<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Room</th>
<th>Chair(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>A1 - LEGITIMATION AND SIGNIFICANCE OF CSR FOR COMPANIES (PART I)</td>
<td>Senatssaal</td>
<td>Richard Gaul</td>
</tr>
<tr>
<td>A2</td>
<td>A2 - RELATIONSHIP BETWEEN CORPORATE GOVERNANCE AND CSR</td>
<td></td>
<td>Joachim Schwalbach, Humboldt-University Berlin</td>
</tr>
<tr>
<td>A3</td>
<td>A3 - SIGNIFICANCE OF SOCIAL CONTRIBUTION OF COMPANIES FOR COMMUNITIES (PART I)</td>
<td></td>
<td>Elfriede Buben and Martin Abraham</td>
</tr>
<tr>
<td>A4</td>
<td>A4 - GENERAL CONDITIONS FOR THE SOCIAL ENGAGEMENT OF COMPANIES</td>
<td></td>
<td>Dieter Schöffmann</td>
</tr>
</tbody>
</table>

**A1 - LEGITIMATION AND SIGNIFICANCE OF CSR FOR COMPANIES (PART I)**

1. **Thomas Held**, Avenir Suisse, Zurich, Switzerland
   "Corporate Social Responsibility Between Regulatory Overkill and New Religion"
2. **Nicolai Tewes**, Allianz Group, Munich, Germany
   "Ethical Risks and Corporate Responsibility"
3. **Richard Gaul**, BMW Group, Munich, Germany
   "Corporate Social Responsibility and its Role for the BMW Group"

**A2 - RELATIONSHIP BETWEEN CORPORATE GOVERNANCE AND CSR**

1. **Lorenzo Sacconi**, Universita del Degli Studi Di Trento, Trento, Italy
   "CSR as a Model of Extended Corporate Governance"
2. **Marc Goergen**, Manchester School of Management, University of Manchester, Institute of Science & Technology and Luc Renneboog, Department of Finance and Center, Tilburg University, The Netherlands
   "The Social Responsibility of Major Shareholders"
3. **Kathrin Ankele** and **Thomas Loew**, Institute for Ecological Economic Research, (IÖW), Berlin, Germany
   "CSR - Module of Good Corporate Governance"

**A3 - SIGNIFICANCE OF SOCIAL CONTRIBUTION OF COMPANIES FOR COMMUNITIES (PART I)**

1. **Justine Bentham**, CSR Programmes Manager KPMG LLP London, UK
   "Measurement and Evaluation of Community Programmes from a Business Perspective"
2. **Jonna Barth**, Roland Berger Strategy Consultants, Munich, Germany
   "Corporate Citizenship and the Role of Länder Politics in Germany"
3. **Elfriede Buben**, Philip Morris GmbH, Munich, Germany and **Martin Abraham**, University Munich, Germany
   "How Effective Are CSR-Programmes for Their Beneficiaries? Results of an Empirical Study"

**A4 - GENERAL CONDITIONS FOR THE SOCIAL ENGAGEMENT OF COMPANIES**

1. **Carolin Welzel**, Bertelsmann AG, Berlin, Germany
   "The Legal Framework – Enabler or Obstacle?"
2. **Dieter Schöffmann**, VisAVis GmbH, Cologne, Germany
   "Conditions for a Successful Corporate Citizenship"
3. **Graham Baxter**, BP Group, Berlin, Germany
   "Inclusive Development – A Framework for Social Responsibility"

**LUNCHEON (12.30 – 2.00 pm)**
# Thursday 14th of October 2004 - SESSION B - 2.00 to 3.30 pm

### B1 - LEGITIMATION AND SIGNIFICANCE OF CSR FOR COMPANIES (PART II)

**Room:**

**Chair:** Stefan Wolf

1. Stefanie B. Hill, University of Warwick, Coventry, UK  
   "Role of Social Capital for the Diffusion of Social Standards"

2. Stefan Wolf, Auto Universität Volkswagen, Wolfsburg, Germany  
   "Value Management and a New Learning Culture - Towards Business Ethics of >the Second Step<"

3. Florian Nehm, Axel Springer AG, Berlin, Germany  
   "Our GRI-Experience: Reporting at the Advanced 'In Accordance' Level"

### B2 - SIGNIFICANCE OF SOCIAL CONTRIBUTION OF COMPANIES FOR COMMUNITIES (PART II)

**Room:**

**Chair:** Alexander Brink

1. Marcel Braun, ISO-Institut, Cologne, Germany  
   "Regional and Local Policies as Drivers of CSR - Best-Practice Examples from the German Federal State of North Rhine-Westphalia"

2. Heike Roscher, ESADE Business School, Barcelona, Spain  
   "Looking over the Neighbour's Fence - Public Authorities Promoting CSR: Austria and Germany"

3. Alexander Brink, University of Bayreuth, Germany  
   "Shareholder-Value-Management and Stakeholdermanagement"

### B3 - CORPORATE SOCIAL RESPONSIBILITY VERSUS CORPORATE SOCIAL REGULATION (PART I)

**Room:**

**Chair:** Dominique Bé

1. Dominique Bé, European Commission, Employment and Social Affairs Directorate General, Brussels, Belgium  
   "CSR: Responsibility and/or Regulation"

2. Antje Gerstein, BDA, Berlin, Germany  
   "Position of the German Economy" (tentative)

3. Schumacher-Hildebrand, Ministry of Economic Affairs and Employment, Berlin, Germany  
   "The role of national authorities in promoting CSR"

### B4 - CSR - THE BUSINESS CASE (PART I)

**Room:**

**Chair:** Matthias von Glischinski-Kurc

1. Frank Trümper, Corporate Cultural Affairs, Deutsche Bank, Frankfurt/M., Germany  
   "The Contribution of Corporate Citizenship to Franchise-Building"

2. Dettmar Delbos, Philip Morris GmbH, Germany  
   "Global Aspects of CSR for Consumer Goods"

3. Matthias von Glischinski-Kurc, Shell Deutschland Holding GmbH, Hamburg, Germany  
   "Sustainable Development - the Foundation of Responsible Business Conduct"

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**COFFEE BREAK (3.30 – 4.00 pm)**
**Thursday 14th of October 2004 - SESSION C - 4.00 to 5.30 pm**

### C1 - PROMOTION OF VOLUNTARY CITIZENSHIP IN COMPANIES

**Room:**

**Chair:**

1. **Rainer Schmidt-Rudloff,** BDA, Berlin, Germany  
   "Personnel Development Through CC in Firms" (tentative)

2. **Florian Sommer,** Forum for the Future, London, UK  
   "The Race for Corporate Leadership in CSR - Experiences from UK"

3. **Judith Polterauer,** Aktive Bürgerschaft, Berlin, Germany  
   "Aktive Bürgerschaft e.V. (Active Citizenship) - the Corporate Citizenship Initiative of the Genossenschaftlicher Finanzverband"

### C2 - COMMUNICATION STRATEGIES OF CSR (PART I)

**Room:**

**Chair:** **Thomas Loew**

1. **Thomas Loew and Jens Clausen,** Institute for Ecological Economic Research (IÖW) , Berlin, Germany  
   "Standards of Sustainability Reporting and the State of Their Implementation in Germany" (tentative)

2. **Christa Thomsen,** ASB Centre for Business Communication, Aarhus School of Business, Aarhus, Denmark  
   "Communicating CSR within the Framework of Social Partnerships"

3. **APCO Deutschland GmbH,** Berlin, Germany  
   "Communicating CSR: Are international opinion elites willing to listen to CSR communication? Results of a global CSR Survey in ten countries"

### C3 - CORPORATE SOCIAL RESPONSIBILITY VERSUS CORPORATE SOCIAL REGULATION (PART II)

**Room:**

**Chair:** **Frank Heuberger**

4. **Frank Heuberger,** Staatskanzlei Rheinland-Pfalz, Germany  
   "Footprints of a German Way Towards Corporate Citizenship and the Role of the State"

5. **Marc Hechler,** Zürcher Kantonalbank, Switzerland  
   "Taking the CSR engagement beyond the regulatory framework"

6. **Isabelle Schönmann,** European Trade Union Institute (ETUI), Brussels, Belgium  
   "A New Mode Regulation of Industrial Relations in Europe?"

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**DINNER RECEPTION** in the Museum of Natural History, Invalidenstr.43  
from 8.00 pm – 0.00

**DINNER SPEECH:** **Peter Eigen,** Chairman Transparency International  
"Building Coalitions for Corporate Social Responsibility: Transparency International and the Fight against Corruption"
Friday 15th of October 2004 - SESSION D - 10.30 to 12.00 pm

D1 - ATTITUDES OF CONSUMERS TOWARDS SOCIAL AND ETHICAL ISSUES (PART I)
Room:
Chair: York Lunau

1. York Lunau, University of St. Gallen, Switzerland
   "Waiting for the Responsible Consumer? Public-Opinion Polls and the Design of CSR-Programs"
2. Achim von Kirschhofer, imas international, Munich, Germany
   "CSR from German Consumers' Perspective"
3. Heinz-Dieter Kopppe, KarstadtQuelle AG, Essen, Germany
   "What does the consumer really want?"

D2 - CSR IN SMALL- AND MEDIUM-SIZED COMPANIES
Room:
Chair: Lothar Meinzer

1. Katrin Wieland, Herlitz PBS AG, Gernany and Silke Ramelow, BildungsCent e.V., Germany
   "Responsible Marketing - Herlitz is Breaking New Ground and Has Founded the Education Initiative »BildungsCent e.V.«"
2. Petra Kinzi and Christine Pehl, betapharm Arzneimittel GmbH, Augsburg, Germany
   "Corporate Citizenship by betapharm Arzneimittel GmbH"
3. Lothar Meinzer, BASF AG, Ludwigshafen, Germany
   "CSR in the supply chain of a Multinational enterprise"

D3 - COMMUNICATION STRATEGIES OF CSR (PART II)
Room:
Chair: Matthias Stausberg

1. Matthias Stausberg, Global Compact Office, United Nations
   "Talking the Walk: Communicating CSR"
2. Rosa Riera, Siemens AG, Munich, Germany
   "Corporate Responsibility at Siemens - Strategy, Commitment, Communications"
3. Andreas Steinert, Pien Kohtes Klewes GmbH, Bonn, Germany
   "Knowing and Serving Stakeholders"

D4 - CSR - THE BUSINESS CASE (PART II)
Room:
Chair: Ralph Thurm

1. Ralph Thurm, Global Reporting Initiative, Amsterdam, The Netherlands
   "Taking Sustainability Reporting to scale - preparing the third generation of GRI Guidelines"
2. Deborah Allen, BAE Systems, Washington, USA
   "Responsibilities of a Defence Company"
3. Adrian Payne, British American Tobacco p.l.c., London, UK
   "Social Reporting in Practice: A Case History"

LUNCHEON (12.00 – 1.30 pm)
Friday 15th of October 2004 - SESSION E - 1.30 to 3.00 pm

E1 - GLOBALISATION, MNE AND CSR (PART I)
Room:
Chair:

1. Markus Sterr, Deutscher Entwicklungsdienst, Bonn, Germany
   “Sustainable and Socially Responsible Acting in Developing Countries. The Challenge for Globally Operating Corporations” (tentative)
2. Paul Bendix, Oxfam Berlin, Germany
   “Employee’s Rights at Suppliers of International Food and Department Store Chains” (tentative)
3. Stefan Becker-Sonnenschein, Kraft Europe, Bremen, Germany
   “Corporate Social Responsibility at Kraft Foods Germany”

E2 - CROSS-CULTURAL DIFFERENCES IN CSR
Room:
Chair: Jackson Janes

1. Jackson Janes, American Institute for Contemporary German Studies (AICGS), Washington DC, USA
   “CSR in the U.S. and Germany”
2. Gerd Mutz and Susanne Korfmark, Munich Institute for Social Science, Munich, Germany
   “CSR - An International Comparison of Theoretical Concepts and Firm Practice” (tentative)
3. Jutta Hoppe, PhD Student, Helmut Schmidt University, Hamburg, Germany
   “Stakeholder-oriented Sustainability Reporting in a Globalising World”

E3 - HOW TO MAKE CSR STRATEGIC?
Room:
Chair: Marc Pfitzer

1. André Habisch and René Schmidpeter, Center for Corporate Citizenship, University of Bichstätt, Germany
   “Corporate Citizenship as Part of Business Strategy”
2. Marc Pfitzer, Foundation Strategy Group, Geneva, Switzerland
   “Rethinking Corporate Social Responsibility: The Interdependence of Business and Society”
3. Till Münzing, SustainAbility Ltd., London, UK
   “CSR - From Slogan to Strategy”

E4 - THE SIGNIFICANCE OF NON-GOVERNMENTAL-ORGANISATION FOR CSR
Room:
Chair:

1. Elisabeth Weyermann, The Body Shop Deutschland, Hamburg, Germany
   “Corporate Social Responsibility of The Body Shop - The campaign »Stop Domestic Violence«”
2. Marlene Wartenberg, VIER PFOTEN e.V., Hamburg, Germany
   “Best Practice: Protection of Humans and Animals in a Firm” (tentative)
3. Fouad Hamdan, Director Communications, Greenpeace Hamburg, Germany
   “Corporate Social Responsibility: A Front for Environmental Offenders”

COFFEE BREAK (3.00 – 3.30 pm)
### F1 - GLOBALISATION, MNE AND CSR (PART II)
**Room:**
**Chair:** Rick Molz

1. Martina Wegner, Center for Corporate Citizenship, University of Eichstätt, Germany
   “Global vs. Local CSR-Strategy: Results of a Cross-National Corporate Survey”
2. Julia Roloff, International Graduate School Zittau, Zittau, Germany
   “The Concept of Corporate Social Responsibility in Morocco”
3. Rick Molz and Carol-Ann Tetrault Sirdy, John Molson Concordia University, Montreal, Canada
   “The Globalized Economy and CSR”

### F2 - EVALUATION/ASSESMENT OF CSR
**Room:**
**Chair:** Henry Schäfer

1. Henry Schäfer, University of Stuttgart, Stuttgart, Germany
   “Internationally applied rating-systems for the Evaluation of CSR - Results of an Explorative Study”
2. Axel Wilhelm, Scoris GmbH, Hannover, Germany
   “Comparative Sustainability Rating of DAX 30 Corporations”
3. Alexander Barkawi, Managing Director, SAM Indexes GmbH, Zollikon, Switzerland
   “Sustainability Investing with the Dow Jones Sustainability Indices”

### F3 - ATTITUDES OF CONSUMERS TOWARDS SOCIAL AND ETHICAL ISSUES (PART II)
**Room:**
**Chair:** Timothy M. Devinney

1. Pat Auger, Melbourne Business School, Timothy M. Devinney, Australian Graduate School of Management, and Jordan J. Louviere, University of Technology, Sydney, Australia
   “Consumer Social Beliefs: A Cross-Cultural Investigation Using Best-Worst Scaling Methodology”
2. Tobias Hahn, Institute for Future Studies and Technology Assessment, Berlin, Germany
   “Explaining Corporate Responses to Societal Stakeholders’ Demands for Corporate Social Responsibility: The Role of Reciprocal Stakeholder Behaviour”
3. Carola Hillenbrand, Centre for Organisation Reputation and Relationships, Henley Management College, UK
   “Impact of Corporate Responsibility on Customer Behaviour”

### F4 - EMBEDDING AND IMPLEMENTING CSR IN THE STRUCTURE OF THE COMPANY
**Room:**
**Chair:**

1. Gunther Schwarz, BCG, Köln, Germany
   “Managing CSR: Effective, but not Expensive”
2. Sally Baack, Management Department, College of Business, San Francisco State University
   “Strategic Alignment and Board of Director Vigilance: Critical Success Factors for Global Corporate Social Responsibility”
3. Gabriele Hartmann, SAP AG, Walldorf, Germany

### PLENARY SESSION
**(5.00 – 5.30 pm)**
Closing Remarks and Farewell Drinks