

# Responsible Business and Disability

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Director, Myanmar Centre for Responsible Business

Experience Sharing Workshop on Disability inclusive Business in  
Mekong Countries, Yangon  
21 March 2014

## Project sponsors



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### Current core funders

- UK Department for International Development
- DANIDA (Danish development aid)
- Norway
- Switzerland
- Netherlands
- Ireland

### Sector-Wide Impact Assessments

Oil and Gas – Aung Kyaw Soe + 6 researchers

Tourism – Khaina Oo Swe + 6 researchers

Myanmar Centre for  
Responsible Business

# MCRB Objective

## ဦးတည်ချက်

ပိုမို၍တာဝန်ယူမှုရှိသော  
စီးပွားရေးအလေ့အကျင့်များ ဖြစ်ထွန်းလာစေရန်  
နိုင်ငံတကာအဆင့်အတန်းများ၊ ဒေသ  
လိုအပ်ချက်များအပေါ်မူတည်၍မြန်မာနိုင်ငံ၌  
တာဝန်ယူမှုရှိသော အသိပညာ၊  
စွမ်းဆောင်ရည်နှင့်  
စကားပိုင်းများဖြစ်ပေါ်လာစေရန်အတွက်  
ထိရောက်သောတရားဝင် အခင်းအကျဉ်းတစ်ခု  
ပံ့ပိုးပေးရန်

To provide an effective and legitimate platform for the creation of **knowledge, capacity and dialogue** concerning responsible business in Myanmar, based on local needs and international standards, that results in more responsible business practices.

# What is a 'responsible business'?

တာဝန်ယူမှုရှိသော ရှင်းနှိုးမြှုပ်နှံမှုဆိုတာဘာလဲ?

- ▶ MCRB defines 'responsible business' as 'business activities that work for the long-term interests of Myanmar and all its people'.
- ▶ MCRB ၏အဓိပ္ပါယ်ဖွင့်ဆိုချက် "မြန်မာပြည်သူပြည်သားများ၏ ရေရှည်အကျိုးစီးပွားများ အတွက် ဆောင်ရွက်သောစီးပွားရေးလုပ်ငန်းများ"
- ▶ However there is no single international definition of a 'responsible business' or responsible company.
- ▶ ဒါပေမဲ့ "တာဝန်ယူမှုရှိသော စီးပွားရေးလုပ်ငန်း" (သို့) ကုမ္ပဏီဆိုသည်ကို သီးသန့်အဓိပ္ပါယ် ဖွင့်ဆို ထားခြင်းမရှိ

# The EU definition of CSR.....

- ▶ Corporate Social Responsibility is “the responsibility of enterprises for their impacts on society”.
- ▶ စီးပွားရေးလုပ်ငန်းကြီးများ၏ လူမှုရေးတာဝန် (CSR) “လူမှုအသိုင်းအဝိုင်းအပေါ် စီးပွားရေးလုပ်ငန်းများ၏ သက်ရောက်မှုများအတွက် တာဝန်ယူမှု”

(2011 EU policy on CSR with reference to UN Guiding Principles on Business and Human Rights, စီးပွားရေးနှင့် လူ့အခွင့်အရေးဆိုင်ရာ ကုလသမဂ္ဂ မူဘောင်စည်းမျဉ်းများ ကို ကိုးကား၍ EU ၏ CSR မူဝါဒ)

# What does a 'responsible business' do?

- ▶ Obeys the law ဥပဒေကိုလေးစားလိုက်နာ
- ▶ Doesn't pay bribes or tea money လာဘ်ပေးလာဘ်ယူ (သို့) လက်ဖက်ရည်ဖိုးပေးတာမျိုးမလုပ်
- ▶ Pays its taxes အခွန်ဆောင်
- ▶ Respects its employees ၎င်း၏အလုပ်သမားများကိုလေးစား
- ▶ Respects the environment သဘာဝပတ်ဝန်းကျင်ကိုလေးစား
- ▶ Treats other businesses responsibly အခြားစီးပွားရေးများကို တာဝန်ယူမှု၊ တာဝန်သိမှုဖြင့်ဆက်ဆံ
- ▶ Treats its customers responsibly ၎င်း၏ Customer (ဈေးဝယ်သူ ဖောက်သည်)များကို တာဝန်ယူမှု၊ တာဝန်သိမှုဖြင့်ဆက်ဆံ
- ▶ Transparent ပွင့်လင်းမြင်သာမှု
- ▶ Responds to and engages with stakeholders သက်ဆိုင်သူများနှင့် ချိတ်ဆက်ဆောင်ရွက်
- ▶ **Respects human rights လူ့အခွင့်အရေးများကိုလေးစား**
  - **Right to freedom from discrimination ခွဲခြားဆက်ဆံရေးမှုများမှ လွတ်မြောက်ခြင်း**

# UN Guiding Principles on Business and Human Rights



*Professor John Ruggie, Special Representative to the United Nations Secretary General, 2005-2011*

**State duty to protect**

နိုင်ငံတော်၏ ကာကွယ်ရန်တာဝန်

**Corporate responsibility to respect**

စီးပွားရေးလုပ်ငန်းကြီးများ၏လေးစားလိုက်နာရန်  
တာဝန်

**Access to remedy**

ပြန်လည်ကောင်းမွန်အောင်ပြုပြင်ခြင်း / ထိခိုက်  
နစ်နာမှုများကို ကုစားခြင်းများကိုလက်လှမ်းမီမှု

## **Article 27 – Work and employment**

1. States Parties recognize the right of persons with disabilities to work, on an equal basis with others; this includes the right to the opportunity to gain a living by work freely chosen or accepted in a labour market and work environment that is open, inclusive and accessible to persons with disabilities. States Parties shall safeguard and promote the realization of the right to work, including for those who acquire a disability during the course of employment, by taking appropriate steps, including through legislation, to, inter alia:

- a. Prohibit discrimination on the basis of disability with regard to all matters concerning all forms of employment, including conditions of recruitment, hiring and employment, continuance of employment, career advancement and safe and healthy working conditions;
- b. Protect the rights of persons with disabilities, on an equal basis with others, to just and favourable conditions of work, including equal opportunities and equal remuneration for work of equal value, safe and healthy working conditions, including protection from harassment, and the redress of grievances;
- c. Ensure that persons with disabilities are able to exercise their labour and trade union rights on an equal basis with others;
- d. Enable persons with disabilities to have effective access to general technical and vocational guidance programmes, placement services and vocational and continuing training;
- e. Promote employment opportunities and career advancement for persons with disabilities in the labour market, as well as assistance in finding, obtaining, maintaining and returning to employment;
- f. Promote opportunities for self-employment, entrepreneurship, the development of cooperatives and starting one's own business;
- g. Employ persons with disabilities in the public sector;
- h. Promote the employment of persons with disabilities in the private sector through appropriate policies and measures, which may include affirmative action programmes, incentives and other measures;
- i. Ensure that reasonable accommodation is provided to persons with disabilities in the workplace;
- j. Promote the acquisition by persons with disabilities of work experience in the open labour market;
- k. Promote vocational and professional rehabilitation, job retention and return-to-work programmes for persons with disabilities.

2. States Parties shall ensure that persons with disabilities are not held in slavery or in servitude, and are protected, on an equal basis with others, from forced or compulsory labour.

**UN Convention on the Rights of Persons with Disabilities  
Ratified by Myanmar, December 2011**



# The UN Global Compact....



.....asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of:

## **Human Rights**

Principle 1: **Businesses should support and respect the protection of internationally proclaimed human rights;** and

Principle 2: make sure that they are not complicit in human rights abuses.

## **Labour**

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

**Principle 6: the elimination of discrimination in respect of employment and occupation.**

## **Environment**

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

## **Anti Corruption**

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery



# Global Compact Network Myanmar

As of 21 March 2014

- ▶ 58 business participants of which 23 are 'non-communicating'
- ▶ 5 non-business participants (MWEA, Infinite Myanmar Metta Foundation, MBCA, MBE, and Yadana Metta)


FAME Pharmaceutical In...	Company	Pharmaceutic...	Myanmar	2014/02/27
Shwe Young Pya Argo Co...	Company	Forestry & P...	Myanmar	2014/01/28
K.L.S Partners Co., Ltd.	SME	Support Serv...	Myanmar	2014/01/22
Access Spectrum Compan...	SME	Technology H...	Myanmar	2013/12/09
Blue Ocean Operating M...	Company	Mobile Telec...	Myanmar	2013/11/01
Asia Royal Hospital	Company	Health Care ...	Myanmar	2013/11/01
Han Investment Group C...	SME	Equity Inves...	Myanmar	2013/09/24
Mandalay Technology	SME	Software & C...	Myanmar	2013/09/24
Octagon International ...	Company	Automobiles ...	Myanmar	2013/08/02
Asia Green Development...	Company	Banks	Myanmar	2013/08/01
Myanma Solar Rays Co.,...	SME	Electronic &...	Myanmar	2013/06/17
Shwe Taung Development...	Company	Real Estate ...	Myanmar	2013/05/30
Myanmar Culinary Holdi...	SME	Food Producers	Myanmar	2013/05/10
Myanmar Agri-Tech Ltd.	SME	Food Producers	Myanmar	2013/04/15
Pyei Sone Hein Company...	SME	Electronic &...	Myanmar	2013/03/22
⚠ Myanmar Technologies a...	SME	Mobile Telec...	Myanmar	2013/03/01
⚠ Textile Industries of ...	Company	General Indu...	Myanmar	2013/01/15
Myanmar Women Entrepre...	NGO Local	Not Applicable	Myanmar	2013/01/15
Max Energy Co., Ltd.	Company	Oil Equipmen...	Myanmar	2013/01/03
First Myanmar Investme...	Company	Real Estate ...	Myanmar	2012/11/27
⚠ Myanmar Polestar Trave...	SME	Travel & Lei...	Myanmar	2012/11/27
Serge Pun & Associates...	Company	Real Estate ...	Myanmar	2012/11/26
⚠ Speedy Business Servic...	SME	Support Serv...	Myanmar	2012/10/12
Best Industrial Compan...	Company	General Indu...	Myanmar	2012/09/26
Medi Myanmar Group Ltd	Company	Pharmaceutic	Myanmar	2012/09/21

Recently joining companies

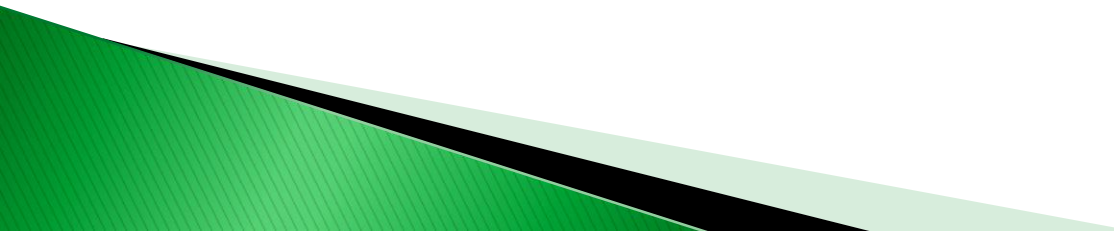
## Status of earliest joining companies

⚠ Dream Paradise Travels...	SME	Travel & Lei...	Myanmar	2012/08/16
Myanmar Business Coali...	NGO Local	Not Applicable	Myanmar	2012/08/16
City Mart Holding Co.,...	Company	General Reta...	Myanmar	2012/08/01
Radanar Ayar Association	NGO Local	Not Applicable	Myanmar	2012/07/26
YKKO Group of Companie...	Company	Food Producers	Myanmar	2012/07/13
⚠ Jewel Collection Manuf...	Company	General Indu...	Myanmar	2012/05/09
Ocean Emerald Pearl Gr...	SME	Real Estate ...	Myanmar	2012/05/07
Myanmar Business Execu...	Business Ass...	Not Applicable	Myanmar	2012/05/07
United Paints Group Co...	Company	Construction...	Myanmar	2012/05/07
KMD Company Limited	Company	Software & C...	Myanmar	2012/05/07
⚠ Lucky Bird Group of Co...	SME	Technology H...	Myanmar	2012/05/07
⚠ Fortune International ...	Company	Mobile Telec...	Myanmar	2012/05/07
⚠ Dynamic Engineering & ...	Company	Construction...	Myanmar	2012/05/03
Myanma Computer Co., Ltd	Company	Software & C...	Myanmar	2012/05/03
Diamond Mercury Group ...	Company	Construction...	Myanmar	2012/05/03
⚠ Kaung Htet Myanmar Gro...	Company	Beverages	Myanmar	2012/05/03
Myanmar Information Te...	SME	Software & C...	Myanmar	2012/05/03
Dagon International Li...	Company	Real Estate ...	Myanmar	2012/05/03
⚠ EDU International Trad...	SME	General Reta...	Myanmar	2012/05/03
⚠ Myanmar Marketing Rese...	Company	Media	Myanmar	2012/05/03
Information Matrix Co....	Company	Software & C...	Myanmar	2012/05/03
⚠ Golden Palace Gold and...	SME	General Reta...	Myanmar	2012/05/03
Today Top Star General...	SME	Support Serv...	Myanmar	2012/05/03
⚠ Today Top Star Mining ...	SME	Mining	Myanmar	2012/05/03
⚠ Myanma Awba Group Comp...	Company	Chemicals	Myanmar	2012/05/02

# What are these and other Myanmar businesses doing to 'support and respect' the rights of the disabled?

- ▶ Myanmar Garment Manufacturers Association (MGMA) is running a Training Centre teaching basic sewing as a livelihood. Two of the training sessions have included PWD and some factories have employed them.
  - ▶ 7 Day News runs an annual Heros award. For the last two years, the 'person of inspiring strength' as been a PWD
  - ▶ Pun Hlaing Hospital runs a training programme for teachers from monastic schools on how to work with autistic children
  - ▶ Inya Lake Hotel's chef trains deaf students on how to be pastry cooks, and some have found jobs in Yangon hotels
- 

# Where might more jobs for PWD in Myanmar come from?

- ▶ ICT sector (mobile phone rollout with Ooredoo and Telenor)
  - ▶ Tourism
  - ▶ Garments
  - ▶ Translation and interpretation
  - ▶ Where else.....?
- 

# Some opportunities.....

- ▶ Draft law on the disabled – what does it say about business’s responsibility to respect people with disabilities?



**jjslist**  
Where businesses and people with disabilities connect.

BUSINESS SEARCH  GO ▶

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### Disability Awareness Training for Businesses

Join the ranks of Siemens Corporation, Northern Trust Bank, Whole Foods Market, Deerfield Public Library & other businesses to become leaders in disability-aware service.

Our **Disability Awareness Players** run trainings that are fun, lively and audience-inclusive.

Learn how to interact naturally and confidently with people with disabilities. We understand. When it's unfamiliar, it might feel uncomfortable, but we've got just the tools for you.

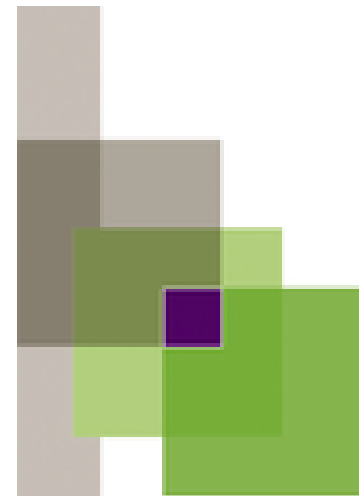
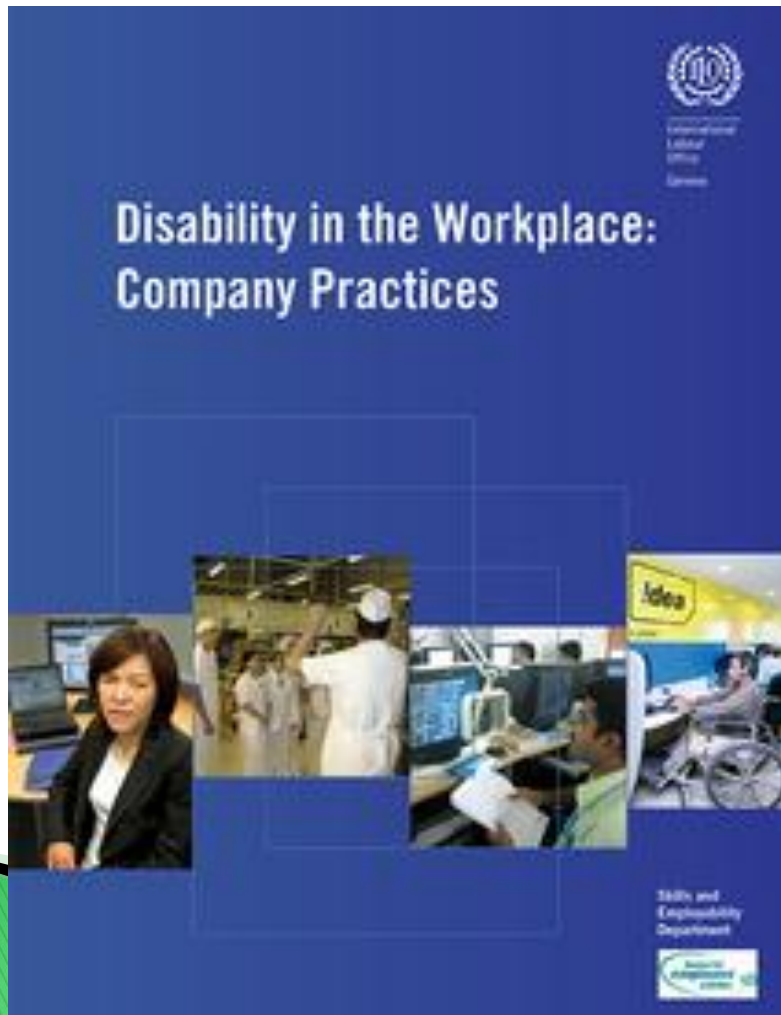
Make the investment that will help your business boost its bottom line.

- Build your employees' confidence levels
- Attract the fastest-growing customer base
- Learn easy disability-aware customer service practices that work

Watch Our Disability Awareness Training Video

- Training mainstream businesses on meeting PWD needs e.g. airline staff, shops, hotels, real estate, construction

# Translation into Myanmar language of resources on PWD and the workplace



**Managing  
disability  
in the workplace**



International  
Labour  
Office  
Geneva




# [Guide on Corporate Social Responsibility and Disability \(CSR-D\),](#) ONCE Foundation, Sep 2009

**RSE-D**

CSR-D GUIDE CORPORATE SOCIAL  
RESPONSIBILITY AND DISABILITY  
FUNDACIÓN ONCE

[Español](#) [English](#)

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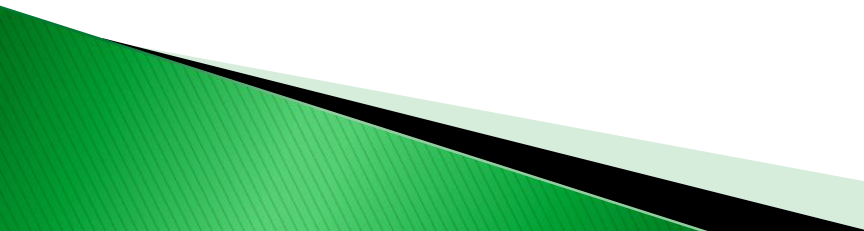
## Environment accessibility



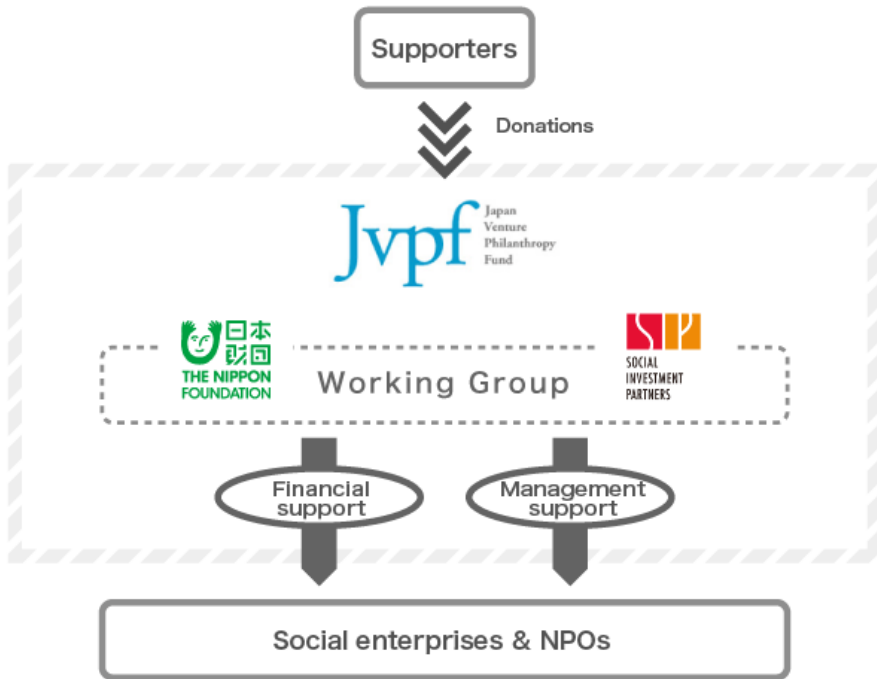
Physical and virtual environments provided by the company to employees and clients must be designed so that they can be used by everybody. In this sense, certain accessibility requirements must be considered in the following areas:

- ▶ Horizontal movement that is free of obstacles.
- ▶ Accessible systems as alternatives to stairs to allow for vertical movement.
- ▶ Optimum dimension furniture with colours that contrast with the environment and ergonomic design.
- ▶ Evacuation procedures adapted to people with disabilities.
- ▶ Optimum dimension signs that are easy to understand and that show contrast between figure and background.
- ▶ Accessible workplaces and workstations that do not hamper the participation or the presence of employees and clients with disabilities.
- ▶ Accessible bathrooms.
- ▶ Accessible web page, intranet and IT tools, following the criteria established by the WAI (Web Accessibility Initiative) to this end.
- ▶ Training customer care staff to appropriately treat clients with disabilities.

# MCRB partnership with Myanmar Business Coalition on Aid

- ▶ Launched January 2014
  - ▶ Aim is to establish a network of Myanmar Business Coalition on CSR (MBC-CSR) offices in Mandalay, Myitkyina, Pyay, Lashio etc.....
  - ▶ To work with the local chamber of commerce, trade associations, other local business
  - ▶ To raise awareness of CSR issues and build coalitions for change
  - ▶ **Could raise awareness of disability and business outside of Yangon**
- 

# Social Impact Investment and Venture Philanthropy Funds and Advisers are very interested in Myanmar.....



INSITORMANAGEMENT



OMIDYAR NETWORK™



Asia Venture Philanthropy Network



Kordant Philanthropy Advisors



Lotus Impact Fund

**VCF** VinaCapital Foundation



THE PHILANTHROPY WORKSHOP WEST

Institute for Philanthropy

