



Lecture Series

SDG XX

REVOLUTION OF CSR THROUGH
SUSTAINABLE DEVELOPMENT GOALS

30th January 2018

Bukit Bintang City Centre

Organise by



Co-Organise by



Sponsor by



Official Venue Provider





Objective

SDGx is a brand new initiative lecture series focusing on promoting the United Nations Sustainable Development Goals. It is an initiative to involve people from every discipline and culture who seek a deeper understanding of the Sustainable Development Goals initiative through the involvement of the private sectors. In the power of ideas to change attitude, lives and ultimately, the world, SDGx will guide companies in their long-term strategy, prioritization and goal setting.

SDGx style talks are delivered spontaneously with carefully scripted and rehearsed. While most business presenters use notes to deliver their speeches, SDGx focusses on the audiences therefore often spontaneously relating the topics to the audience's needs.

SDGx style talks are professionally visualized, meaning that someone who knows that they're doing well-crafted created slides or video. This is having "high production values," to send the message across.

About Us

Asia Pacific CSR Council is a non-profit organisation with the mission to advance the Sustainable Development Goals of the United Nations. Working hand in hand with local enterprises and NGOs, the council contributes to, and supports the advancement of sustainability in the Asia Pacific private and public sector.

The role of Asia Pacific CSR Council

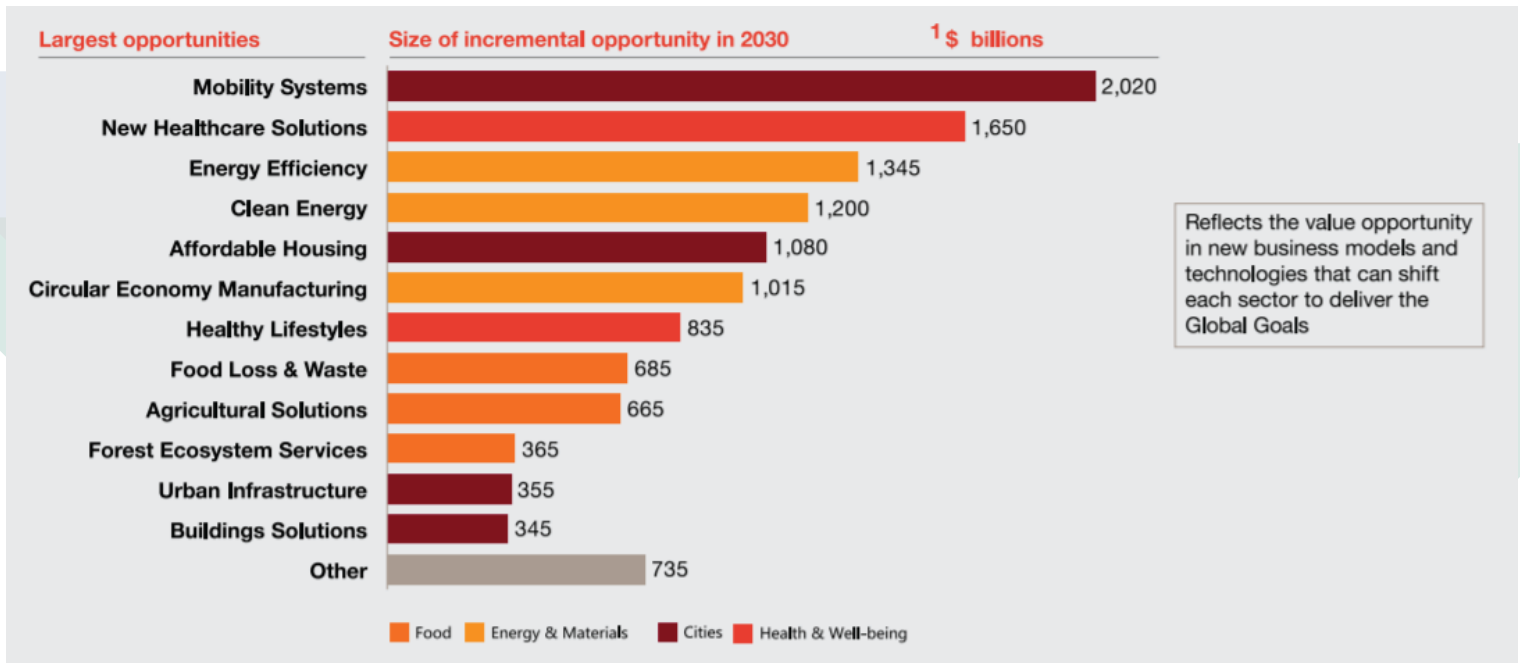
- Strengthening continued dialogue between stakeholders and governments around the Asia Pacific region in how to adopt and exhibit social responsibility and sustainable growth;
- Contributing to sustainable action plan and make recommendation to corporation on sustainability and growth;
- Organising yearly Asia Pacific CSR Forum to discuss on CSR important issues;
- Making international networking to advocate international CSR experiences;
- CSR relations to the media;
- Making the latest CSR news and articles on CSR best practices on the website it maintain.

We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.

Benefits in Participating

- The SDGx will further enhance the importance of so called co-benefits accrued from tackling the most pressing needs of today society.
- Ultimately, the SDGx will affect organizations and institutions of all shapes and sizes when approaching sustainability.
- Contributing to the SDG agenda can enhance one's own goals and aspirations as an organization;
- By participating in this event, it's good for business exposure and branding;
- Corporate and organisational success requires stable economies and healthy, skilled and educated workers, among other factors and sustainable companies experience increased brand trust and investor support;
- Making a difference by making a statement when your companies offer fresh ideas and scalable solutions to society's challenges exactly what we need to create a better world.

The SDG Market Opportunity



Target Audience

The x-Series are targeting at:

- Key decision makers and motivators from MNCs and SMEs
- C-suite executives interested in long-term business sustainability
- CSR and sustainability experts and consultants
- Entrepreneurs and strategists
- Corporate development and communication managers
- Policymakers, non-profit, academic and think-tank groups
- Legal and compliance professionals
- HR Managers, trade union and co-operative leaders
- All forms of local authorities are encouraged to participate in this event for their own processes towards SDG implementation

Why SDGx?

- SDGx style talks are personal
- SDGx talks often take you on a journey
- SDGx talks are concise

Speaker

Sustainable finance refers to any form of financial service integrating environmental, social and governance (ESG) criteria into the business or investment decisions for the lasting benefit of both clients and society at large.

A sustainable financial centre is a financial marketplace that, as a whole, contributes to sustainable development and value creation in economic, environmental and social terms. In other words, one that ensures and improves economic efficiency, prosperity, and economic competitiveness both today and in the long-term, while contributing to protecting and restoring ecological systems, and enhancing cultural diversity and social well-being.

Activities that fall under the heading of sustainable finance, to name just a few, include sustainable funds, green bonds, impact investing, microfinance, active ownership, credits for sustainable projects and development of the whole financial system in a more sustainable way.

In this series of SDGx Forum, we proudly present to you the world renowned Shariah financing expert, Prof. Dr. Achene Lahsana to talk about Sustainable Financing and how you and the community can be a part of it.



Prof. Dr Achene Lahsana

*Deputy Director of the Research Management Centre, The Global University of Islamic Finance;
Degree in Islamic Law and Islamic Jurisprudence;*

*Master's and PhD degrees in Islamic Law and Islamic Jurisprudence, International Islamic University Malaysia;
Registered Financial Planner (RFP) & Certified Trainer in Wealth Management & Financial Planning;
Shariah Advisory Council of Malaysian Financial Planning Council (MFPC);
Chairman of Takaful and Shariah RFP, Malaysian Financial Planning Council (MFPC)*

Keynote address by Matthias Gelber, Greenest Man on Earth

Founder of Eco Warrior, International Trainer, Ecopreneur, Green Activist, and Professional Speaker on Environmental Management Sustainability for the last 19 years in 40 countries; currently based in Philippines and Malaysia for the past 10 years. Matthias originates from a small German village surrounded by the forest and from a young age, has been a passionate advocate of green living. His core passion and lifetime's mission is dedicated to Mother Nature and preserving the planet's natural environment by both 'Environmental Management and Corporate Social Responsibility'. Earning a Master's in Environmental Science majoring in Legislation from Brunel University in the United Kingdom, Matthias later emerged as worldwide champion in the award for Greenest Person on the Planet by 3rd Whale in 2008.

On World Environment Day this year, Matthias self-authored and officially launched his first book entitled "The Green Man's Guide to "Green Living and Working" which is also an attempt to produce the Greenest Book on the Planet that is carbon neutral.

The Greenest Person is a bachelor, lives without a car and monthly USD\$10 electricity bill. He initiated the Negawatt Revolution Energy Campaign and Facebook Group Eco Warriors in Malaysia, two community movements focused on taking positive action to combat climate change and reduce your household energy by 10%.

He is co-founder of Maleki GmbH, a construction material research and development business in Germany that specializes in low carbon footprint, high performance building material and also Board of Director for a U.S. based solar cell research, technology and development business in Malaysia. Currently he is also an Honorary Fellow with the Asia Pacific CSR Council.



Matthias Gelber , Greenest Person on the Planet'

“Corporate Social Responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it because it is good for our business”

– Niall Fitzgerald, Former CEO, Unilever

How will the Program be Delivered?

It is 22 minutes long enough to be serious and short enough to hold people’s attention. It turns out that this length also works incredibly well online. It’s the length of a coffee break for Malaysian you see... So, you watch a great talk, and forward the link to two or three people. It can go viral, very easily. The 22-minute length also works much like the way Twitter forces people to be disciplined in what they write. By forcing speakers who are used to going on for 45 minutes to bring it down to 22, you get them to really think about what they want to say. The talks will be videotaped from several different angles and skillfully edited, while the audience will be enthralled by it.



CEO Perspective



Sponsors Benefits

- Recognition of sponsors as SDGx presenter(s)
- Logo placement in all materials both printed materials and on-line materials
- Mentioned of sponsors in all literature and during events
- Lifetime membership with Asia Pacific CSR Council

Empower the Right Team to Drive the Delivery of your SDG Strategy Across your Business

<p>Leadership</p> <p>Is it from the top? Does it see value in long term investment?</p>	<p>Employee engagement</p> <p>Create awareness and encourage bottom up initiatives</p>	<p>SDG focus</p> <p>Where is your impact? Consider materiality (by geography, by product by sector)</p>
<p>Understand relevance</p> <p>The key issues for the countries you operate in</p>	<p>Prioritise interventions</p> <p>Which work best to reduce negative and to increase positive impacts (in line with government targets)?</p>	<p>Incorporate this learning</p> <p>Embed into future business planning and strategy</p>
<p>Measurement and reporting</p> <p>Evidence your contribution and impact on the SDGs</p>	<p>Stakeholder engagement</p> <p>Create awareness and understanding</p>	<p>Consider collaboration and align vested interests</p> <p>Suppliers, consumers, business partners, cross sector, government and NGOs</p>

Past Event Records



Minister Dato' Sri Ir. Wee Ka Siong delivering keynote address and officiating the SDGs conference



Neil Foo, CEO of SAME sharing on the ecosystem of the new Digital Economy that contributes towards sustainability



Dr. Puvan J. Selvanathan, President of United Nations Global Compact Network Malaysia delivering the keynote address during the Sustainable Urban Transport Summit 2017



Taiwan's former vice-president Annette Lu receiving the certificate of appreciation during the 6th Asia Pacific CSR Forum, Taipei, Taiwan.



Chris Daniel Wong, Deputy President MDCC & Roger Wong, President of Asia Pacific CSR Council speaking in the 6th Asia Pacific CSR Forum, Taipei, Taiwan



Lecture Series

SDG X



www.asiapacificcsr.org/sdgx
www.facebook.com/APACCSRCouncil
Tel: 03- 7887 6919