

ASEAN Blueprint for the Socio-Cultural Community 2008-2015 Promoting Corporate Social Responsibility

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CSR in ASEAN Context

- ASEAN Community 2015
 - Political-Security (APSC)
 - Economic (AEC)
 - Socio-Cultural (ASCC)
- ASEAN Charter and 3 Blueprints as framework
- Economic Community – single market and production base / competitive economic region / equitable economic development / integration into global economy

ASCC

Caring and Sharing Community

- Promoting CSR by SOMSWD
 - Developing model public policy
 - Adoption of international standards
 - Raising awareness (with ASEAN Foundation)
 - Public-Private Partnership
- Relevant actions
 - Human Rights – AIHR, Migrant Workers, Women and Children's Rights
 - Good governance
 - Combating Corruption
 - Environmental Sustainability

Challenges

- Costs to society from integration
- Market force vs regulation
- Maximum returns vs social accounting

Way Forward

- Developing best practices
- Supporting ASEAN Business Award
- Promoting model public policy