

# CBSR Workshops, Presentations and Events

## CSR WORKSHOPS – SELECTED EXAMPLES

The following is an overview of a number of recent workshops that were developed and delivered by CBSR staff members. A detailed overview and agenda for each workshop is provided in Appendix I.

### **1. Risk and Reputation Management in the Oil and Gas and Mining Sectors**

This full day workshop was designed to provide participants with the knowledge and tools required to address the social risks faced by oil and gas and mining operations. Presentation topics and group exercises focused on stakeholder identification and mapping, stakeholder engagement planning, and how to manage risks associated with human rights and security.

### **2. Effective Approaches in Stakeholder Mapping and Engagement**

This half day workshop presented the business case for stakeholder engagement and provided participants with tools and techniques they can apply to identify and map their stakeholders, and effectively monitor their companies' stakeholder engagement activities and relationships.

### **3. Choosing the Right CSR Frameworks: Benefits and Challenges**

This two-hour workshop presented the strengths and weaknesses of eleven CSR Frameworks relevant to the extractive industries. Drawing directly from company experiences, the workshop provided participants with insight into the benefits of adopting certain frameworks, the challenges associated with applying the frameworks in practice, and what additional frameworks might be required in order for companies to achieve high levels of transparency, credibility and accountability among their stakeholders.

### **4. Community Based Water Monitoring: Lessons from a Guatemalan Mining Community**

CBSR brought together its extractive member companies to hear about a unique approach to environmental monitoring in the communities surrounding the mine site located in Guatemala of Canadian-based Goldcorp Mining. Three committee members of the Community Environmental Monitoring Association (AMAC) were joined in Canada by Christina Sabater – a CBSR Associate and Principle for Avanzar, who also provides technical advice to the committee.

### **5. NGO Engagement in the Extractive Industries (3 part series)**

Between January 2006 and December 2008, CBSR developed and facilitated three workshops on the topic of NGO engagement with its oil and gas and mining member companies. The three primary objectives of the workshops were to:

- I. Establish dialogue and relationships among industry practitioners.

2. Provide an open, safe and confidential forum for sharing experiences with NGOs, particularly adversarial NGOs. Focus on best practices, lessons learned and tools for more effective NGO engagement.
3. Discuss and agree on tangible next steps to facilitate a more collaborative and strategic approach to NGO engagement.

## 6. CSR Reporting: Ensuring the Return on Investment

This half-day workshop provided participants with an overview of leading CSR reporting practices, as well as insight into reporting frameworks such as the Global Reporting Initiative (GRI), and upcoming trends in CSR reporting.

### PRESENTATIONS AND CONFERENCES

- “Stakeholder Engagement and CSR Reporting.” Ethical Corporation Conference, Stakeholder Engagement: How to make it work for you, Barcelona, October 2008.
- “Best Practice in Aboriginal Engagement – Examples from Canada.” Canada-Russia CSR Roundtables, Moscow, May 2008.
- “Social Risk Assessment: What, why, when and how?” CIM Conference and Exhibition, Edmonton, May 2008.
- “Corporate Social Responsibility in the Americas”. Summit of the Americas, Montreal, Canada, April, 2008.
- “CSR & Mining: Building the case for social risk assessment.” Canada-Chile Chamber of Commerce & Chilean Mining Association, Santiago, Chile, September 2008.
- “CSR & Mining: The importance of stakeholder engagement and dialogue.” Argentina Mining, Mendoza, Argentina, September 2008.
- “CSR: Moving Beyond Philanthropy”. Montevideo, Uruguay, September 2008.
- The Devonshire Initiative: Linking Canadian extractive companies with leading developing NGOs: Leader, Honduras pilot project, 2007-2008.
- Chair, Conference Board of Canada. Western Canadian Conference on “Corporate Social Responsibility” May, 2009
- Webinar (web seminar) with 46 ethical/social investor organizations from the United States, Canada and Europe on extractive companies in fragile and conflict states. March, 2009

### CBSR ANNUAL CSR SUMMIT

For the past 6 years, CBSR has held a one-day CSR Summit which brings together CSR leaders in the private sector, NGOs, government and academia to discuss latest CSR trends, share best practices, and challenge business to advance the CSR agenda in Canada. To view past CBSR Summit agendas and summary notes, please visit: <http://www.cbsr.ca/conferences-and-events/cbsr-summit>.

## APPENDIX I – DETAILED OVERVIEW OF SAMPLE CBSR WORKSHOPS

### 1. Risk and Reputation Management in the Oil and Gas and Mining Sectors

**Description:** While Canada’s oil and gas and mining sectors are facing considerable challenges to engage and accommodate its diverse stakeholder groups, many new opportunities are emerging to mitigate social risk and manage corporate reputation. This session will be an ideal opportunity to hear from leading industry experts and engage with other senior industry executives.

The morning session will present effective approaches to social risk assessment, stakeholder identification and stakeholder engagement. The afternoon session will provide an overview of the Voluntary Principles on Human Rights and Security, and explore how companies are demonstrating their adherence to these principles. For more information, please see the detailed agenda below.

#### Agenda:

- 09:00-12:00     ***Social Risk Assessment and Stakeholder Engagement***
- Overview of social risk assessment
  - Identifying stakeholders: an interactive stakeholder mapping exercise
  - Applying stakeholder engagement tools and techniques
- 12:00-12:30     Break/Lunch
- 12:30-14:30     ***Voluntary Principles on Human Rights and Security***
- Introduction to the Voluntary Principles on Human Rights and Security
  - What are companies doing to demonstrate their adherence to the Voluntary Principles?
  - Interactive discussion and Q&A

### 2. Effective Approaches in Stakeholder Mapping and Engagement

**Description:** Who are the main communities, organizations and individuals that have the greatest impact on the success of your business? What steps has your organization taken ensure that you can confidently answer this question and effectively respond to recent concerns, risks, opportunities and changes to your overall business landscape?

Understanding who your key stakeholders are, and how they can impact your business, is absolutely critical. This half-day workshop will provide hands-on tools and an interactive break out session to help take the first critical step, in engaging with employees to (a) the map of key stakeholder groups, and (b) track both the level of influence and type of relationship that a company has with individual stakeholder groups. This information can be used to guide your corporate strategy. Recent industry case studies will also be presented, to describe the contrasting approaches that companies have taken to engage with and respond to unique stakeholder concerns, and identify the practices that have brought winning results.

#### Agenda:

- 1:00 Shifting the Focus from ‘Us’ to ‘Them’: Seeing Stakeholders as Part of the Solution
- What approaches have been taken to recognize and engage with key stakeholders?
  - What are the risks and rewards and who do you engage with?

- How stakeholders can help you understand what is happening on the ground level
- How can effective stakeholder engagement ensure credible reporting and disclosure?

1:30 Group Exercise and Discussion: Identifying Stakeholders at Your Organization

2:15 Stakeholder Mapping: A Winning Approach for CSR Teams and Committee Members

- How to identify your key stakeholders and better understand their relationships with one another and your company
- The importance of engaging with your internal and external stakeholders to gain current and reliable information
- Following up: how to create a successful long-term stakeholder engagement strategy

2:45 Interactive Stakeholder Mapping Exercise

3:30 Recent Case Studies on Effective Stakeholder Mapping and Engagement Practices

4:00 Tracking Stakeholders: How Are Companies Tracking Their Relationships with Key Stakeholders?

- How can companies effectively track their relationships with key stakeholder groups?
- What software programs are companies using and do they meet the needs of companies?

4:30 Wrap Up, Closing comments and Q&A

### 3. Choosing the Right CSR Frameworks: Benefits and Challenges

**Description:** Join CBSR members and guests for a morning working session on CSR Frameworks - an exploration of the benefits and challenges associated with adopting frameworks such as: TSM, AA1000, UNGC, GRI, ICMM, IFC Performance Standards, the Voluntary Principles, ISO 26000, OECD Guidelines, and EITI. CBSR will present an overview of each framework, and four member companies will share their personal experiences implementing specific frameworks.

#### Agenda:

- Overview of 10 CSR Frameworks relevant to the oil and gas industry (information pack provided in advance);
- Praises and criticisms of the 10 CSR frameworks;
- Insights from companies (discussion groups):
  1. Why did they choose to adopt a particular framework?
  2. What benefits have they reaped from adopting the framework?
  3. What challenges have they encountered implementing the framework?
- Are these frameworks adequate?

#### **4. Community Based Water Monitoring: Lessons from a Guatemalan Mining Community**

**Description:** CBSR member companies and special guests are invited to hear about a unique approach to environmental monitoring in the communities surrounding the mine site located in Guatemala of Canadian-based Goldcorp Mining. Three committee members of the Community Environmental Monitoring Association (AMAC) will be joined in Canada by Christina Sabater – a CBSR Associate and Principle for Avanzar, who also provides technical advice to the committee – to share their experiences and learning from Guatemala.

##### **Agenda**

- Successes and challenges in setting up a community-based monitoring system;
- Combining traditional and technical knowledge and incorporating the community voice into the science of water;
- Insights from the company - community relationship building process;
- External perspectives: addressing the skeptics and moving beyond the company-community relationship.

#### **5. NGO Engagement in the Extractive Industries (3 part series)**

##### **Part 3 of 3: Activist or Pragmatist? A Private Conversation on the Role of NGO Campaigns in Canada's Oil Sands**

**Description:** This private and interactive session will provide a unique opportunity for CBSR member companies operating in the oil sands to initiate a dialogue with Steve D'Esposito, Executive Director of Earthworks. The purpose of this session will be to better understand the drivers of Earthworks' upcoming campaign and its primary targets, and to discuss options for moving forward. Examples from industry responses to past NGO campaigns from James Cooney, former Mining Executive and Senior CBSR Associate will be presented to provide insight on how companies might best address this forthcoming campaign.

##### **Agenda:**

9:00 Welcome and Introduction (Adine Mees, CBSR)

9:15 Conversation with Steve D'Esposito: Earthworks' Campaign in the Oil Sands

- Why has Earthworks turned its attention over the past 20 months to the oil sands, calling the oil sands “ground zero in the climate change wars?”
- Why has Earthworks entered into a coalition with advocacy organizations from North America & around the world to launch a campaign over the environmental impact of the oil sands?
- Why does Steve believe there may be opportunities for companies to engage with leading advocacy organizations that could lead to win-win outcomes for all parties involved?

10:00 Conversation with James Cooney: Lessons from the Mining Industry

- Why did a number of mining companies launch a collective strategy of engagement with the industry's leading critics?
- What were the strengths and weaknesses of this engagement process?
- What has been the outcome of the mining industry's strategic response to its critics?

11:15 Discussion: Exploring Options for Engagement

- Facilitated open discussion and Q&A

## 6. CSR Reporting: Ensuring the Return on Investment

**Description:** This half-day workshop will provide non-financial reporting managers with an ideal opportunity to learn successful approaches to develop and produce CSR/Sustainability reports that allow companies to communicate effectively with both internal and external stakeholders. This workshop will also include a discussion of steps in the reporting process, reporting frameworks such as the Global Reporting Initiative (GRI) G3, assurance options, and climate change communication best practices. A leading expert in data collection will also be sharing trends and best practices in managing data for reporting. Finally, the workshop will include an interactive group exercise on evaluating a CSR report and identifying areas for improvement.

### Agenda:

8:30 Leading CSR Reporting Practices

- Assessing what to report on - materiality
- Engaging employees, customers, NGOs and other key stakeholders effectively and using their input in the reporting process
- Developing key performance indicators (KPIs)
- Creating a report that can be used as a CSR management tool
- Incorporating international frameworks and standards (GRI, UNGC)
- Responding to the rankings (DJSI, Jantzi) and the socially responsible investment (SRI) community
- Developing a communications plan and choosing the best channels
- Considering report assurance options
- Results from CBSR and Craib's CSR Trends Research 2008
- Issues-based reporting: Climate Change – effective approaches to reporting and communicating

10:00 Data Collection and Management

10:30 A Corporate Perspective: CSR Reporting

11:00 Interactive Reporting Exercise and Wrap-up

- Reporting exercise: evaluating a CSR report in small groups
- What makes an award-winning CSR report?