



## Responsible Business Conduct in the Travel and Tourism Industry

Venue: Soriano-Bancom Hall

Date: 05 March 2019 (Tuesday); 01:30PM-4:30PM

**Overview.** Responsible business conduct (RBC) entails enterprises to comply with laws, such as those on respecting human rights, environmental protection, labor relations and financial accountability, even where these laws are poorly enforced. Voluntary initiatives by enterprises in addressing due diligence requirements for responsible business conduct are often referred to as corporate social responsibility (CSR). As the travel and tourism industry grows, it is necessary for participating enterprises to adhere to and incorporate higher RBC standards in aspects of their business operations beyond ad hoc CSR projects. Enterprises with responsible business practices are more likely to bring lasting benefits to stakeholders- customers, suppliers, employees, and the societies in which they operate.

**Objective.** This forum aims to present and discuss the OECD Due Diligence Guidance for Responsible Business Conduct. This Guidance also provides practical support to enterprises on the implementation of the OECD Guidelines for Multinational Enterprises by providing plain language explanations of its due diligence recommendations and associated provisions. Implementing these recommendations, particularly in the travel and tourism industry, helps create a sustainable enterprise that incorporates responsibility when engaging their ecosystem of stakeholders in their operations, value chain, and other business relationships.

### Program Flow.

13:00-13:30 Registration

13:30-13:35 Opening Remarks

Mr. Terry Alan Farris, *Chief Operating Officer, AIM-Scientific Research Foundation*

13:35-13:40 Introduction of the Forum

Dr. John Paolo R. Rivera, *Associate Director, AIM-Dr. Andrew L. Tan Center for Tourism*

13:40-13:50 Introduction of the AIM-Dr. Andrew L. Tan Center for Tourism

Ms. Eylla Laire M. Gutierrez, *Research Coordinator, AIM-Dr. Andrew L. Tan Center for Tourism*

13:50-14:10 Introduction of the AIM-Ramon V. Del Rosario – C.V. Starr Center for Corporate Responsibility / Introduction of the Guest Speaker

Prof. Dynah A. Basuil, *Executive Director, AIM-Ramon V. Del Rosario – C.V. Starr Center for Corporate Responsibility*

14:10-14:50 The OECD Framework on Responsible Business Conduct

Ms. Stephanie Venuti, *Policy Analyst - Responsible Business Conduct, OECD*

14:50-15:20 Introduction of the Panelists; Commentary from the Panelists

14:50-14:55 Introduction of the Panelists by Moderator

14:55-15:00 Dr. Maria Cherry Lyn S. Rodolfo, *Board of Advisor, AIM-Dr. Andrew L. Tan Center for Tourism*

15:00-15:05 \*Mr. Roberto P. Alabado III, *Assistant Secretary, Department of Tourism*

15:05-15:10 Mr. Robin Bradshaw, *Country Manager, Cathay Pacific*

15:10-15:15 Ms. Deborah Q. Tan, *Director, Daluyon Mountain and Beach Resort*

15:15-15:20 \*Mr. Cesar Cruz, *President, Philippine Tour Operators Association*

**Moderator:** Mr. Hideki Kagohashi, *Enterprise Development Specialist, ILO*

15:20-16:10 Panel Discussion and Q&A

Ms. Stephanie Venuti, *Policy Analyst - Responsible Business Conduct, OECD*

Dr. Maria Cherry Lyn S. Rodolfo, *Board of Advisor, AIM-Dr. Andrew L.*

*Tan Center for Tourism*

\*Mr. Roberto P. Alabado III, *Assistant Secretary, Department of Tourism*

Mr. Robin Bradshaw, *Country Manager, Cathay Pacific*

Ms. Deborah Q. Tan, *Director, Daluyon Mountain and Beach Resort*

\*Mr. Cesar Cruz, *President, Philippine Tour Operators Association*

**Moderator:** Mr. Hideki Kagohashi, *Enterprise Development Specialist, ILO*

16:10-16:20 Awarding of Tokens and Certificates of Appreciation

Prof. Dynah A Basuil, *Executive Director, AIM-Ramon V. Del Rosario – C.V.*

*Starr Center for Corporate Responsibility*

Prof. Fernando Martin Y. Roxas, *Executive Director, AIM-Dr. Andrew L. Tan*

*Center for Tourism*

16:20-16:25 Photo Opportunity

16:25-16:30 Closing Remarks

Prof. Fernando Martin Y. Roxas, *Executive Director, AIM-Dr. Andrew L. Tan*

*Center for Tourism*

16:30-17:30 Networking cocktails

**Master of Ceremony:** Christine Marie D. Faustino, *Research Associate, AIM-Ramon V. Del Rosario – C.V. Starr Center for Corporate Responsibility*

\* To be confirmed