

News-Philippine and Indonesian CSR seen as model for ASEAN region
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THE Philippines, alongside Indonesia, has the most sophisticated and successful Corporate Social Responsibility (CSR) programs, an Association of Southeast Asian Nations (Asean) official revealed Wednesday. Corporate social responsibility is practiced when a company considers what is beneficial to society as well as to the environment through their business.

Dr. Filemon Uriarte, executive director of the Asean Foundation, has said that among countries in the region, the Philippines is a good model for CSR because Filipinos are genuinely helpful by nature.

The foundation, which has given around \$20 million in funding for various poverty alleviation projects, has been mandated by the recently signed Asean Charter to promote government and private sector collaboration to reduce socioeconomic disparity in the region.

“The challenge in promoting CSR is to convince companies that it [CSR] does good in image building and boost revenues at the same time,” Uriarte said.

In recent years, many companies have launched CSR programs to various groups, in particular to the communities where they source raw materials or operate in.

These programs are said to give companies a “social license to operate” by generating goodwill in the community and integrating livelihood programs with social development.

Uriarte also assured that the CSR campaign would be well funded not only by the Asean but other countries such as Japan and Korea.

A study on how CSR can help reduce poverty and help in development will be done. Hopefully, these results will help us to spread the knowledge on CSR to our neighbors such as Cambodia and Myanmar, he said.

-- Kendrick Go