



Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
Quezon City, Metro Manila



July 24, 2012

MEMORANDUM TO:

Asst. Schools Division Superintendents
Division/District Supervisors
Secondary Schools Principals
Head Teachers and Teachers- In-Charge

1. Attached herewith is a Regional Letter No. 196 dated July 17, 2012 from Dr. Luz S. Almeda, CESO IV, Director IV, DepEd-NCR, Quezon City, re: **"2nd Philippine Conference on Research in Corporate Social Responsibility (CSR)"**, the contents of which are self-explanatory, for the information and guidance of all concerned.

2. Immediate and wide dissemination of this Memorandum is desired.

CORAZON C. RUBIO, CESO VI
Schools Division Superintendent

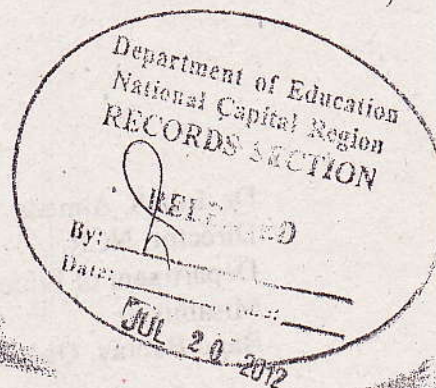
Incl.:

As stated



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Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON
(DEPARTMENT OF EDUCATION)
PAMBANSANG PUNONG REHIYON
(NATIONAL CAPITAL REGION)
Daang Misamis, Bago Bantay, Lungsod Quezon
(Misamis St., Bago Bantay, Quezon City)

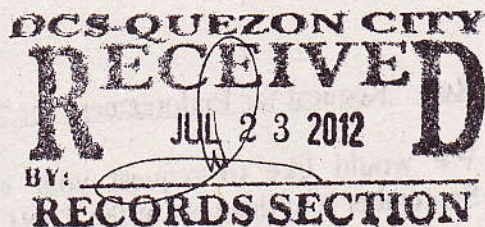


July 17, 2012

To: Schools Division Superintendents

Dear Sir/Madam:

Enclosed is a letter dated July 5, 2012 of *Mr. Antonio Yap*, Chair of Benita and Catalino Yap Foundation, re: "2nd Philippine Conference on Research in Corporate Social Responsibility (CSR)," the contents of which are self-explanatory, for appropriate action.



Very truly yours,


LUZ S. ALMEDA, CESO IV
Director IV

Regional Letter No. 196
F8/F12



Dr. Luz S. Almeda
Director, NCR
Department of Education
Misamis St.
Bago Bantay, Quezon City



Dear Dr. Almeda,

Re: Request for Endorsement for 2nd Philippine Conference on Research in CSR

We would like to request your endorsement of the captioned Conference scheduled for September 3 of this year at the TARC Auditorium of the University of Santo Tomas.

Last 1 September 2011, we held the first running of the conference at UST Thomas Aquinas Auditorium. The conference was focused on "CSR 101." The previous conference highlighted that there is a need for an academic and integrated research approach to CSR in order to foster its development.

For this year's Conference, we are moving to find out "The Current State of CSR and CSR Research in Asia". In addition, a local CSR Research Agenda, introduction of Members of the CSR Research Network, and a case writing matching exercise are planned.

Through your endorsement, we hope to be able to share our cause to develop CSR in the country and in Asia through active involvement of Schools and Universities.

Kind regards.

Very truly yours,

Antonio Yap
Chair

Benita and Catalino Yap Foundation
5 July 2012



Dr. Luz S. Almeda
Director, NCR
Department of Education
Misamis St.
Bago Bantay, Quezon City



Dear Dr. Almeda,

Re: 2nd Philippine Conference on Research in CSR

It is my pleasure to invite you to the captioned Conference scheduled for September 3 of this year at the TARC Auditorium of the University of Santo Tomas.

You are no doubt aware of the intense interest in Governance and CSR issues in most corporations and NGOs in the Philippines today, particularly those listed in the PSE. Many of those have Foundations which have become members of the League of Corporate Foundations. Last 1 September 2011, LCF, the AIM RVR CSR Center, DLSU, the Ateneo, the Fair Trade Movement, and others worked with us and the UST Graduate School, the Catholic Educational Association of the Philippines, the Philippine Association of Private Schools, Colleges and Universities, the Technical-Vocational Schools Association of the Philippines and, the Philippine Association of Colleges and Universities in making the 1st Philippine Conference on Research in CSR (featuring Dr. Wayne Visser of Cambridge University and Founder of the think-tank CSR International as main speaker). Other details may be found at <http://philippinecsrresearch.wordpress.com>.

For this year's Conference, we have moved from the "CSR 101" approach last year to this year's focus on finding out "The Current State of CSR and CSR Research in Asia" through the speech to be given by Mr. Thomas Thomas, Executive Director of the Singapore CSR Compact and, of the ASEAN CSR Network. In addition, a local CSR Research Agenda, introduction of Members of the CSR Research Network, and a case writing matching exercise are planned.

We look forward to your joining us.

Kind regards.

Very truly yours,

Antonio Yap

Antonio Yap
Chair
Benita and Catalino Yap Foundation
5 July 2012

The CSR Research Institute



Presents

**The 2nd Philippine Conference on
Research in CSR**

**A Conference-Workshop on CSR Research
and CSR Research Opportunities**

A Project of the



UST Graduate School



UST RCESSI



Benita & Catalino Yap Foundation



SACT College System Pampanga

In Partnership With

Management Association of the Philippines

September 3, 2012

8:00 am – 5:00 pm

**Thomas Aquinas Research Center Auditorium
University of Santo Tomas**

The 2nd Philippine Conference on
Research in CSR

Supported By:

SGV & Co.

and

Catholic Educational Association of the Philippines

Philippine Association of Colleges and Universities

Philippine Association of Private Schools, Colleges, and Universities

Association of Christian Schools, Colleges, and Universities

Technical-Vocational School Associations of the Philippines

the Philippine Conference on
Research in CSR

PROGRAM

September 3, 2012

Thomas Aquinas Research Center Auditorium

8:30 am - 5:00 pm

8:00 am	Registration and Welcome Coffee by: Bo's Coffee	12:00 pm	Lunch with a performance staged by Dr. Raul Sunico President, Cultural Center of the Philippines Dean, UST Conservatory of Music
8:30 am	Opening Ceremonies Invocation Abp. Paciano B. Aniceto, D.D. Archbishop of San Fernando Chairman, SACT Board of Regents Vice-Chair, BCYF Foundation Entrance of Colors and Philippine National Anthem UST Welcome Remarks Dr. Lilian Sison Dean, UST Graduate School	1:30 pm	Breakout Sessions •The UA&P Research Experience •The ADMU Research Experience •CSR Research Agenda •CMX: Case Matching Exchange
9:00 – 11:30 am	Conference Proper Introduction of Guest Speaker Mr. Felino A. Palafox Jr. Conference Chair Principal Architect, Palafox Associates Plenary Speech: A Situationer On CSR and Research in CSR in Asia Mr. Thomas Thomas Executive Director, Singapore Compact for Corporate Social Responsibility CEO, ASEAN CSR Network Ltd. Panel of Reactors Engr. Alex T. Escaño President, TEVSAPHIL Ms. Lydia Sarmiento Advisory Board, League of Corporate Foundations Inc. Chair, Sarmiento Foundation Inc. Dr. Josefina S. Sumaya President, ACSCUP President, Trinity University of Asia Mr. Ed Francisco President, Management Association of the Philippines		Panel of Reactors Mr. JJ Moreno Country Manager, Philippines and Practice Leader Corporate Governance, Palladium Group Prof. Francisco Roman Jr, DBA Executive Director, Aim RVR CSR Center Ms. Pacita Juan MAP Governor for CSR Mr. David Balangue Past-Chairman, SGV & Co. Moderators Dr. Arlen Ancheta Director, UST RCESSI Dr. Alvin P. Ang Researcher, UST RCESSI Dr. Robert A. Montaña Researcher, UST RCESSI
			Open Forum and Discussions
		5:00 pm	Closing Ceremonies Closing Remarks Mr. Jose Paulo Campos Chair, COCPEA President, PAPSCU Exit of Colors UST

Mr. Antonio Yap
Chair, BCYF Board of Trustees
Master of Ceremonies

The 2nd Philippine Conference on Research in CSR

Background

Last September 1, we held a Conference entitled "The 1st Philippine Conference on Research in CSR." The focus was on highlighting the need for not just a best-practices approach to the study of CSR within companies but an academic and integrated research into the best and most effective theories and methods of CSR. It was supported by the Technical Vocational School Associations of the Philippines (TEVSAPHIL); the Philippine Association of Private Schools, Colleges, and Universities (PAPSCU); the Catholic Educational Association of the Philippines (CEAP); Philippine Association of Colleges and Universities (PACU) and sponsored by e-transcript.com.ph and Students in Free Enterprise (SIFE) Pilipinas with UBE Media as media partner.

The preparation of the conference included two (2) round tables, dated February 18, 2011 and March 18, 2011; both held at the Ortigas and Company Ltd. (OCLP) Boardroom. These RTDs presented an opportunity for various institutions both academic and corporate to share their experiences. Through this exchange, it became apparent that an event such as a Conference would be the best venue for the need for CSR research to be presented. In attendance were representatives from Adamson University (AdU), Ateneo de Manila University (ADMU), De La Salle University (DLSU), Asian Institute of Management (AIM), Management Association of the Philippine (MAP), League of Corporate Foundations (LCF), Advocate of Philippine Fair Trade Incorporated (APFTI), University of Asia and the Pacific (UA&P) and OCLP.

The formal launch was during the press conference on August 25, 2011, 9AM in Club Filipino.

The Conference concluded that there is a need for an annual activity to highlight research in CSR. Presentations of the Speeches can be found online at <http://pilippinecsrresearch.wordpress.com>.

The Second Conference

The Second Conference is scheduled on September 3, 2012. The main speaker is Ms. Thomas Thomas. He is currently the CEO of the ASEN CSR Network Ltd., Executive Director at Singapore Compact for CSR and Honorary Professor in CSR at Nottingham University. Mr. Thomas will talk about the state of CSR in Asia, with examples from Singapore and other countries. The Conference will present CSR Research at Ateneo De Manila University (ADMU) and University of Asia and the Pacific (UA&P).

Conference Fee is Php 5,000 for corporate attendees (Php 4,000 for early registrants), Php 3,000 for IPs and NGOs (Php 2,000 for early registrants), Php 2,000 for educators and and Php 1,000 for the students (Php 500 for early registrants). Please go to <http://registercsr.bcyfoundation.org> for more details on registration.

The CDY Memorial Research Grants

These research grants – "Catalino D. Yap, Sr. Memorial Grants for Research in CSR" – are offered to graduate school students and professors, initially in the Philippines, who may either undertake research in areas listed by the SACT-UST CSR Research Panel, or who are from members of the BCYF CSR Research Network interested in undertaking research in some aspect of CSR. The initial list of research areas was formulated in cooperation with UST, MAP, and the organizations who are working with BCYF-SACT-UST. A Special Session on the Research Agenda will discuss the qualifications and procedures for the grants during the conference.

BCYF Case Writing Awards

In our efforts to create a free flowing bridge of knowledge between academic research and industry practice, UST and the BCYF-CSR Research Institute is also awarding case writing grants to graduate school students and professors who will propose CSR case study topics to undertake or apply to conduct case studies through a matching exercise with institutions from the LCF, or the MAP.

