

# OECD Seminar on Responsible Business Conduct

Thursday, 13 December 2018

09:00 – 16:30

Crowne Plaza Hotel

No. 339 Huanshi Road East, Yuexiu District, Guangzhou City, P.R. China

Business is the engine of an economy and can play a central role in contributing to economic, environmental and social progress. To achieve these positive impacts, companies are expected to ensure that they avoid and address negative impacts associated with their activities.

Responsible business practices within company own operations as well as operations along the full business supply chain, ensuring global trade and investment promote sustainable development, is a key element of a healthy business environment – one that attracts high-quality investment, minimises risks for businesses, ensures stakeholder rights are respected and ultimately leads to broader value creation.

This seminar will provide an overview of the major international standards in Responsible Business Conduct (RBC) from international organisations including the OECD and ILO, and provide attendees with examples of how companies are applying these approaches in their supply chains.

The OECD continues to be at the forefront of international co-operation to promote economic, environmental and social objectives in trade and investment, supporting both governments and business in this endeavour. This includes working with partners all over the globe, including with Chinese stakeholders for a number of years, to promote responsible investment and RBC.

This seminar, open to representatives from Chinese business and other stakeholders including policy makers and social partners, aims to introduce RBC work and key technical concepts to help deepen understanding of the major challenges and opportunities that Chinese companies face when implementing responsible business and contributing to sustainable development in China and abroad. The OECD organises this seminar in partnership with the China Federation of Industrial Economics (CFIE). The seminar also builds on collaboration between the OECD and GoldenBee CSR Consulting.

---

## Background

The OECD is home to the most comprehensive international instrument on responsible business conduct, the OECD Guidelines for Multinational Enterprises. The OECD has developed practical guidance to help businesses carry out risk-based due diligence on environmental and social issues in order to avoid and address negative impacts associated with their operations, supply chains and other business relationships. The OECD Guidelines align with the UN Guiding Principles for Business and Human Rights and the ILO fundamental conventions, and are referenced in trade and investment agreements.



China is a key partner country of the OECD. Collaboration on RBC focuses on supporting the alignment of Chinese RBC sector standards with international standards. Building on the constructive outcome of the OECD-China Joint Programme of Work for 2015-16, the OECD and China are in discussion for a new joint work programme, which includes strengthening cooperation on RBC. This co-operation will build on the continuous partnership between the OECD and China and will be supported by a joint EU-ILO-OECD programme of Promoting Responsible Supply Chains in Asia, including in China over the period of 2018-2020.

## AGENDA

### 08:00 – 09:00 Registration

### 09:00 – 09:30 Opening and Welcome Remarks

- **Mr. Tamas HAJBA**, OECD Representative to China and Senior Advisor on China
- **Mr. Yaohua LU**, Executive Vice Chairman, China Federation of Industrial Economics (CFIE)
- **Mr. Bin FAN**, Deputy Director General, Department of Law and Regulation, Ministry of Industry and Information Technology (MIIT)

### 09:30 – 10:30 International RBC standards and relevance to China

This session will firstly introduce the strategic role of relevant international organisations and policy standards, and give a brief overview of the OECD Guidelines for Multinational Enterprises and practical guidance for businesses, as well as the policy instruments provided by the ILO in promoting responsible business through decent work. It will then provide an overview of the experience and challenges of integrating RBC standards into practice in national context.

- **Ms. Shivani KANNABHIRAN**, Policy Analyst, Responsible Business Conduct, OECD
- **Mr. Fredy GUAYACAN BENITEZ**, Programme Manager, Responsible Supply Chains in Asia, International Labour Organisation (ILO)
- **Dr. Xiaoguang WANG**, Director for the Corporate Social Responsibility Promotion Center, CFIE

### 10:30 – 10:45 Break

### 10:45 – 11:45 Panel Discussion: Responsible Business Conduct - why it matters and how to integrate standards into operations?

This panel will highlight the pressures businesses are facing to implement RBC as well as the benefits which business can gain by implementing RBC. Examples will be shared from companies and industry initiatives of how RBC standards are integrated in company operations and supply chains.

*Moderator:*

**Dr. Xiaoguang WANG**, Director for the Corporate Social Responsibility Promotion Center, CFIE

*Panellists:*

- **Mr. Xiaobing WANG**, China Electronics Standards Association (CESA)
- **Ms. Meihua LIU**, CSR Manager, Fuji Xerox
- **Ms. Xinying MA**, Director of the Office of Sustainable Development and Total Risk Management in China COSCO Shipping Corporation Limited

- **Ms. Sudan WANG**, Economist, China Machinery Engineering Corporation
- **Mr. Rob LEDERER**, Executive Director, Responsible Business Alliance (RBA)

### 11:45 – 12:45 The role of policy makers in creating an enabling environment for business

Policy makers have an important role to play to create an enabling environment for businesses to operate responsibly. This includes enacting and implementing regulatory measures to provide clarity on what is expected from businesses. Governments can also use non regulatory means such as standards to drive change in business conduct. This session will highlight approaches in China and what learnings can be drawn.

- **Mr. Weixing LU**, Deputy Investigator, Division of Laws and Regulations, Industry and Information Technology Department of Jiangsu Province
- **Mr. Caiyuan HE**, , Main Board Compliance & Disclosure Department, Shenzhen Stock Exchange
- **Mr. Guining LIANG**, Director, Institute of Overseas Investment, Chinese Academy of International Trade and Economic Cooperation, Ministry of Commerce
- **Mr. Tamas HAJBA**, OECD Representative to China & Senior Advisor on China

### 12:45 – 14:00 Networking Lunch

### 14:00 – 15:00 OECD due diligence framework: What does a risk-based approach entail?

This session will introduce the OECD due diligence framework, which is part of the OECD Due Diligence Guidance for Responsible Business Conduct. It will provide participants with information about the risk-based approach to due diligence and examples from organisations who have implemented this.

- **Ms. Shivani KANNABHIRAN**, Policy Analyst, Responsible Business Conduct, OECD
- **Mr. Rob LEDERER**, Executive Director, Responsible Business Alliance (RBA)
- **Ms. Jing SUN**, CSR Senior Manager, Huawei Consumer Business Group

### 15:00 – 15:15 Break

### 15:15 – 16:15 Working with international stakeholders

Collaboration with stakeholders can help businesses develop robust and effective due diligence systems. In this session representatives from international stakeholder groups will share their experience of working with companies in China and abroad to promote responsible business conduct.

*Moderator:*

**Dr. Xiaoguang WANG**, Director for the Corporate Social Responsibility Promotion Center, CFIE

*Panellists:*

- **Dr. Cinderella VON DUNGERN**, China Coordinator, Emerging Market Sustainability Dialogues, GIZ
- **Ms. Hua YANG**, Programme Officer, CSR Centre, Embassy of Sweden in Beijing

- **Ms. Lizzie PARSONS**, China Programme Leader, Global Witness
- **Ms. Jin CHENG**, CSR Specialist, UNICEF
- **Mr. Zhusun GUAN**, Executive Deputy General Manager, GoldenBee CSR Consulting

**16:15 – 16:30 Closing and next steps**

- **Ms. Shivani KANNABHIRAN**, Policy Analyst, Responsible Business Conduct, OECD