

# NTU-NUS-SMU Business Schools Debate

Highlight of Discover Europe 2009 Cultural and Career Pavilion

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## Introduction

For the first time in Singapore, two teams from the Business Schools of three key universities, NTU, NUS and SMU will face off in a debate on whether “Corporate Social Responsibility is *the* key to a competitive European Union. The debate will be moderated by Ms Claire Chiang of Banyan Tree Holdings and take place as part of the annual Discover Europe cultural and career fair.

In a highly interactive debating format, the audience will be invited to vote for the winning team alongside a panel of distinguished judges from City Developments Limited, an active member of the Singapore Compact, Dutch financial conglomerate ING and the European Commission Delegation in Singapore. In what’s believed to be a first for a university level debate here, the audience will be allowed to pose questions directly to the debaters in a half-hour Q&A that is expected to form the cut and thrust of the rebuttal segment.

The debate is on a highly pertinent topic in wake of the financial excesses that shook the world. One of the aims of convening the debate is to provide a learning experience on CSR, its impact, benefits, drawbacks and governance, for undergraduates, faculty and staff of the three campuses involved, and for the polytechnic, junior college and secondary school students also expected to be in the audience. Other media angles that can be explored include the CSR initiatives of the organisations invited moderate/judge the debate, why the Business Schools are taking part, and what the debaters themselves have been doing to advocate CSR.

To maximize the educational component, the debate will be researched beforehand by the competing teams, which will comprise equal representation from the three universities. Themes to be explored include whether CSR has a quantitative link to the competitiveness of a regional bloc, how corporate governance comes in to play to affect CSR, and the social and environmental issues that drive corporate social responsibility programmes; which is hoped will provide an impetus and lead to further discussion on how CSR is and can be practiced in Singapore and the region.

NTU Provost Professor Bertil Andersson will launch Discover Europe 2009 with a ribbon cutting ceremony before the debate. The event is expected to feature fringe events through the day, including choir and cultural performances, European language learning opportunities, and seminars by European companies. EU member states are expected to exhibit their country’s education and travel offerings.

The event takes place at the Nanyang Auditorium and covering reporters are kindly requested to register with the EU Centre by **30 Sept 2009** to gain entry into the auditorium and ensure seating during the debate:

**Date:** Tuesday, 13 October 2009

**Time:** 10.00am-12.30pm (Seating by 9.55am sharp)

**Venue:** Nanyang Auditorium, NTU

### Media Contact

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## Registration

Online registration at EU Centre website: [www.eucentre.sg](http://www.eucentre.sg)

TENTATIVE PROGRAMME		
10.00am - 10.25am	Welcome by Prof Bertil Andersson, Provost, NTU & Opening Remarks by Amb Holger Standerskjold, Head of the EC Delegation in Singapore	25 min
10.25am – 10.30am	Ribbon cutting and official opening of DE 2009	5 min
10.30am - 10.35am	Debate format and rules by Dr Yeo Lay Hwee, EUC Director	5 min
10.35am - 10.45am	Moderator’s Introduction	10 min
10.45am - 11.15am	1 <sup>st</sup> four speakers from both teams	30 min
11.15am - 11.45am	Questions and rebuttal round	30 min
11.45am - 12.00pm	‘For’ and ‘Against’ Anchors wrap up	15 min
12.00pm - 12.15pm	Judges adjourn and vote counting	15 min
12.15pm - 12.20pm	Closing remarks by Ambassador Holger Standertskjöld	5 min
12.20pm – 12.25pm	Presentation of prizes to winners	5 min
12.25pm - 12.30pm	Presentation of tokens of appreciation to judges & moderator	5 min
12.30pm – 12.35pm	Photo op while audience exits	5min

## Debate Format

- Two 3-member teams, proposition and opposition.
- Each team will have 1 representative each from Nanyang Business School, NUS Business School and Lee Kong Chian School of Business, SMU, so each school sends 2 representatives:



- After the first 2 debaters from each team have spoken, the debaters or audience can pose questions to a debater or the whole team, for half-an-hour. Moderator can pose a question after each debater has spoken.
- Questions can be directed at any debater including the anchor.
- The audience vote determines 50% of total score.**
- Counting of audience vote will take place during judges’ intermission, facilitated by volunteers counting by raise of hands
- In event of a tie, judges in consultation with NTU Provost Bertil Andersson will be the tie-breaker.

## Information Package for Media

### Motion

“Corporate Social Responsibility is *the* key to a competitive European Union”.

### Background

The current financial crisis has increased doubts about the transparency and trustworthiness of markets, spurring calls for reform of corporate governance practices. Against this backdrop, some enterprises are enhancing their CSR efforts in a strategic environment to become more competitive and gain market predominance in a difficult environment. For the debate, some issues that could be explored are:

- What is CSR, and how this relates to the broader issue of corporate governance?
- Does CSR really have a quantitative impact on competitiveness?
- CSR in EU member states and efforts by the European Commission to promote CSR among the European enterprises
- Coherence of business environment within EU and CSR
- Could CSR itself be a locus for EU economic excellence and stability?
- How does CSR tie in with the EU goals as embodied in the Lisbon Strategy?
- Are there different approaches to CSR in US, Asia and Europe?

### Moderator

- Claire Chiang, Chairperson, Banyan Tree Global Foundation

### Judges

- Ambassador Holger Standertskjöld, Head of the EC Delegation in Singapore
- Wilfred Nagel, CEO, Wholesale Banking Asia, ING Bank NV
- Esther An, Deputy GM, Corporate Affairs & Head of CSR, CDL

### Prizes

#### *Winning team*

- S\$1200 (\$400 each student)

#### *Two Best speakers*

- 3-6 months internship to different Banyan Tree resorts each, and up to S\$3000 stipend

#### *Runners-up Team*

- S\$300 book vouchers (\$100 each student)

#### *For the Business Schools*

- Plaque for each Business School