



### APEC 2008 SOM Chair

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To	Chairs of all APEC Fora and Sub Fora Cc. APEC Senior Officials, Cc: APEC Executive Director, DED,		
Subject	<b>Corporate Social Responsibility &amp; APEC</b>		

Dear Colleagues

I am writing to advise you of the outcomes of the SOMII discussion on Corporate Social Responsibility and APEC. Attached you will find a paper tabled at SOMII on CSR in the Asia Pacific which also includes an outline of possible elements of an APEC Agenda on CSR which we are developing with ABAC this year.

The papers contains the results of our survey that revealed that CSR has been developing at different speeds and in different directions within APEC economies over recent years with each approach reflecting local factors, distinct business cultures and economic structures. Senior Officials are of the view that APEC (especially through ABAC) could play a facilitating role in promoting CSR awareness and capability in both the public and private sectors. CSR will be on the agenda for the AELM in November.

CSR is currently the focus of APEC work in a number of fora. Responsible Tourism was the theme of the 2008 Tourism Ministers Meeting. The most detailed consideration of CSR in the APEC context appears to have taken place in the Human Resource Development Working Group. The Capacity Building Network (CBN) has published two comprehensive reports on CSR under the corporate governance work programme with a corporate risk management perspective. In order to develop an APEC Agenda on CSR I **would appreciate your advice on past, current and future work being undertaken** by your committee, working group or fora that may be related to CSR issues.



Our aim is to map CSR linkages across the APEC agenda and identify areas of expertise in committees and working groups to include in an APEC CSR framework. We are aware that this work may not always be apparent as many government and business actions that enable or drive CSR are not described as such. However, it is clear that CSR has relevance for a wide range of areas that are already important elements of the APEC agenda, including market access, trade and investment facilitation, corporate governance, international standards, corporate networks, codes of conduct, government procurement, sustainable development, capacity building, education and human resource development, mining, tourism, SMEs, anti-corruption etc.

I would appreciate any response you may have by **24 June**. We will be providing an update on the development of an APEC Agenda on CSR at SOM3. Please contact Raul Salazar at [rsalazar@rree.gob.pe](mailto:rsalazar@rree.gob.pe) if you have any queries about this request.

Yours sincerely,

Luis Quesada  
APEC Senior Official for Peru

For Gonzalo Gutiérrez  
APEC 2008 SOM Chair