

'Synergizing for Change' at 2010 LCF CSR Expo

RECOGNIZING the need for cooperation and collaboration to achieve the positive change we all aspire for, the League of Corporate Foundations (LCF), an association of over 70 corporate foundations and corporations advocating for greater Corporate Social Responsibility (CSR), has adopted the theme "Synergizing for Change" for its ninth annual CSR Expo.

The expo will be held on July 14 and 15 at the SMX Convention Center in Pasay City. It provides a platform for the business community, government, and other sectors to redefine relationships, discuss common agenda and together, begin to draft a framework for action where each stakeholder can make a significant and lasting impact.

During the CSR Expo Press Launch, business and CSR leaders discussed how the business community can best contribute to national development and partner with government and other sectors. Panelists included Federico Puno (CEO, Team Energy Corp.), Bill Luz (executive vice president, Ayala Foundation), Junie del Mundo (managing director, EON Stakeholder Relations Firm), and LCF Chair Ed Amistad. ECHOstore founder Pacita Juan moderated the discussion.

The two-day conference will feature plenary sessions on **The Journey to Sustainability, The Business Response to Poverty, Building on Common Values, and Public-Private Partnerships.** Breakout and special interest sessions will discuss issues and initiatives on **Climate Change, Education, Arts and Culture, Health and Enterprise Develop-**

ment, as well as Global Standards on CSR, CSR and Social Media, and Measuring Social Impact.

The LCF CSR Expo also features an exhibition of booths from over 70 organizations involved in CSR and a parallel "CSR 101" learning series that will be offered for free to students and teachers.

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