Corporate Social Responsibility Workshop
in Joint Partnership with
International Trade Administration of the U.S. Department Of Commerce (DOC),
The Association of American Chambers of Commerce in Latin America (AACCLA), and
The Institute for Corporate Social Responsibility at George Washington University (GWU)

Background:
The Association of American Chambers of Commerce in Latin America (AACCLA) has received
numerous requests from its member AmChams to receive more information and training on how to
successfully implement and promote CSR programs. Many of the AmChams cite the lack of training
and tools to adequately assist their member companies in promoting current CSR initiatives or
assisting others in establishing new programs. Among the AmChams that have requested CSR
training are: Argentina, Bolivia, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El
Salvador, Guatemala, Jamaica, Nicaragua, Panama, Peru, and Trinidad & Tobago. To assist these
AmChams, AACCLA has agreed to partner with the International Trade Administration (ITA) and
George Washington University (GWU) to host a CSR workshop for all interested AmChams at the
next AACCLA conference.

Pilot Workshop Description:
Interested AmCham representatives will be invited to participate in a half-day workshop where they
will receive specialized training on responsible corporate practices from CSR experts and participate
in group exercises where they will actively develop their own CSR tools. The workshop will feature
presenters from leading CSR-research institutions, including GWU’s Institute for Corporate
Responsibility and the Center for Latin American Issues, representatives from U.S. firms that feature
successful CSR programs, international organizations, and other local NGOs that actively promote
CSR principles. The workshop training will feature the following components:

- Strategies on how to establish CSR programs
- Public awareness/publicity of CSR initiatives
- The benefits of establishing a CSR award
- Utilizing CSR for improved sustainability and greater efficiency
- Current trends and best practices within CSR

During workshop training, participants utilize training guides, case studies, and other supportive
materials that will be packaged and co-branded as an ITA-AACCLA-GWU tool kit for the
AmChams. In addition, participants will be encouraged to share best practices and form a CSR
communication network through AACCLA where AmChams can share ideas and experiences on
their CSR programs.

Added Value to Partners:
This project is of mutual interest to the parties because they share a strong interest in promoting
transparent business climates and corporate social responsibility as means to promote economic
development and facilitate increased international trade. The intention of the pilot workshop is to develop a programmatic model of teaching CSR that can be easily replicated throughout the region. Partner organizations will also have equal rights to branding and ownership of any jointly-developed program materials.

**Vision:**
The pilot workshop will lead the way for a discussion about a series of workshops to be held throughout the region in what may become a long-term partnership between AACCLA, ITA, and GWU. Upon completion of the pilot workshop, the program partners will discuss and agree upon the locations of future regional CSR workshops in the hemisphere. To design and execute these future workshops, AACCLA, ITA, and GWU will work collaboratively to identify appropriate roles and responsibilities for each program partner, including financial obligations. Furthermore, the partners will work together to analyze the effectiveness and results of the pilot workshop and of future regional workshops.
WORKSHOP ON CORPORATE SOCIAL RESPONSIBILITY
“Leveraging CSR Principles as a Successful Business Strategy”

Workshop Agenda

Wednesday, October 19, 2011
Room: 650 – Duques Hall

8:30 am  Coffee and Refreshments

9:00 am  Welcome
- José Raúl Perales, Executive Director for the Association of American Chambers of Commerce in Latin America (AACCLA) (5 min)
- Walter Bastian, Deputy Assistant Secretary for the Western Hemisphere (10 min)

9:15 am  What Does CSR Mean to You? / Latest Trends in CSR (45 min)
- Jennifer Griffin, Director of the Institute for Corporate Responsibility, GWU

10:00 am  Panel Discussion: Leveraging New Partnerships through CSR (45 min)
- Judith Moore, Senior Consultant on Environment and Corporate Responsibility, World Bank
- Zakaria El Goumiri, Organization of American States
- Taryn Bird, Manager of Business Civic Leadership Center

10:45 am  Break (15 min)

11:00 am  Panel Discussion: Creating Value for Your Business through CSR (45 min)
- Joe Suarez, Director of Community Partnerships & Philanthropy, Booz Allen Hamilton
- Kim McCarley, Senior Director of PR and Communications, Danya International
- Daniel Horgan, Senior Director of Community Affairs, Capital One

11:45 am  Break-out Sessions: (60 min)
- Getting Started on CSR
  - Mike Calvert, U.S. Department of Commerce
  - Zakaria El Goumiri, Organization of American States
- Enhancing Your Existing CSR Programs
  - Jennifer Griffin, Director of the Institute for Corporate Responsibility, GWU
  - Joe Suarez, Director of Community Partnerships & Philanthropy, Booz Allen Hamilton

12:45 pm  Closing Remarks/Next Steps (5 min)
- Mike Calvert, U.S. Department of Commerce
- José Raúl Perales, Executive Director for the Association of American Chambers of Commerce in Latin America (AACCLA)

12:50 pm  Lunch – Remarks by Nancy Smith-Nissley, Senior Coordinator of Economic Policy and Public Diplomacy, U.S. Department of State