



# 3<sup>rd</sup> International Conference on Corporate Social Responsibility

**Corporate Responsibility and Governance**

**8–10 October 2008**  
**Humboldt-Universität zu Berlin**

Institute of Management,  
Forum Business & Society, Berlin, Germany



*"Globalization at the advent of the 21<sup>st</sup> century has thrust business to the high ground in our society where new roles, responsibilities and expectations are reshaping the face and nature of business. In effect, the social contract which defines the roles and responsibilities of private and public sectors reflects the growing economic, social and environmental pains of developed and developing countries, resulting in a time of transition, with much debate and too little purposeful dialogue."*



Bradley Googins

**Bradley Googins, Director,**  
Boston College Center for Corporate Citizenship

## Welcome!

The 3<sup>rd</sup> International CSR-Conference organized by the Humboldt-Universität zu Berlin has established itself as the world's premier international forum for exploring the global themes of corporate social responsibility in all its manifold dimensions. Every two years since 2004, leading researchers from around the world have been meeting in Berlin to debate key questions from a diverse range of cultural perspectives and professional viewpoints.

Those dealing with CSR in politics, economics and the private sector are facing completely new challenges brought on by globalization. The complex nature of these transnational challenges means they can no longer be addressed by individual actors. Companies, policy-makers and civic organizations are obliged to cooperate in order to fulfill their obligations with respect to the "social contract". Hence, the thematic emphasis "CSR and Global Governance" is at the center of this year's conference.

Relying on global exchange and scientific discourse, the CSR-Conference seeks to promptly identify professional trends in corporate governance and suggest options for responsible action in an increasingly globalized world. So let's seize the opportunity to interact and make this conference a truly stimulating event.



Joachim Schwalbach

**Joachim Schwalbach**  
Professor of International Management,  
Humboldt-Universität zu Berlin

## The CSR-Conference Series Context

Inaugurated in 2004 as “a platform for multi-stakeholder dialogue”, the Humboldt-Universität CSR-Conference series has attained a remarkable degree of international relevance in a short period of time. Its stature is reflected not only in the sustained rise in delegate numbers (from 300 initially to around 500 today), but also in the scope and caliber of participants. Leading theorists, policymakers, executives, activists and educators from around the globe now place the biannual CSR-Conference on their agenda, reinforcing its significance alongside related events like the World Economic Forum in Davos.

This year’s CSR-Conference, the third to date, focuses on the overarching theme of global governance. While the first addressed the foundations of CSR and the second examined its significance in relation to globalization, the Humboldt CSR-Conference series in 2008 is taking stock, seeking to identify emerging trends and articulate policy options.

Professor Joachim Schwalbach, who initiated the CSR-Conference series at the Institute of Management, has structured the format to assure an omnidirectional flow of ideas and serve as a bridge between theory and practice. Bringing the best minds in the field together with influential stakeholders from around the world, the 3<sup>rd</sup> International CSR-Conference at Humboldt-Universität zu Berlin offers a unique chance to engage in meaningful discourse about one of the key concerns of our age.



*“This conference should be cutting edge thinking about Corporate Responsibility around the world. It will be about a new narrative about business that puts ethics, responsibility, and sustainability in the very center of the story.”*

*R. Edward Freeman, University of Virginia*

R. Edward Freeman

## Orientation and Goals of the 3<sup>rd</sup> International CSR-Conference

While embracing its role as a research forum, the International Conference on Corporate Social Responsibility thrives on its capacity to integrate actors from across the entire stakeholder spectrum. By soliciting input from policymakers and corporate representatives as well as scholars, the CSR-Conference seeks to bridge the gap between the ivory tower and the boardroom. It also emphasizes geographical and cultural diversity, expressly inviting contributions from the BRIC states (Brazil, Russia, India and China).

Utilizing these intellectual resources, the CSR-Conference this year is looking specifically at the issue of global governance. It will evaluate efforts to date, assess current trajectories and propose practical solutions. Corporations participating in the conference can expect to be rewarded with concrete suggestions to help them develop a coherent CSR strategy.

Moreover, the CSR-Conference serves as an information clearinghouse in the context of management education, facilitating knowledge transfer to scholars and executives alike. Consistent with its integrative approach, the CSR-Conference aspires to achieve a symbiotic effect for the mutual benefit of all its participants. Ultimately, the goal of the conference is to strengthen each individual link in the CSR value chain.

*“Shaping globalization to serve the common good – that is only possible through concerted international dialogue. It is commendable that during Germany’s G8 presidency the heads of state and government committed themselves to strengthening Corporate Social Responsibility (CSR). Conferences, networks and partnership help breathe life into this commitment. In that sense, the International CSR-Conference at Humboldt-Universität zu Berlin represents an important step.”*



*Olaf Scholz, Federal Minister of Labour and Social Affairs*

Olaf Scholz

### Multi-Stakeholder Dialogue: Speakers and Panelists

Bringing together leading thinkers, decision makers and civic activists in one location, the 3<sup>rd</sup> International CSR-Conference constitutes a matrix of vital opinion.

#### Keynote speakers include:

- Michael A. Spence, Nobel Laureate in Economic Sciences from the Stanford University
- R. Edward Freeman, the founder of stakeholder theory from the University of Virginia
- Jagdish Bhagwati, expert in globalization from the Columbia University
- Bradley Googins, Director of the Center for Corporate Citizenship at Boston College
- Dirk Matten, Hewlett-Packard Chair in Corporate Social Responsibility, York University, Toronto
- Sandra Waddock, Professor of Management at the Wallace E. Carroll School of Management at Boston College
- Peter Eigen, Chairman EITI and Founder of Transparency International
- Bo Rothstein, Professor of Political Science and expert in questions concerning the quality of global governance from the University of Gothenburg
- Pietra Rivoli, the author of "The Travels of a T-Shirt in the Global Economy" from the Georgetown University

#### And other top representatives from:

AmRest, Poland; AIMS Human Capital, Bulgaria; Allianz SE, Germany; AstraZeneca, UK; Bayer AG, China; Bertelsmann Stiftung, Germany; British-American-Tobacco, UK; Business Social Compliance Initiative (BSCI), Germany; Ceslio AG, Germany; Deutsche Bank Research, Germany; eBay International AG, Germany; Epson Europe B.V., The Netherlands; econsense, Germany; Ernst & Young Life Sciences Practice, France; E.ON AG, Germany; Fair Labor Association, USA; FIFA (Fédération Internationale de Football Association), Switzerland; Henkel AG & Co. KGaA, Germany; IBM Deutschland, Germany; Linde AG, Germany; Oxfam Deutschland e.V., Germany; PricewaterhouseCoopers AG WPG, Germany; Robert Bosch GmbH, Germany; Siemens AG, Germany; Tellus Institute, USA; Vodafone Romania; Unilever, United Kingdom; UN Global Compact Office, United Nations, USA; United Nations Industrial Development Organization (UNIDO), Austria; United Nations Development Program (UNDP), Vietnam; Veolia Water, France

### Key Issues and Questions for Debate

Featuring six plenary sessions and more than 45 breakout sessions, the Conference provides scope to explore the full gamut of CSR-relevant issues. Over the course of three days participants will engage in stimulating discussions about essential topics including:

- Collective voluntary commitments vs. governmental regulation
- Global governance in different countries
- Democratic accountability with respect to different stakeholders
- CSR challenges in specific industrial sectors
- Responsible management education

#### Among the crucial questions being debated this year:

- What role can/should national and international institutions play in encouraging Corporate Social Responsibility?
- What new forms of partnership between business, government and the public are needed to address global problems such as poverty and climate change?
- What are the main issues now emerging in the context of global governance?

Underlining the public policy implications of CSR, the locations for this year's CSR-Conference include venues at both Humboldt-Universität and the German Bundestag (Paul-Löbe-Haus).

*"The Berlin Conference on Corporate Responsibility and Global Governance brings together experts concerned with corporate and government policies that influence millions of peoples' lives. At the conference I will report about existing global challenges and creative opportunities to improve the growth prospects in many countries and the quality of life for a substantial fraction of the world's people."*



Michael A. Spence

*Michael A. Spence, Stanford University,  
Nobel Laureate in Economic Sciences*

Conference Fees:	Type	Regular
	Company members	550 €
	Scientists	250 €
	NGOs	150 €
	Government officials	200 €
	Students	40 €
	Dinner Guest	40 €
	Boat Trip	40 €

(all prices including 19% VAT)

For more information and registration, please refer to:

[www.cr08-berlin.de](http://www.cr08-berlin.de)

Request for payment of registration fee will be sent in writing upon receipt of completed registration form.

All plenary sessions and the welcome reception will take place in the main building of the Humboldt-Universität zu Berlin. Luncheons and all parallel sessions will take place in the Paul-Löbe-Haus.

#### or contact:

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**PERSONAL INFORMATION***(Required to pass security checkpoints at government buildings where part of the conference is being held!)*

Title	First name	Family name
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Date of Birth
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Professional Title/Occupation
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**CONTACT DATA**

Company/Institution
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Address
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E-mail
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**COMPANY INFORMATION / AFFILIATION***(Please complete. This will determine your registration fee according to schedule on reverse side of this form. Following registration you will be informed about payment details.)*

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|--|--|
| <input type="radio"/> Corporate Representative | <input type="radio"/> Faculty/Researcher/Administrator |
| <input type="radio"/> NGO                      | <input type="radio"/> Government Official              |
| <input type="radio"/> Student                  | <input type="radio"/> Press                            |

**Please register me for the following events:**

- I will attend the opening dinner reception (7 p.m. Wednesday, October 8<sup>th</sup>, Senatssaal, Humboldt-Universität zu Berlin)
- I will attend the gala dinner (8 p.m. Thursday, October 9<sup>th</sup>, Rotes Rathaus)  
\_\_\_\_\_ Additional Dinner Guest(s) (€40 each)
- I will join the boat trip (11 a.m. - 1 p.m. Saturday, October 11<sup>th</sup>, fee €40)
- 
- Unfortunately, I am unable to attend. Please send me a summary of conference proceedings and notify me of upcoming events associated with the CSR series.

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