaurants and other commercial activities out of the residential streets of Gulshan. The government has, once again, sent mixed signals. While the various authorities take time to get aligned on a clear policy, couldn’t there be a moratorium on upcoming establishments. Only then can we succeed in a desirable outcome from zoning in this area.

While broad based planning is important, let us not forget the details that eventually make the difference to the end user. High-rise buildings are the answer to Dhaka’s growing population. So, open space gets more precious by the day. Historically, our urban fabric is made up of small
plots which will result in 9 to 12 stories. RAJUK rules require that a second fire stair be built when a building is more than 9 stories. But can we not use common sense to maintain openness, and tweak this rule by not insisting that this additional stair be ‘enclosed by masonry’ if they are for 12 stories or less.”

**What are your thoughts on Public Private Partnership?**

“Clearly the first role is that of the government – to create an intelligent roadmap combining proper zoning with fiscal measures. Then comes diligently policing the implementation process, keeping in mind that we need to make adjustments and to accommodate changing needs of the citizen. If the private sector is aligned to these broader goals and objectives, developers can respond with meaningful feedback and help the government steer the built environment.”

**How can we implement Green Building Codes and what are the challenges?**

“The challenges are firstly economic realities and secondly the mentality of the citizen and the government. We know that ‘green’ products and processes are generally more expensive, and that they require more investment upfront. So, they are more difficult to ‘sell’. A sizeable portion of the citizen needs to be brought on board. Only then can we expect success.”

**Can you elaborate on Bay Development’s work ethics and the usage of local materials?**

“Good work ethics is indeed the foundation where awareness should be instilled. Our company is built on best business practices. We all manage with workforces that are largely uneducated and will remain so for many years, until our public education system can reliably feed the needs of a modern urban society. So, Bay concentrates on continuous training and education. We fast track our lower level personnel to become functionally literate – the idea is that when they are ready to leave us, they can find gainful employment without having to resort to menial or manual labor. At the same time we recognize the top performers who exhibit specific positive traits and reward them each month. This enhances awareness among the team and instills the values we seek in a more enlightened society – with emphasis on such aspects as health & hygiene, safety & security, conservation & wastage as well as professionalism & self-improvement.

The company adheres to strict safety protocols at construction sites. This lays the foundation for the workforce to better understand what it is that we are trying to achieve with the building and safety of its occupants.

The popular notion that ‘local is greener’ is too often misplaced. Modern building infrastructure requires materials and technology that, more often than not, simply cannot be found locally. And, if they are available locally the source may be scarce and not in our best interest to deplete it, especially when it is in abundance elsewhere.”
In your opinion how can we become a Sustainable City?

“Sustainability implies an environment where you do not have to go to other places for attaining your bare necessities. Bangladesh has limited land and is over populated so there is no scope for horizontal expansion. In such a case the only option is to construct high rise buildings so that the costs can be optimized.

This will reduce the land cost pressure and a single land can give the optimum number of usage. These structures need to be constructed in a way that they are sustainable in the long run. Inhabitants need to survive in a better system of living by access to necessities such as stores, schools, hospitals, offices etc.

In the last few years it has been observed that condominium or apartment living has been a regular feature of modern day life styles. High rise community living will ensure both feasible and sustainable cities.

Sustainable Cities can be started from the apartment complex by reducing the sound pollution in acoustic designing, setting up hygienic sanitation, food and organic debris can be used in plantation by using recycling methods.

BTI is doing water harvesting in all projects by collecting rain water. We also use solar panels for house building but this is minimal. There is a need to change mind sets of the population so that we preserve resources for the future.”

Do you follow any Building Code?

“Bangladesh National Building Code (BNBC) became official in gazette year 2005. It was and revised in 2015, but yet to be approved. BTI follows BNBC thoroughly in all design practice. As a member of the Building Committee I would like to share my observation that if any design meticulously follows the BNB Code, there should not be any problem with regard to building safety, maintenance and sustainability. The British and American safety agency in apparel sector namely ACCORD & ALLIANCE are also following Bangladesh National Building Code (BNBC) to make the apparel industries more safe and sustainable. Regulatory authorities like Rajdhani Unnayan Kartripakkha (RAJUK) supplements their Building Construction Rule 2008 with this code.

BTI is in the process of obtaining LEED certification to follow the Green Building environment since last five years. As per rule, Buildings taller than 10 stories must take Environmental Clearance including twelve other service departments to make the services sustainable. BTI is an ISO 9001-2008 certified company for Quality
Management and applies the procedures in construction and management for all relevant departments. BTI also follows BNBC for design, construction and sustainability since it was made official.”

**How does BTI initiate CSR activities?**

“BTI in partnership with Asia Pacific University has conducted a research in regards to creating techniques for resistance from earthquakes by not marginal increase in cost. The earthquake resistant has upgraded from 7 to 8 Richter scale. It is called “Steel Frame Jacketing.” If a column fails, the building will also collapse. However, at the parking level there is no partition brick wall or in fill structure. Because there is no wall between the columns, earthquake force coming horizontally fails quickly. If a jacket is wrapped around the column, then column becomes stronger. These jackets are not expensive. This can be planned at both pre and post construction period of the building construction.”

**Where do you see gaps from the Government? How can Private Sector reduce this gap?**

“The Government can be a facilitator by cutting bureaucratic processes and offering support to the construction sector through creating an enabling business environment. Private sector is increasingly becoming engaged in the construction sector even with such hurdles but smoother processes can be adopted to ensure building safety.”

**What specific ways do you encourage Green Buildings?**

“There is a concept called Floor Area Ratio (FAR) which is calculated by the ratio of total floor area to the size of land area on which we construct. There are already quite a number of “Green Buildings” in Dhaka city and these are due to FAR concept. The Government is closely monitoring the issue and I hope in future all builders try to build more “Green Buildings”.

The maximum ground coverage is 50% by the FAR rule. Therefore, the rest 50% can be used for Green Space, garden, even vegetation making the environment suitable for ecological balance.

Let us look forward for a sustainable building growth both residential & commercial.”
Interview with **ASM Mainuddin Monem**
Deputy Managing Director, Abdul Monem Ltd. by CSR Centre

**In your opinion what makes a City Sustainable?**

“In my opinion expectation of the common people is very important. Actually what people expect from a livable city, Safe, clean and dependable city. The city which can provide its common people with all the basic amenities is a livable city, City that is friendly towards its people and will make the city sustainable. As per the Dhaka cities condition traffic system is very important.”

**When considering Dhaka City’s infrastructural needs, what priority do you place on implementing Sustainability Initiatives?**

“If we consider Dhaka city’s sustainability then the important thing to me is decentralization. This traffic congestion in our day to day lives is going beyond our control. Decentralization is very important.”

**How can we improve the quality of urban planning in Dhaka city?**

“From the basic experience in the real life, if we want to provide safe drinking water, proper sanitation facility, proper power system then consider the physical limitation first. Is Dhaka area wise suitable to hold 20 million people? If not the point decentralization comes in. If we want to keep Dhaka safe and intact then we must build cities around Dhaka like Gazipur, Savar, Tongi etc. If we can build a ring road around Dhaka connecting all the adjacent cities then the traffic congestion of Dhaka will decrease. To me infrastructure means connecting people in least possible time and cost. Through decentralization you segregate people. You should build modern transport system like metro rail. Much traffic means more people. If we can decentralize the entire Dhaka city then the city will be able to provide its people with all the basic needs.”

**How can we implement SDGs Global Goal No. 11 (Sustainable Cities & Communities) in our local context?**

“SDGs important contribution is the impact in the long term. This is a path to take and develop. In this case decentralized Dhaka is important. Infrastructural development should be planned. Economic zones should be established and connected with the capital Dhaka and also with the other adjacent cities. The planning of all these points of zoning should comply with good port city, rail road, river transport and surface road. So we need to use three way road systems.”

**Where do you see the Role of the Private Sector relevant to Sustainable Cities & Communities?**

“Economic zone will play the role of facilitator. Few days back we saw a new rule that you cannot build office in Gulshan area. The idea of zoning is not heard in Bangladesh. So we want to keep Dhaka city sustainable,
the economic zone is very important. I must have a policy and plan for traffic system, industrial system, schooling system. Here private sector can play a very crucial role.”

**How can Government of Bangladesh and Private Sector work together to achieve SDGs Global Goal No. 11 (Sustainable Cities & Communities)?**

“Now the question comes, who will do all this that is public private partnerships? Do not expect all the things to be done by Government and do not expect private sector do all these initiatives. It should be done as a team work. If Abdul Monem is planning to build a economic zone then its supplementing the Government of Bangladesh’s effort to be sustainable. And it is happening with the support of Government. If we see China they have the entire zone like Economic Zone, Industrial Zone, Commercial Zone etc. the partnership should be between Governments, private sector and also with the people. Resource mobilization is very important. The most important resource is human resource. We have to utilize the skilled manpower that we have. Demographic dividend we have to utilize. Create job opportunity, create skill development centres is also important for generating human resources. Special authority should be established by the Government to facilitate all these issues. Bangladesh Government and private sector should take this challenge to build this country in a very systematic manner if we really want to build and be developed by 2041.”
Mr. Iqbal Habib is practicing as an Architect and Managing Director of Architectural design atelier, Vitti Sthpati Brindo Limited in Dhaka, Bangladesh for over two decades with vision to promote responsible Architecture for the society and Environment.

In your opinion what makes a City Sustainable?

“A city is a complex phenomenon. It has multiple of issues and multi moral aspects in terms of housing, sanitation, health and all kinds of facilities that we have. The primary condition to become a sustainable city is that it should be a people-oriented city. A city can be unlivable because of discrimination. The moment we take a city towards exclusivity for certain kind of groups at that time a city starts losing its sustainability. The development of the city must be based upon its resources and local perspectives to be a sustainable city. It should be guided by the resources available. It should have the moto to achieve development for everyone. The unfortunate part is there is always a kind of comparison which guides our city developments. For example, Dhaka wants to be like Singapore or Singapore wants to be like Britain. Every city should have its own character based upon its geographical, economical, cultural and anthropological potentials that should be fundamentally better for judging or assessing its sustainability. This is to me the most important issue of sustainability.”

When you see Dhaka city’s infrastructural needs, what priority do you place on implementing sustainability initiatives?

“Dhaka is one of the most potential cities because of its geographical location, access of water and it’s centered positioning within the country. But unfortunately this is one of the highly derailed cities in the world. This ground water section is making the city vulnerable for many other reasons. We fail to utilize our rivers, canals, ponds etc. and along with that this city had lots of gardens and trees also but these no longer exist. This city is becoming a city only for those people who are physically and economically empowered. We neglected people who are economically weak or challenged, we ignored physically or mentally challenged of the population. We have ignored young women and adolescent girls and senior citizens. Actually if we look at the city and its facilities and its growing infrastructural motivations it all goes towards those able people who are economically strong and physically able. People living in slums are not in our picture of development then all infrastructures in regards to building, housing, communications and other facilities proves...
inadequate. This is a lack of inclusion in terms of policy and attitude for sustainable cities to be developed. Of course policy and attitude both comes with strategy. I think that is the reason why Dhaka city is getting very vulnerable in terms of sustainability day by day. Our resources being limited our development is a challenge. We fail to understand that every city has its geographical and geotechtonic character to guide its development. Where the high rise buildings will be concentrated in highly densely populated areas, need to plan development through proper urbanization.

Over the past three decades we almost grew 20-25 times in terms of population and 18-19 times in terms of land areas, but everything happened without strategic development plan. Economic plan needs to incorporate development plan. In 1997 we made our first urban area plan and structural plan. We could complete the real detail area plan for the development plan in the last part of 2010. But implementation was a great challenge till date. We did not make any authority to implement that detailed area plan which is the last stage under development plan. We have optimized on our resources, possibilities and capacities.

Although the city is only 3-5 km in radius due to rugged roads and pedestrian pathways it becomes increasingly challenging for all the commuters. A city of such volume in terms of competition requires proper public transportation. We need bus dominant road alignments. Roads are our resources and we have to use these for our maximum utilization.

Public transport means transports which can take maximum people in shortest time with minimum cost from one place to another. Eighty percent of our footpath is completely taken up by street hawkers, car parking and unruly compilation of building materials etc. A bus can accommodate fifty two people and five cars can accommodate only five to ten people. By providing sufficient buses we can increase the capacity of our roads by eight to ten times. Dhaka needs to facilitate effective strategic, political and policy level mind sets to change the urban planning.

**In your opinion how can we make our Urban Planning effective?**

“We can make this city to be inclusive by giving priority to bus transportation and utilize all the water bodies and plantations. With a positive will and a focused comprehensive urban and rural planning these problems can be resolved. To have a comprehensive goal we need to be integrated in terms of execution of these plans. All stakeholders should be at a consensus with one goal and focus. It also requires changing of our attitudes.”

**In terms of Environmental Sustainability what are your thoughts?**

“There needs to be an integrated comprehensive approach to environmental sustainability. People’s mindsets need to be reformed. Conservation of natural resources must be made a priority through optimum utilization and innovations that are environmentally friendly.”

**What do you think about the “Green Building Code”?**

“To me Green Building is our own Bangladeshi building. Our mud and chaal houses are also very environmental friendly. This is not contaminated. They still depend on natural resources and utilize hundred percent of the sunlight. This is a positive path towards carbon footprint.”

**How do you see the role of Private Sector in developing a Sustainable City in the context of Bangladesh?**

“We should think and act responsibly. Every one of us wherever we are has some important role to play in terms of making this city sustainable. We should always think what my capacity is, what my role is and what I can do. If I can do anything anywhere which can make a change then I should be the change maker. Everything we do in this world will make some kind of impact. We need to know how we should have a balanced approach to our impacts. For instance a factory is responsible for its workers well- being as well as the negative impacts its production has on safeguarding the natural resources of the environment.”
CASE STUDY: SUSTAINABLE CITIES

SINGAPORE

Singapore is one of the world’s leading commercial hubs, with the third-best financial centre and currently world’s second busiest port. Singapore has developed rapidly from a third world to a first world country in five decades by prioritizing the twin goals of developing a competitive economy and pursuing environmental sustainability.

Singapore is also pursuing green growth actively and developing a Cleantech hub, and is harnessing opportunities in clean and green energy (e.g. solar), waste and water technologies, urban management, green ICT, clean mobility, among others. Environmentally sustainable urban planning on an integrated basis is very important for Singapore. To achieve water sustainability, they carry out large-scale used water recycling to produce new water, Singapore’s own brand of high-grade reclaimed water, and seawater desalination. Today, new water can meet 30 per cent of Singapore’s water needs, and their plan is to triple the current new water capacity so that new water can meet 50 per cent of future demand by 2060.

In 2009, the Ministry of the Environment and Water Resources (MEWR) and the Ministry of National Development (MND) released the Sustainable Singapore Blueprint (SSB), which outlined 5-year plans to make Singapore a livable and lively city-state, and key strategies for Singapore’s sustainable development in the long-term.
Integrated adoption of New Energy Vehicles

The fleet of passenger new energy vehicles in China is the second largest in the world. The Chinese government uses the term new energy vehicles (NEVs) to designate plug-in electric vehicles, and only battery electric vehicles and plug-in hybrid electric vehicles are subject to purchase incentives.

The Chinese Government released the “Energy Saving and New Energy Vehicles Industry Development Plan (2012-2020)” and put forward the development goals on national NEVs. This policy set clear policy targets for the sector, of having 500,000 and 5,000,000 NEVs in operation by 2015 and 2020 respectively. To achieve this, China has conducted a NEV demonstration at city level in two phases: phase 1 demonstrations (2009 to 2012) were conducted in 25 cities and phase 2 demonstrations (2013-2015) are underway for 88 cities.

The objective of this plan was to facilitate and scale up the integrated development of New Energy Vehicles (NEVs) and Renewable Energy (RE) through the development of policies, technologies and standard system to promote the development of NEVs and RE by deploying smart grid and smart charging infrastructure and carry out a demonstration of the integrated policies and technology standards in Yancheng and Shanghai.
CASE STUDY: SUSTAINABLE CITIES

INDIA

Swachh Bharat Abhiyan

Over the last decade, India’s strong growth has increased employment opportunities and allowed millions to emerge from poverty. To accommodate the growing demand and competition for resources like energy and water, increase efficiency in basic service delivery (e.g. waste management, transport), provide employment and investment opportunities, and, satisfy the aspiration for improved quality of life in urban areas, the country has to develop retrofit existing cities to those that are smart, sustainable and inclusive. To assist Indian cities in achieving sustainable urban development goals as aligned with ongoing national missions on city development, the government of India recently launched a campaign called Swachh Bharat Abhiyan (Clean India Mission).

Swachh Bharat Abhiyan is also called as the Clean India Mission or Swachh Bharat Campaign. It is a national level campaign run by the Indian Government to cover all the backward statutory towns to make them clean. This campaign involves the construction of latrines, promoting sanitation programmes in the rural areas, cleaning streets, roads and changing the infrastructure of the country to lead the country ahead. This campaign was officially launched by the Prime Minister, Narendra Modi on 145th birth anniversary of the Mahatma Gandhi on 2nd of October in 2014 at Rajghat, New Delhi, India.

The aim of the Campaign is to strengthen the cleanliness systems in the urban and rural areas as well as creating user friendly environment for all private sectors interested for investing in India for cleanliness maintenance. This mission has an interesting theme of inviting nine individuals by each and every involved people in the campaign. This will be replicated so that each and every Indian citizen can participate in this campaign.
CLIMATE CHANGE & ENVIRONMENT
Interview with Dr. A Atiq Rahman
Executive Director, Bangladesh Centre for Advanced Studies (BCAS) by CSR Centre

What in your opinion the issues of Climate Change both Global & Local?

“In 2015 it was a pretty unique year of what can be called as a global convergence. Three major issues happened during the period, the first was the Sendai Agreement, the second was the SDGs where all the Government agreed through an elaborate process and the third is the Paris Agreement on the Climate Conventions which is linked to the number 13 goal of SDGs. These three major issues brought some critical challenges that really created a convergence that all countries needed to overcome. Now disaster, climate and Sustainable Development Goals are no more the issues for only poor developing countries, rather this is the issues which concerned the global leaders. And that makes it very important. The next fifteen years is the scope for the SDGs which is critical. If we want to achieve the poverty objectives of the SDGs which are eradicating poverty then the disaster management has to be integrated. Because it is the disaster management challenges of extreme events that support the poor to get out of poverty syndrome. So this makes it inherent that disaster management will have to be included.”

In Bangladesh what are the likely consequences of Climate Change?

“In climate change we must act vigorously in terms of reducing the green house gas over the next fifteen to twenty years period. If we lose this window of opportunity then it will be very difficult to catch up. At the level of South Asia, despite tremendous development that is going on, remains the hub of global poverty. So the highest number of poor people ever in the history of mankind is concentrated in South Asia. Though there are the differences among the South Asian countries as per the per capita GDP, there is no doubt that every country has huge number of poor population. And they have to come out of this. To do so this in the upcoming generation and demographic shift that is going on to bring young people into the job markets. So the economy has to rush rapidly. To do that in a climate friendly way is going to be a major challenge. On the other hand whole of South Asia is pretty much energy stout. We need to increase our energy per capita consumption all the development that is needed including infrastructure, growth of poor, better institutions all will need huge amount of energy. However South Asia is a region which has some unique opportunity for resolving the energy problem. And that is through well organized, planned and sustainable hydro electricity across South Asia pulling together as an agreement on progress and future of South Asia. This includes the sources of Nepal, Bhutan India. The other opportunity is young articulated manpower in whole of South Asia could be striving force and in terms of climate leadership South Asia is leading particularly Research Organizations, NGOs and Government.

As to the national level on disaster management, Bangladesh is the global leader. Bangladesh has structured it, institutionalized it within Government, civil society, volunteerism, local government and NGOs. Private
sector has been a bit slow but contributing in their own way where good CSR opportunities are there. Bangladesh is at the ground zero of climate change. Bangladesh has been known as world leader. Two major documents are coming in this regards one is called NAPA (National Adaptation Plan of Action) and the other one is the Bangladesh Climate Change Strategy and Action Plan. These are world recognized leading documents which has created a good position in international community. Over the last three decades there has been gradual progress. There has been two funds created, one is the Bangladesh Climate Change Trust Fund and another one is Bangladesh Climate Change Resilient Fund. This has encouraged many development partners to contribute to these funds. On the other hand only way to succeed is learning by doing and of course we need institutional structures. Strengthening local government capacities is crucial for implementation. Local government is not yet ready to receive, handle and manage big funds.”

How does Climate Change impact at the grass root level?

“We have initiated a global movement called community led adaptation and almost every year there have been ten world conferences on this. In Kathmundu declaration on 8th Conference it came out that all the funds that have been spent on climate change 50% should be on adaptation. This must go to the poorest section. This is a principle we propagated. In Nepal 70% is going to the poorer section.”

How far has Bangladesh achieved according to the SENDAI Framework?

“Bangladesh has been ahead of the climate disaster management process long before Sendai. The problem for Bangladesh is multiple and climate induced extreme events which is cyclone, floods, droughts, erosions, health hazards, landslides, deforestation etc. the multiplicity of disaster in Bangladesh is a challenge. Now Bangladesh had tremendous success in reducing the mortality. On the other hand the impact on the poor people, their livelihoods and their investment on agriculture is also inclusive. In some ways we are ahead. We have done some steps better but there is long way to go. The good thing is Bangladesh Government has a Ministry on Disaster Management and Relief. The climate change adaptation and disaster management practices which are highlighted in SENDAI is the convergence and the integration processes.”

How do you think Urbanization impacts the Environment in Bangladesh?

“There are fundamentals problem in Bangladesh. Bangladesh is land starved country with a highest ever population density of a country. So that creates a huge amount of encroachment which should not be inhibited or occupied for an individual use. Sadly one of the phenomenons is elite capture. All common properties system is benign encroached and occupied. This has to be challenged. The implementation of laws is important. Reduction of poverty also becomes a challenge. Urbanization is another challenge for Bangladesh and this rapid urbanization is for mainly people coming from other geographical areas. One third of population is living in the slums. The challenges of internal dislocation and displacements. Our urbanization has never been planned or materialized. Dhaka could have been the most beautiful city in the world with four rivers surrounding this. Urban planning is not going that structured way. The climate change institutionalization is doing better. Management of urban development is accentuated by climate change induced events which become far worse. We have to move faster. There is one theory that big cities should not be allowed to grow bigger and attempt should be to keep cities within 1 million populations depending on land area. Township should be developed and decentralization should be the solution to preserve the ecology and environment. Chittagong also faces the same problem like Dhaka. Other cities which are emerging should be planned in a way that makes it livable.”

What is the Private Sectors Role in safe guarding the Environment?

“The private sector comes when there is significant profit to be made. This is justifiable. Now many of the
activities that are needed to be done here, the recipient of these benefits do not have purchasing power to give the real value of that service. Similarly private sector would need much better structure of investment of return, accountability, law and order, security etc. Already we can see some enthusiastic reshaping of the private sector at the service level and at the individual level. On the other hand private sector is keen for major investment projects. A traditional role is taken up by the Private Sector in the case of natural disasters. Now a day’s CSR offers a mechanism whereby better comprehensive management is possible with interacting with national actors for effective implementation.”

How can Public-Private Partnership (PPP) be a good way forward?

“Public-Private Partnership (PPP) could be one example for ways of integration and creating opportunities at local level for Climate Change and preserving the environment-integration of Government, private sector is needed and the civil society, NGOs should be there supplementing the Government initiatives at a national level. The delivery of the system has to be at the local levels. There is need to react faster.”
What is Ministry of Environment and Forest doing on Environment & Climate Change issues?

“We are the focal point of United Nations Framework Convention on Climate Change. We conduct all the issues of United Nations Framework Convention on Climate Change from our Ministry. We are also taking all necessary steps from our Ministry to protect the human being from the negative and adverse impacts of Climate Change. We have also formed Bangladesh Climate Change Trust Fund under the leadership of Prime Minister for dealing with the adverse effects of climate through various national projects. Now these are regular activities and every quarter we hold a trustee board meeting and through this channel we approve many Climate Change related projects.”

How do you see the impact of Climate Change in rural areas?

“The effect of Climate Change in rural area is extremely critical. The rural communities are extremely vulnerable. So, when they are victimized by natural calamities they loose everything. We should all work for their capacity building so that they can deal with any kind of natural disaster in Bangladesh.”

What is the main priority for mitigating Climate Change impacts?

“If we can build up the capacities of the rural and urban communities they will automatically be prepared for addressing the adverse impacts of Climate Change.”

How can Private Sector support the Government in this regard?

“The Private Sector can come forward with Government by using their individual CSR funding. They can spread awareness about many other environment related issues like sound pollution, planting more trees in all areas. From Government we are trying to build awareness of the people about sound pollution for the last four months. For instance we are providing trainings to specially the bus and truck drivers for not using hydraulic horns and creating understanding on the adverse effects of using this horn. Private Sector can also work for afforestation. Government can give some space to them for plantation and they can plant some medicinal plants also in and around both cities and rural areas for safeguarding the natural environment.”

Has your Ministry already introduced Environmental Policy in Bangladesh?

“We have already preprared the draft of the Environment Policy this year. We will place this Policy to the Executive Committee and if the Policy is passed then we will be able to introduce the policy to all. Honorable Prime Minister is the chief of our Executive Committee.”
How can Private Sector contribute to the Environmental Policy?

“Private Sector can help in various projects. They can come up with new ideas so that we can address the reasons & impacts of Climate Change very well. These initiatives will also lead to further involvement of the Private Sector and will give them scope for introducing innovative ways to tackle the Climate Change Agenda.”

What are the niche areas of the Environmental Policy? Which areas are mostly highlighted?

“We are mostly concentrating on pollution control, environmental degradation, deforestation, biodiversity loss and soil salinity.”

What are the challenges for Bangladesh in relation to Climate Change & Environment?

“Currently the rising of the sea level is a very alarming issue for us. Around 39 million people live in the coastal area in our country. From Government we can provide some facilities to those coastal area communities so that their land and crops are not destroyed and they mitigate their risks.”

Is there any project running related to Climate Change?

“In rural areas we have already introduced “Bondhu Chula” or “Advanced Cook Stove”. We are running this project all over the country. This is a different kind of stove, no steam comes out of this stove. People can get this stove at a very subsidized rate. So that the environment stays safe for mother and child both.”
Grameenphone, as a responsible corporate citizen, believes that it has a role to play in the global endeavor of battling the climate change. Grameenphone has a specific environmental roadmap which aims to promote a low-carbon society, and GP’s first priority is to take responsibility for the excess CO2 emission generated by its own operations. GP has set a target of reducing 30% carbon emission (CO2) intensity within 2017 from the business’s usual situation considering 2011 as the baseline. GP has taken lots of green initiatives to reduce its carbon footprint individually and collectively.

Since network is responsible for 90% of the overall energy consumption of the company, Grameenphone took network modernization project to reduce its network energy consumption by 50%. Swapping of older generation BTSs with low power consuming BTSs saved not only cost but also reduced huge electricity and fuel consumptions as well as significant amount of CO2 emissions. GP initiated another project named “NANO Project” to consolidate and optimize core locations to reduce its equipment footprint. Reducing the core locations to 9 from 22 has saved approximately 11 GWh of electricity and 369,000 liters of fossil fuel, which translates to a reduction of around 5960 tons of CO2 per year.

In its quest to go green Grameenphone has initiated the dismantling of existing cooling systems (AC’s) to reduce energy costs and energy consumptions and to install energy efficient free cooling system which is DC Ventilation system. So far, 6500 AC(s) have been dismantled and 6670 DVS(s) have been installed and approximately 77 GW-Hr electricity has been saved which is over 43 Thousand Tons of CO2 reduction.

To deal with the energy crisis in Bangladesh and as a part of its continuous network expansion in the deep rural areas where power availability is a concern, Grameenphone always explores renewable energy solution to ensure uninterrupted voice and data communication services to its customer. As of now, total 1,113 GP base station sites are running on solar power.

GP has been maintaining Three R’s (Reduce, Reuse & Recycle) rule for its operations. As part of the rule, a project called “Eraser” has been initiated to recycle all the e-wastes generated since the inception of the company. As of today more than 363 tons of e-waste (GSM and microwave antennas and other electronic accessories) handed over to recycle partner. The recycling works performed in Bangladesh and abroad are in accordance to ISO 14000, OSHAS 18000, and R2 standard.

As a part of preserving the natural resources and preventing water and soil pollution from petroleum contamination, Grameenphone has implemented “secondary containment solution” in all the 1,802 generator sites all over the country.
GP also has invented and applied for patent of a device called SMU (Site Management Unit) which can control all passive elements remotely located at large number of base station sites across the country. Grameenphone has installed SMU in more than 7,000 sites in its network which has helped eliminate 907,360 KM of travel and 181 tons of CO2 emissions annually.

Grameenphone is dedicated to the continuous deployment of enhanced sustainable solutions for energy efficient and environment friendly networks. However all these initiatives ultimately aid in the country’s efforts in respect to offsetting the effects of global warming. The example set by GP in this initiative has been inspiring for the Bangladesh Telecom Industry to become increasingly environment friendly.
Global Warming in Bangladesh

Bangladesh is number six according to the 2015 Global Climate Risk Index, a ranking of 170 countries most vulnerable to climate change, compiled by the nongovernmental organization Germanwatch that works on environmental and development issues. The country is at risk as it is a vast delta plain with 230 rivers of which many get affected by the monsoon rains and often result in excessive floods. Natural disasters such as storms, cyclones, floods, etc pose a threat to the population and their livelihoods, especially in the agriculture sector of the country. In 2007, cyclone Sidr killed around 3,500 people and displaced about 2 million people from their homes in southern Bangladesh. This disaster was followed by floods where around 1500 people were killed and around 2 million tons of food was damaged.

It has been envisaged that a quarter of Bangladesh’s coastline will be inundated if the sea rises above 3 feet in the next 50 years with 30 million of the population displaced from their households and farms. Other threats include those from soil fertility which will create a negative impact on the food supply.

Farmers in rural Bangladesh are struggling to preserve their crops as it is believed that crop production will be stunted due to infertile soil because of soil salinity. With a nation where 24.8% are below the poverty line and 47% of the population of the country engages in the agricultural sector with a contribution of 16% to national GDP the impact of climate change is detrimental to the economy.

Experts say that to enhance production of rice and other food crops, Bangladesh needs to develop the ability to grow food in the tidal saline areas using so-called sweet-water harvesting. That practice sets aside in canals fresh river water to use during periods of increased salinity. As soil salinity is spreading the only solution may be to develop “climate resistant agriculture”.
Bangladesh has already invested to reduce vulnerability to natural disasters by building embankments and cyclone shelters. Yet further investment is needed to build similar infrastructure in the next 15 years to mitigate the climate change threats, along with enhancing research on climate-resistant agriculture.

Compounding the problem are predictions that the accelerated loss of Himalayan ice fields, which flow into rivers providing the main source of fresh water for Bangladesh, may lead to catastrophic drought in less than a generation. At a press conference in Dhaka in November, United Nations Secretary General Ban ki-Moon exhorted developed countries to not let the global financial crisis impede efforts to fight climate change. "The leaders of the developed countries should not neglect the issue of global warming," he said.

**A Case Study on Environment in Hotel Business**

Responsible tourism means to run your business to the best of your ability causing minimum or no impact to the environment. In a county like Clare where the natural landscapes are the best tourism assets, the need to ensure the preservation of local areas and communities is paramount. The only way to realize the impact that a business has on its environment is by measuring consumption on a regular basis and trying to reduce that consumption year on year.

At Hotel Doolin their aim is to lead by example, putting sustainable practices in place so that the only impacts their business has on the community and environment is a positive one. It is very important at Hotel Doolin to inform both guests and staff of what they do and why they do it and to encourage them to think about the impacts they have on the environment. Responsible tourism means to look after your local community, people, landscapes and other business alike.

**Supporting the Environment**

For the past 3 years Hotel Doolin is committed to the Green Hospitality Program to reduce their carbon footprint by reducing their energy, waste and water consumption. Since the adoption of the Green Hospitality program Hotel Doolin has implemented many procedures to minimize consumption and CO2 emissions, so far consumption has been reduced by 19% per guest reduction on land field waste from 2012 to 2014, 27% per guest reduction on energy from 2012 to 2014 and 29% per guest reduction in water consumption from 2012 to 2014.

Hotel Doolin is one of the business members of the Cliffs of Moher & Burren Geopark, who collectively follow a code of practice to reduce CO2 emissions simultaneously helping conserve the Burren and its landscape. The staff of Hotel Doolin participate in local environmental projects from cleaning the local beaches and maintaining litter free zones to volunteering to help local farmers rebuild damaged property.
What is your idea of CSR?

"Whether you call it CSR, corporate responsibility, environmental, social and corporate governance (ESG) or sustainability, a common understanding is emerging around the world: a company's long-term financial success goes hand in hand with its record on social responsibility, environmental stewardship and corporate ethics.

What began as ad-hoc damage-control responses by business to environmental accidents, corruption scandals or accusations of child labor in supply chains, has evolved into a proactive, coherent global movement. As business has gone global in recent decades, spurred by technology and liberal trade and investment, so too has the idea and practice of corporate responsibility.

The costs to business and society of getting it wrong and the benefits of getting it right are increasingly apparent. The three pillars of sustainability – People, Planet and Profits – are increasingly being factored into core business structures, and there is a growing understanding that one cannot be upheld without the others."

Do you think CSR practices can impact Trade & Investment opportunities?

"The relationship between CSR and trade and investment opportunities is a relatively recent phenomenon of discussion. The objective of incorporating CSR principles in trade and investment agreements, is, ultimately to enable sustainable development, and there have been a number of potential advantages to this, witnessed in the global economy.

Nonetheless, the success of linking CSR and trade and investment agreements greatly depends on the particular method used to reflect CSR within these agreements. There is an inherent tension between maintaining flexibility within CSR systems to ensure continued business innovation and reflecting CSR within a trade or investment agreement negotiated by governments that may serve to promote CSR but may quell its innovative nature. There are important lessons to be drawn from how environmental and labor considerations have been reflected in trade and investment agreements. In many cases, these provisions have been more aspirational than prescriptive in tone. However, there are indeed, potential benefits to be derived from incorporating CSR within trade and investment agreements, thus impacting opportunities."

Is your Chamber engaged in CSR implementation? If yes, why & how? If not – do you intend to in the future?

"The Nordic Chamber has 53 Members Organizations, many of whom have CSR activities religiously embedded in their business practices. The main objectives of the Chamber are to act as a unifying body to
inform joint views of Nordic businesses in Bangladesh to the local stakeholders, project the impact of Nordic Businesses in Bangladesh and also promote Bangladesh as an investment destination, facilitating Nordic businesses in mastering local challenges by sharing experiences, networking resources and best practices, and acting as a network booster by organizing meetings, workshops, business mixers, edutainment seminars - with CSR practices and implementation discussion being one of the lucrative topics covered, to answer to the second part of your question. While the Chamber itself is not currently engaged in CSR implementation, it promotes and supports the Members in their CSR implementation in their businesses whenever needed.”

Why do you think CSR is important for Global Trade?

“The relationship between CSR and Global Trade cannot be labelled one-dimensionally. While global trade is dependent on and affected by CSR, there is a role that fair global trade plays in developing CSR in organizations. Needless to say, fair trade practices give equal importance to economic, social, and environmental responsibilities, i.e., each level of corporate social responsibility. Moreover, the importance of fair trade in developing the economic, social, and environmental responsibilities of fair trade firms by focusing on an important stakeholder group (i.e., suppliers) is also evident, with several multinationals mandating inclusion of CSR practices amongst partner firms and suppliers across the globe. These trends represent the increasing demand of fair trade in businesses and also help to proliferate a corporate responsibility culture by considering the significance of suppliers as important stakeholders.”

Does your Chamber have an existing CSR Policy? If yes, does it include Labour Standards & Environmental, Good Governance issues?

“Indeed it does. Since its inception, the Nordic Chamber has in its Memorandum of Association clauses such: allowing, where appropriate, social activities to be managed by the participants of the initiating social societies on voluntary basis promoting social activities which will not be managed by the Secretariat but by the participants of the initiating social societies on a voluntary basis, encouraging and promoting Corporate Social Responsibility (CSR) within the NCCI and its Members and actively seek out public or private entities in Bangladesh to participate in CSR initiatives and promoting awareness of environmental and climate change interventions or participate in initiatives in such areas.”

What are your suggestions for engaging in CSR for export oriented markets & Access to Newer Markets?

“CSR & Export Oriented Markets: While the importance of innovation for export performance and internationalization in general cannot be ignored, there are significant positive effects of CSR differentiation/engagement on export performance. Concerning CSR engagement, firms need to make sure that their whole supply chain works according to social and environmental responsibility standards because ‘clean production’ of export products would not help much if, for instance, suppliers do not treat their employees right.

In addition, CSR product differentiation relies on reputation, trust and awareness building, which may take several years to become effective. International trade is likely to disseminate CSR practices from export destination countries to exporter countries. Moreover, deteriorating competitiveness vis-à-vis low cost competitors is likely to favor novel product differentiation (such as CSR) approaches which go beyond traditional approaches of differentiation by quality, image, and innovation, among others.

Foreign investment offers potential to transfer technical expertise to local enterprises as well. Many large companies (encouraged by governments) are interested in exploring practical mechanisms for enhancing the input of local enterprises, and locally hired workers, into their projects. In some cases, this is encouraged through investment incentives or through the terms of foreign investment contracts (e.g. with oil industry
investors in Azerbaijan). In others, various kinds of partnership initiative seek to transfer knowledge and expertise, including on environmental and social issues, between large and small companies. Finally, a number of analysts and governments are also beginning to explore the hypothesis that promotion of CSR in the domestic economy can bring benefits for competitiveness as a whole. The extent to which this happens, however, is likely to depend on the sector and country-specific features. More broadly, there is also scope for public sector actors in middle and low-income countries to harness enthusiasm for CSR to help deliver public policy goals and priorities.

**CSR & Access to Newer Markets:** Businesses are moving from resource taker to market builder. With economic growth migrating southward and eastward, foreign direct investment is becoming more about building and gaining access to new markets and less about simply exploiting low-cost inputs. Overcoming barriers to growth, such as civil violence, uneducated workforces and unsustainable sources of energy, water, minerals and soil is now in the interest of business.

For business, environmental, social and governance responsibilities are no longer add-ons. They are integral to success. While the great majority of companies have yet to commit to this trajectory, there is a strong upward growth curve in actively engaged companies, with a vanguard taking serious action in all key markets. The growing feeling is that corporate sustainability has drawn a line in the sand, and it's best for businesses to get on the right side.”

Do you think once the GoB introduces a National CSR Guideline it can help companies to engage in significant CSR implementation?

“A first broadly defined goal of public engagement in CSR is the alignment of business activities and public policy to achieve societal goals. A clear government vision of how to address issues where there are potential trade-offs between economic, social and environmental considerations, as in the case of utilizing the country’s natural resource endowment for socio-economic development, may increase the likelihood of success of corporate contribution to national development. National sustainable development or regional economic development strategies offer an opportunity for the government to offer clear signals as to public policy priorities, as do negotiated contracts or concessions between foreign investors and the host country government. The government may seek to align national investment promotion strategies with ‘responsible’ foreign investors. In foreign investment contract negotiations, public sector negotiators may seek to make the most of foreign investors’ expertise in social investment, education or training.

Another broad concern for the government is to address market access for domestic enterprise. The ability to meet rising environmental standards is increasingly required to export to foreign markets. In addition, some multinationals, for example, in the chemicals industry, require ISO 14000 certification of all their suppliers. The government can facilitate market access by providing support to domestic SMEs in meeting these requirements, sometimes in partnership with larger companies. The government can work, preferably with business, labour and NGOs, to raise the CSR content and profile of major exported products and services, perhaps developing domestic certification or labelling schemes.

To facilitate trade, however, it is important to work towards ‘mutual recognition’ of different codes and schemes. The government can also use the CSR agenda to promote socially responsible forms of business practices by domestic enterprises, regardless of their engagement with the international economy. Many governments, in collaboration with donor agencies, support enterprise development activities designed to promote healthy local enterprise, building skills and supporting formalization of those that are informal. Another challenge for governments is to develop initiatives to help transfer positive learning and capacity-building on environmental and social issues from export-oriented domestic enterprises or foreign investors to those that is not export oriented.”
What is your idea of Corporate Social Responsibility?

“For the United States, CSR is a very strong principle in our trade agreements and development activity. There is a strong linkage between economic prosperity and the welfare of people. Here I want to quote President Barack Obama. He said “Government and business have mutual responsibilities, and if we fulfill those obligations together it benefits all.” Learning about Bangladesh’s embrace of the private sector and how it propelled your economic development to the extent that businesses respect and engage in the principles found in CSR, everybody benefits that much sooner and in a more substantial way.”

Do you think CSR practices can impact Trade & Investment opportunity?

“As a company you cannot embrace CSR without a long term investment. For any company to come in and create jobs is, by definition, a good thing, but CSR takes the obligation up a notch, where the company agrees to invest in the community through its workers and beyond. So now the company not only creates jobs, but safe jobs, that adhere to international standards. You’ve got good work standards that adhere to international standards, and both the United States and Bangladesh have agreed as governments that we will respect those international standards.

Work in the communities also inevitably links the company to helping the community be healthier and better educated which means their workers are going to be more productive. There are lots of studies that show when companies improve their safety standards, for example, it translates into increased productivity. I would also love to see the linkage between CSR and productivity. So while we want companies to follow CSR and international labor standards because it’s the right thing to do, it’s also good for business.”

What is the U.S. Government’s approach for enhancing responsible and ethical business behavior? Are there any policies or guidelines?

“We broadly follow the Organization for Economic Co-operation and Development (OECD) Guidelines, which are voluntary. There are companies within the United States who have gone into communities, sometimes communities that have been really devastated by the changes brought on by globalization. Companies have found it to their advantage to also look beyond, knowing that their workers are worried about day care, for example, or worried about educational opportunities. A lot of what we deem Corporate Social Responsibility here in Bangladesh, in the United States is enshrined in labor law. So paying workers adequately, allowing for organized labor representation, are things that companies must do. How do American companies go beyond what is required? You need look no further than Silicon Valley to see really extreme, in a positive way, examples of corporate social responsibility. People look at Google’s physical plant and the different
product offerings that Google makes, and the extraordinary creativity and innovation coming out of that company. Google is not only giving raises to the people who are the most innovative, but it’s the environment that they’ve created that allows for people to operate outside of a traditional work office environment, or the extraordinary benefits that they can offer people.”

The UN Global Compact adheres to Ten Principles which promote Responsible Business globally – do you think this is creating substantial impact towards ethical business in America and better access to export oriented trade?

“I don’t know to what extent a U.S. company looks to the UN Global Compact, but as useful as this or the voluntary OECD Guidelines are, the fact that we as governments haven’t been able to come to a consensus about what good business conduct looks like remains one of our greatest challenges worldwide. However, there are lots of aspects of responsible business conduct that can be enshrined in a country’s law. For example there’s the Foreign Corrupt Practices Act. A U.S. company that works overseas and engages in bribery is subject to criminal prosecution in the United States. That’s the way we enforce that norm among our companies wherever they go, because it’s our strong belief that they need to be able to model good corporate practice wherever they are.”

In Bangladesh the RMG sector has faced a challenge in the past on promoting Responsible Business yet with the interventions by the Alliance, positive changes have occurred. How do you envision the sustainability of the RMG sector for the future?

“Bangladesh is closer to the Chinese end of development of the RMG sector than it is to its roots now. It’s a 30 year old industry. As Bangladesh becomes more prosperous, it will become less competitive in some segments of the RMG sector. So Bangladesh will also have to move up the value-added chain and that means training workers to do different kinds of and more complex work than they tend to do now in the industry. Bangladesh is also developing other industries so that it’s not so dependent on RMG, but I don’t think RMG alone can get Bangladesh to full middle income status.

The supply chain issue is a big one because for all the really good work that’s been done, a company’s reputation can be just as damaged by a catastrophe occurring in one of the secondary sourcing plants. It won’t take long for news to spread that while this company has wonderful practices, it outsourced its Christmas surge to a company that employed children, or whose building collapsed. So all the hard work they’ve done will be un-done if they don’t pay attention. The Accord and Alliance established along with its manufacturers and others a set of safety norms that everybody agreed would be adhered to. Many companies that haven’t been able to adhere to those standards have been closing. The jobs and the work haven’t gone away because they shifted to those companies that have built extra capacity and to those who are working in ways that are safer and environmentally better. The success and growth have been going to those companies that have been willing to make the changes. We haven’t seen the same level of vigor on the labor standard side, to be honest. In fact, there has been an abrupt slowing down of the number of unions that have been registered. There has not been good follow-up on unfair labor practices where workers have been fired or discriminated against for wanting to organize. So we’ve been urging that there needs to be progress on that side of the equation, which will also translate into increased productivity. If the industry doesn’t adhere to these standards, it will be less competitive as well as less eligible for additional trade benefits. For example, the industry looks at TPP as a threat because Vietnam is one of the countries that stands to benefit from TPP, but no country will be able to benefit from TPP unless it adheres to the same standards we are asking Bangladesh to enforce. A company that is adhering to good corporate social responsibility and good international labor standards will be competitive. A company that does not, will not. And a country that doesn’t embrace those standards will stand to lose. I want to also emphasize that adhering to fair labor
standards are requirements that go above and beyond CSR. So a company can have wonderful CSR practices in many ways and yet fail to adhere to minimum labor standards.”

What other sectors do you think can grow or perform better in Bangladesh?

“I think agro-business has huge potential here. In Bangladesh, everyday lots of fruit, vegetables and milk products are wasted. There is a USAID funded project that helps to develop cold storage capacity and transportation chains. There is also light electronics manufacturing. Imagine a Samsung factory here assembling phones and notepads. The IT sector also has potential. Bangladesh is so well positioned to increase its service sectors in general. All of those services can easily be outsourced, and with an educated work force here, Bangladesh is poised to be able to pick up a good part of that market. Ship building is another promising sector. There are U.S. companies that build dredges and dredging has a great future here in Bangladesh, to open up your water ways for transport.”

What are your views on Environmental and Good Governance issues?

“Here I want to quote the World Bank President during his recent visit to Bangladesh. He said, “Corruption is horribly inefficient and when money goes to unproductive channels, it is a threat to the economy.” In the same vein, he said that predictability and reliability in governance is the key to attracting foreign investment. If a country doesn’t have good rule of law and practices, doesn’t have an accessible court system to resolve commercial disputes, if it doesn’t protect intellectual property rights, then the investor has to think twice before investing his or her money in that environment. At the State Department, we talk about how to reward good corporate practices. The Secretary of the State has an award for corporate excellence that it gives each year to an American company that conducts its business according to OECD Guidelines. Last year, Fruit of the Loom, an RMG company in Honduras, was highlighted. They won for their ground breaking collective bargaining agreement and for other things like providing free health screening and engaging in environmental stewardship.

Bangladesh has the greatest stake on the planet for establishing good environmental practices because of the impact of climate change. You already have climate migrants and you’re losing ground to rising sea levels and losing productive agricultural land to encroaching salinization. The RMG sector is also threatened by an unsustainable use of water. That being said, it has taken the United States a long time to embrace stronger environmental standards, and yet you need look no further than a country like Japan to see how its rigorous environmental standards have actually helped make its industries more competitive.”

Do you think CSR will be a priority mandate for the USA Country Development Strategy for Bangladesh in the near future?

“All of the pillars of CSR are already incorporated into our strategy. It is important to stress not only the voluntary nature of CSR but also the advantages it provides to a country that is striving to boost its economic growth above the six percent mark.”

Do you think once the GoB introduces a National CSR Guideline it can help companies to engage in significant CSR implementation?

“Incorporating CSR into its strategy will help Bangladesh stand out. People talk about “the brand”, but Bangladesh has a really good news story to tell on so many different fronts. Somebody who doesn’t know Bangladesh would not expect to find Platinum LEED industries here. Adopting CSR Guidelines would stand out as another good news story and capture the attention of American corporations who understand the advantage of CSR and will look for that in their partners.”
CSR or Corporate Social Responsibility represents the obligation of business organizations to participate in social development. Businesses serve society by providing it with the goods or services it needs. In return, society nurtures these organizations, by providing them with an economic return. This symbiotic relationship relies on mutual development, whereby the changing needs of society are met through the strengthening of organizational capability to develop new products and services.

Business should see CSR as an opportunity to participate in social development, which in turn increases the demand for its goods and services. As such, a positive CSR environment is beneficial for the growth of trade and investment. A robust CSR environment reflects a mature and stable business environment. This has a positive impact on the image and confidence of investors, which in turn attracts foreign investment.

Although MCCI itself has a limited CSR programme at present (which is in the process of being expanded) most of its members have their own extensive CSR programmes. MCCI is therefore already involved, albeit indirectly, in supporting many worthy causes throughout the CSR programmes of its members. MCCI insists on its members practicing good governance, which includes compliance with all rules, regulations and laws of the Country. MCCI members are amongst the most reputable premier organizations of Bangladesh and their standards often exceed those mandated by law. Labour standards are no exception. MCCI encourages its members of adopt and maintain a sustainable and meaningful CSR programme through communication and a specific subcommittee tasked with promoting this.

The term CSR or Corporate Social Responsibility contains within it the word “Responsibility”. Being ‘the voice of responsible business’, MCCI promotes and advocates responsible behavior in every aspect of business operations. Ethical behavior in everything it does is a sine qua non for any business that believes in and practices CSR. An ethical business environment attracts investment from developed countries where the standards of accountability in such matters are significantly higher than demanded locally. CSR can be a powerful vehicle for raising the ethical standards of businesses.

Overseas customers have become particularly sensitive to labour standards and workers’ safety since some recent industrial accidents. Organisations that embrace CSR would automatically enhance their internal standards first since “Charity (read CSR) begins at home!” This would boost the confidence of international buyers to have their goods manufactured in Bangladesh, which would boost the local economy and provide greater employment opportunities. Success builds on itself: more business results in more CSR which leads to more business, and so on. It is a virtuous cycle!

Bangladesh has unique social challenges in terms of variety, complexity and scale. It is not possible for the
Government to tackle these alone. It is necessary therefore that every citizen, particularly corporate citizens, participate in the social development of the Country. As this is a relatively new initiative in Bangladesh, there is lack of awareness on the manner in which CSR programmes should be structured and implemented. Also, national priorities may not be the same as those identified by well-meaning businesses. As such, it would be ideal for there to be a coordinated focus on the key areas in which CSR resources should be employed for the best overall social benefit. Towards this end a national CSR policy and guidelines are essential.
Interview with H.E. Ahn Seong-doo
Ambassador, Embassy of the Republic of Korea by CSR Centre

What is your idea of Corporate Social Responsibility?

“Today, CSR is no longer a voluntary activity but an obligation which goes beyond compliance. CSR is based on the idea that companies are working in the ecosystem of the society as problem solvers, not problem makers. Companies can provide solutions to prevalent social problems in an efficient and innovative manner through which they can play their role as responsible corporate citizen. I believe that business could be a powerful force for good.”

Do you think CSR practices can impact Trade & Investment opportunities?

“CSR is not a cost, but opportunity for companies. The opportunity can create blue oceans to companies by engaging them in solving social problems. It could also be their own good by building trust, elevating the brand name and enhancing communication with the stakeholders. The betterment of healthcare and education of the people will eventually foster the number of highly qualified people. They can be a part of the new supply chain in the days to come and enhance national competitiveness.

In the same vein, CSR creates the shared values which would bring more opportunities and sustainability to companies in the long term. In short, the more CSR activities, the wider opportunities for trade and investment.”

Korean Government approach for enhancing Responsible and Ethical Business behavior? Any policies and guidelines?

“Korea developed a legal system and enforced “Social Enterprise Promotion Act” in 2007 in order to foster and promote social enterprises which perform business activities while putting priority on the pursuit of social purposes. The act provided them with business supports such as tax exemption, support of the establishment and operation of social enterprises and aimed that they can create jobs and provide welfare services to the vulnerable. The act was initiated from the belief that social enterprises could partly solve problems that are not sufficiently resolved in the society. Thanks to the legal format and the interest of the government, the number of social enterprises and cooperatives has been on great rise. Similarly, the topic of CSR itself is a trend in rise in Korea and many companies are now operating CSR committees within their organizations. This is a positive signal and we are expecting to see even greater changes in the future.

Furthermore, as a member of OECD, our government strongly encourages our private sector to abide by OECD guidelines and ISO 26000 regarding CSR activities.”
UN Global Compact adheres to 10 Principles which promote Responsible Business globally. Do you think this is creating substantial impact towards ethical business in Korea and better access to export oriented trade - how?

“The UN Global Compact is guiding Korean companies to fulfill their CSR responsibility, aiming at its ultimate goal of achieving corporate sustainability by integrating UNGC core values and its 10 principles. Around 300 Korean companies are now in support of UNGC.

Global Compact Korea Network has continuously hosted Business Leaders’ meetings in order to reinforce CSR awareness of the business leaders since the adaptation of CSR. **UNGC values are of great significance to corporate management.**”

In Bangladesh the RMG sector has faced a challenge in the past on promoting Responsible Business yet with the interventions by Alliance positive changes have occurred. How do you envision the sustainability of the RMG sector for the future?

“It is true that there has been a gradual improvement of working environment in the RMG sector. However, the move was driven mainly by external influence such as Alliance, Accord and other organizations that share the same initiative. What truly matters more is the change of perception to think that it is not a cost to constantly improve working environment. Rather, it is a prerequisite to secure sustainable growth which directly relates to long-term profits.

Considering that Bangladesh’s growth potential has become even more prominent as labor costs rise in China and other countries, implementing active improvement and eliciting positive changes are of great importance.”

**What are your recommendations as Bangladesh moves towards a Middle Income Nation?**

“It is widely acknowledged that Bangladesh is one of the highly successful developing countries in terms of accelerating growth. While building stable infrastructure throughout the country is considered to be the key to development, the task of implementing “good governance” should not be overlooked. Good governance will lead to increasing effectiveness and reducing unnecessary costs especially occurring from corruption, which will eventually form a solid ground for stable development.”

Do you think CSR will be a priority mandate for the Korean Country Development Strategy for Bangladesh in the near future?

“Korea’s country partnership strategy has been focusing on education, healthcare, water treatment, roads, energy, power and ICT until now. However, there is wide scope of possibility for CSR to take place in every sector.”

Do you think once the Government of Bangladesh introduces a National CSR Guideline, it can help companies to engage in significant CSR implementation?

“In the sense that it will raise awareness of the importance of CSR by providing guidelines to abide by, it will surely bring positive impact. However, genuine CSR activities can happen only when they are initiated out of goodwill and sincere willingness rather than from enforcement of the law or regulations. Therefore, perception change among business leaders is what matters the most so will it contribute the most.”
Trade plays a major role in many areas of economic growth, from innovation and investment to job creation. When implemented with a sustainable vision, it has the capacity to create prosperity and foster social development. The Foreign Trade Association (FTA) has played a leading role in the global shift to improve social and environmental sustainability and will continue to do so, especially in Bangladesh.

Our members, including more than 1,800 retailers and importers across 36 countries believe that trade can lead to prosperity for all only if it is combined with responsible labour and environmental standards – both crucial elements for developing a sustainable business model. To support companies in this challenge, over a decade ago FTA set up the Business Social Compliance Initiative (BSCI), a business-driven initiative providing companies with a common approach to improve working conditions in supply chains. In 2014 the Business Environmental Performance Initiative (BEPI) was launched to tackle supply chain’s environmental impact.

Since the launch of these sustainability services, social compliance and environmental performance have become ever more important and the expectations from different stakeholders – from NGOs to consumers – have increased significantly over the years. Companies participating in BSCI and their producers from across the world have come a long way in the improvement of working conditions on the factory floor. However, there is still work to be done and FTA remains committed to continuing its mission to help companies build more sustainable supply chains.

As the world’s second largest exporter of Ready Made Garments (RMG) and the European Union’s top export destination for its products, Bangladesh plays a key role in achieving FTA’s strategic vision on sustainability.

Within Bangladesh, FTA is fostering exchanges with the government and business associations to try to overcome trade and reputational challenges. Towards this end, FTA has started a dialogue in Bangladesh and at international and EU level – including attending regular meetings at the European Parliament – to promote the significant progress achieved by the country towards sustainable business practices. FTA has also addressed Bangladesh’s improvements in the area of sustainability through several in-country stakeholder roundtables, with the aim to bring together representatives from the government, the business sector, trade unions, NGOs and academics to discuss current and future challenges. These have proven to be ideal platforms for the exchange of views, experiences, expectations and hopes in constructive ways and we will continue to promote these discussions in the future.

Another key goal of FTA in Bangladesh is to continue raising awareness of socially responsible practices by offering workshops in the fields of Occupational Health and Safety, Fire Safety, Fair Remuneration, Remediation Planning and Grievance Mechanisms. In this context, FTA also encourages factory owners and
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Increasing scarcity of natural resources and environmental degradation are also spurring both demands for regulation and societal expectations for more transparency and accountability. Companies face environmental challenges in their supply chains, and their ability to tackle them is of critical importance for their overall business performance. The main goal of FTA’s BEPI initiative is to reduce these risks and enhance supply chain environmental performance. After its successful implementation in China, we are pleased to announce that BEPI is now also available for Bangladeshi producers.

Its practical and accessible environmental management system is suitable for many product types, including the RMG sector, where chemical management systems are an important matter. Responding to these particular needs, BEPI has recently launched a Chemical Management Module designed to support members address chemical issues in their supply chain within a collaborative framework and common tools and standards. Delivered by local experts, the structure, environmental framework and focused approach makes it a great tool for Bangladeshi companies.

As we continue strengthening our services in Bangladesh as part of our long-term vision for the country, we also plan to increase our capacity-building activities in the field of social and environmental compliance in the country, further the collaborations between the private and development sectors and work on the empowerment of women in middle management, who represent the backbone of the textile industry’s workforce.
On 22 June 2016, I joined 1,200 leaders from over 75 countries representing business, finance, government, labour, civil society, academia and the United Nations at the UN Global Compact Leaders Summit in New York to advance the private sector’s contribution to achievement of the Sustainable Development Goals (SDGs).

There was a great sense of optimism, and a pervading theme that businesses can and must do well by doing good.

**Key takeaways:**

The SDGs are changing the game for everyone, gaining significant momentum across sectors, shaping stakeholder expectations of business and inspiring businesses to think differently about their impacts (positive and negative) and how to turn risks into opportunities.

Companies that do business responsibly and find opportunities to innovate around the SDGs will be the market leaders of tomorrow.

Collaboration and partnership within and between sectors will be key – although that’s easier said than done. (The GCNA is running partnership training workshops this year to help build capacity around collaboration and partnering.)

**The SDGs: A Blueprint for Business Opportunity and a Sustainable Future**

The UN Secretary-General Ban Ki-moon opened the Summit, emphasizing the remarkable achievements of 2015 with the adoption of both the SDGs and historic Paris Climate Agreement.

“Last year’s adoption of the 2030 Sustainable Development Agenda, together with the historic Paris Climate Agreement on climate change, sent a powerful message far and wide: we cannot continue on our current course. We need new ways of living that will end the suffering, discrimination and lack of opportunity that define the lives of billions of people around the world, and that drive instability and conflict. The solutions must involve everyone, from world leaders and chief executives, to educators and philanthropists.”

Leader after leader highlighted the uncertain and fast-changing operating environment businesses face – but that the SDGs offer a blueprint for turning that uncertainty and risk into business opportunity.

*Lise Kingo, Executive Director, UN Global Compact said, “Companies that does business responsibly and find opportunities to innovate around the SDGs will be the market leaders of tomorrow.”*
Marianne Haahr, Project Director, Global Opportunity Network highlighted the significant opportunities open to businesses that are able to broker access to better lives – healthcare, education, life without hunger.

Making Global Goals Local Business

At the Leaders Summit, the UN Global Compact launched a new multi-year strategy, Making Global Goals Local Business.

“While the SDGs are universal, they will very much be addressed at the national level – where each country will apply their unique history, culture and capabilities. As countries establish and enact national plans for achieving the SDGs, the Global Compact’s Local Networks in approximately 80 countries provide the platform for business to engage with stakeholders from Government, the UN, civil society and communities to map a shared approach.”

Ten Local SDG Pioneers– selected from over 600 nominees in 100 countries – were announced to shine a spotlight on entrepreneurs and change makers who are demonstrating how business can unlock economic, social and environmental gains in their markets for the new SDG era.

CEOs, Sustainability and Purpose

The UN Global Compact-Accenture CEO Study 2016 – a survey of more than 1,000 CEOs around the world, and the largest-ever CEO study on sustainability – was released at the Leaders Summit, revealing that CEOs see a unique opportunity to reshape their industries and accelerate progress towards the SDGs.

The last study in 2013 exposed CEOs’ frustrated ambition – while they could see sustainability reshaping the business environment and were making efforts to embed sustainability, they struggled to quantify and capture the business value of sustainability, and were constrained by market expectations.

Since then, something has shifted.

The SDGs are inspiring new thinking, with CEOs seeing the goals as an essential opportunity to rethink, reset and refresh approaches to sustainability. We are also seeing a reorientation towards purpose, with 95% of CEOs feeling a personal responsibility to ensure their company has a clear purpose and role in society.

As Peter Lacy, Global Managing Director, Sustainability Services, Accenture Strategy said in launching the 2016 study: “We have an unprecedented opportunity to bend the arc of the global economy towards greater health, wealth, equality, prosperity and happiness.”

Great Expectations

Not only are the SDGs a blueprint for opportunity – they are also a framework for expectation.

The process for adopting the goals was the UN’s most inclusive global consultation process in its history. The resulting goals – having been debated, negotiated and committed to by all governments – now set expectations for all, including business.

NGOs are embracing the SDGs. As Tessie San Martin, President & CEO, Plan International USA said: “The SDGs change the game for everybody… Achieving the SDGs is an exercise in social accountability and civic engagement.”

Governments also expect much from business. H.E. Macharia Kamau, Ambassador and Permanent
Representative of Kenya to the United Nations, told the Summit: “What we are enjoying today is an unsustainable proposition... Every single one of us has a responsibility – that is what the SDGs and 2030 Agenda are about. We need business to take the lead, because they have become immensely influential in government policy, community action, the media and everything we produce and consume.”

We are also seeing investors moving. Axel Weber, Chair, UBS said: “Investors are ready to put money and work towards a more sustainable future. Financial firms are ready to facilitate this. Products are becoming ready to make it happen.”

A letter from the SDG Advocates group – sent to all Fortune 500 companies –calls on them to commit to responsible business and align their businesses with the SDGs.

**The UN Global Compact: Act Responsibly & Find Opportunity**

At the Summit, the UN Secretary-General Ban Ki-moon placed the UN Global Compact at the heart of business engagement with the SDG agenda:

“Achieving the SDGs will require unprecedented cooperation and extraordinary leadership. And it will require us each to be a pioneer, forging ahead into new territory. That means taking personal and corporate responsibility for how we do business and who we choose as our staff and partners. It means taking stock of our decisions as consumers and investors. It also means raising our voices and taking a stand when it matters. The United Nations Global Compact is the forum to make all this happen.”

The UN Global Compact was highlighted as the starting point and avenue for all companies wanting to advance the SDGs, guiding companies to first act responsibility in alignment with the initiative’s ten core sustainability principles, which provide a universal definition for responsible business, and then find opportunities to further support the SDGs.

The UN Global Compact’s new White Paper connects the dots between the ten principles and the SDGs.

**Collaboration is key**

Almost every speaker across the two days of the Summit emphasised that collaboration, partnership and coalition-building is key to achieving the SDGs.

And while everyone acknowledged that all stakeholder groups must come together, much work remains to effectively catalyse collaborative action. Mads Nipper, CEO, Grudfos emphasized that we must all change our entrenched views of other stakeholders and build trust.
Farzana Chowdhury, Managing Director and CEO, Green Delta Insurance Company Ltd.

Green Delta’s Nibedita Gets Recognition from UN Global Compact

Green Delta Insurance Company Ltd. (GDIC) – the first general insurance company in Bangladesh to have received the prestigious AAA credit rating for two consecutive years, have always been leading the insurance industry with its range of innovative product line that caters the needs of various consumer segments. Nibedita being such a product. Nibedita is the first comprehensive insurance scheme for women, not just in Bangladesh but the South East Asia.

What makes Nibedita unique is the fact that beside regular accidental coverage, it also gives trauma allowance for rape, road bullying and acid victims. Launched in 2013, Nibedita has been availed by more than 3000 women across Bangladesh. Both rural and urban women can take the Nibedita policy. Since its inception, Nibedita has been served women as a partner in need. The policy itself is very affordable starting from an annual premium of BDT 574 with a maximum coverage of BDT 1,000,000.

We, at Green Delta, are continuously trying to create a one-stop service solution platform for women. Keeping that in mind, we have designed a mobile app for the policy holders. The app is mainly introduced to provide women with economic security. Through this app, women will have access to safety, health, education, information, finance, capacity development, life style and so on. As a result, both rural and urban women will be able to avail various services from different stakeholders and thus become more self-reliant. We strongly believe that this mechanism will create a safety net for the females and go a long way in creating gender equality and women empowerment in our society.

Our relentless endeavor on gender equity haven’t gone unnoticed. Recently The UN Global Compact (UNGC) has recognized myself as one of the Local SDG (Sustainable Development Goals) Pioneer at the Global Leaders Summit at the UN Global Headquarters. The UN Global Compact has recognized ten outstanding individuals from across the world for their contribution in achieving the 17 Sustainable Development Goals by the year 2030 as the inaugural class of Local SDG Pioneers for turning Global Goals into Local Business. My recognition comes for Nibedita’s contribution in SDG 5 of Gender Equality and Women Empowerment.

It was indeed a great honor to be representing Bangladesh in such a global platform. The UN Global Compact Leaders Summit 2016 was held on the 22-23rd June in New York. In the first day, the UN Secretary General, H.E. Ban Ki-moon announced the names of the 10 pioneers in the General Assembly and introduced them to the guests. He hailed the pioneers for their efforts in creating a sustainable world for our future generations. In her opening remarks, LiseKingo, Executive Director of the UN Global Compact acknowledged the significant contributions the pioneers have made and expressed her desire that together, we will accomplish the Sustainable Development Goals by 2030.
Being recognized as a pioneer for women’s economic security by the UN Secretary General was overwhelming for me. The fact that I was the only Bangladeshi among the 10 pioneers, made me even more proud. I do believe that this recognition is an achievement for Green Delta Insurance Co. Ltd. and the insurance industry of Bangladesh is a whole. This will go a long way in being a catalyst for Bangladesh’s aspiration of sustainable development.
ABOUT THE CSR CENTRE

The CSR Centre was launched in September 2007 to facilitate, expand and encourage CSR practices in Bangladesh.

OBJECTIVES

The CSR Centre’s primary objective is to become the principle source of information, resources, and advisory services on CSR in Bangladesh.
THE CENTRE AIMS TO

Raise CSR awareness amongst stakeholders

Develop CSR Strategies

Facilitate stakeholders to become CSR champions

Training on CSR & GRI

Provide strategic, structured and systemic tools for CSR practices and adoption

Develop systems and applications to evaluate, implement and conduct CSR Assessments

Exchange knowledge, views, and concerns to strengthen CSR understanding

Develop CSR case studies for branding various sectors

Disseminate & share CSR stories of Best Practices in Bangladesh
MISSION
To be the innovators for change through CSR

VISION
To be the catalyst for change by encouraging public, private and development sectors towards promoting responsible business. It emphasizes on global CSR agenda within national priorities through innovative CSR approaches.

KEY ACTIVITIES AND SERVICES
Advice companies on CSR strategy development, partnerships and project management— the Centre assists companies through in-depth consultation with various members of management, to develop a concise roadmap for sustainable CSR implementation.

Facilitate forums to engage stakeholders to advocate responsible business— the Centre already engages in various seminars and workshops.

Promote UNGC membership and provide advisory services to members.

Provide training and facilitate workshops on topics of CSR to build private sector capacity.
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- CSR & Gender
- CSR & Fair Trade

Contact Us
Phone: +88 02 9893723
info@csrcentre-bd.org
The Ten Principles of the
United Nations Global Compact

**HUMAN RIGHTS**

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
Principle 2: Make sure that they are not complicit in human rights abuses.

**LABOUR**

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
Principle 4: The elimination of all forms of forced and compulsory labour;
Principle 5: The effective abolition of child labour; and
Principle 6: The elimination of discrimination in respect of employment and occupation

**ENVIRONMENT**

Principle 7: Businesses should support a precautionary approach to environmental challenges;
Principle 8: Undertake initiatives to promote greater environmental responsibility; and
Principle 9: Encourage the development and diffusion of environmentally friendly technologies

**ANTI-CORRUPTION**

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.