



Press Release

8th International Conference on Sustainability and Responsibility: European lead conference on sustainability successfully launched in Cologne

Under the title "Responsible Leadership in Times of Transformation", international CSR experts and trade visitors will meet today at the 8th International Conference on Sustainability and Responsibility at the Flora in Cologne. At the opening of the three-day symposium, Prof. Dr. René Schmidpeter, Head of the Center of Advanced Sustainable Management, spoke to over 400 guests from business and science.

Cologne, 14th of November 2018. Prof Dr René Schmidpeter, Head of the Center of Advanced Sustainable Management, opened the 8th International Conference on Sustainability and Responsibility in Cologne's Flora in the presence of around 180 CSR experts from 42 nations and 220 conference participants. Through Friday, leading thinkers in the field of sustainable management such as John Elkington, R. Edward Freeman, Wayne Visser, Lize A.E. Booyesen, Prof. Ernst U. von Weizsäcker, Robert G. Eccles, Georg Kell and John Spengler will be exchanging ideas with the specialist audience in lectures and interactive workshop sessions. Thanks to the initiative of the Center for Advanced Sustainable Management (CASM) at the Cologne Business School (CBS), the Humboldt University (HU) and the Hamburg School of Business Administration (HSBA), the English-language symposium will take place for the first time in Cologne.

At the eighth CSR and Sustainability Fair, Prof Dr René Schmidpeter welcomed guests with a passionate message: "Sustainability is more than just a slogan - it is our demand on politics and society to shape our future in the best possible way in the context of global challenges. We look forward to working with you to promote the sustainability debate worldwide and to challenging our current economic system".

This year's program highlights include the discourse between John Elkington, author, consultant and forefather of the Triple Bottom Line, and René Schmidpeter, Head of the Center of Advanced Sustainable Management on the topic of "The Future of CSR and Sustainable Management", and the presentation of the Lifetime Achievement CSR Award 2018 to Robert G. Eccles, visiting professor for management practice at Saïd Business School, University of Oxford and former professor at Harvard University, by Georg Kell, Chairman of Arabesque and founding director of the UN Global Compact.

During the next three days, the conference will address the core topics "Responsible Leadership", "Digitization and New Technologies", "Business Transformation", "Social Innovation & Entrepreneurship", "(Corporate) Governance" and "Responsible Finance" in panel discussions and interactive workshop sessions on 1500 sqm of exhibition space with six interaction rooms, eight action zones and 12 solution stations. In the run-up to the CSR Conference, the 5th Responsible Management Education Research Conference from the 12th to the 13th of November 2018 put participants and keynote speakers in the right mood for the topic "Responsible leadership in the training of junior staff" at the Cologne Business School. The conference, under the patronage of the newly appointed PRME spokeswoman Prof Dr Elisabeth Fröhlich, President of the Cologne Business School, was aimed at representatives from research and educational institutions who wish to support the initiatives of the UN Global Compact and PRME, driving them strongly forward.

More information on the 8th International Conference on Sustainability and Responsibility and the program of events can be found at: www.international-csr.org/

About the Center for Advanced Sustainable Management (CASM)

Since its foundation in August 2016, the Center for Advanced Sustainable Management (CASM) at the Cologne Business School has been led by lecturer Patrick Bungard and the holder of the Dr Jürgen Meyer Endowed Chair for International Business Ethics and Corporate Social Responsibility - Prof Dr René Schmidpeter. CASM deals with issues of corporate social responsibility, international business and corporate ethics, sustainability, and social innovation. These areas are firmly anchored in the study programs and various business administration departments at the Cologne Business School. With this integrative approach, CASM is taking on an innovative pioneering role in the German educational landscape.

Further information can be found at: www.cbs.de/en/university/research/sustainable-management/

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