



Federal Ministry
of Labour and Social Affairs

Federal Foreign Office



UnternehmensWerte
Corporate Social Responsibility in Deutschland



Invitation to the Conference

Corporate Responsibility – A Win-Win Solution.

Berlin, 29. – 30. April 2008
bcc Berliner Congress Center

Für ein lebenswertes Land.

To support Corporate Social Responsibility is the right thing to do. We need a CSR strategy because Corporate Social Responsibility...

- ... is to be a hallmark of German enterprises both at home and abroad.
- ... enhances the competitiveness of small and large enterprises.
- ... strengthens the social and ecological dimension of globalisation.
- ... supports solidarity within society.
- ... is to be visible for consumers.
- ... can only be jointly realized in a partner-relationship.

We need a CSR strategy since Corporate Responsibility is a win-win solution.



Dear Madam, dear Sir,

In Germany – and all over the world – the number of enterprises that assume Corporate Social Responsibility and embrace voluntary commitment in their corporate strategy has been increasing. Corporate Social Responsibility (CSR) enhances competitiveness and is an important contribution to the social and ecological dimension of globalisation. This is what we want to support.

The two-day Conference is to highlight the importance of CSR activities and take stock of the social responsibility of German enterprises both at home and abroad. For it is not only large corporations, but also many small and medium-sized enterprises that are socially committed.

The German government aims at highlighting and pooling the many activities, backing them and increasing their visibility. This can only be achieved together in a dialogue with all stakeholders.

The Conference "Corporate Responsibility – A Win-Win Solution" is to launch the development of a CSR strategy for Germany. May we invite you to discuss objectives, areas of action and instruments and to express your expectations of policymakers.

We look forward to your attendance and to many constructive contributions.

A stylized handwritten signature in black ink, consisting of a large 'O', a cursive 'S', and a final 'Z'.

Olaf Scholz
Bundesminister für Arbeit und Soziales

A handwritten signature in black ink, appearing to read 'Frank-Walter Steinmeier' in a cursive script.

Dr. Frank-Walter Steinmeier
Bundesminister des Auswärtigen

29 April 2008

8:30 a.m. Welcome coffee / registration

WHERE DO WE STAND

9:30 a.m. Opening

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

Dr. Frank-Walter Steinmeier, Federal Minister of Foreign Affairs

10:00 a.m. Corporate responsibility – social aspects of globalisation

International guest

10:20 a.m. Coffee break

11:00 a.m. Panel discussion: Corporate responsibility – global competition and local responsibility

Discussion on where we stand with representatives from businesses, the civil society and politics

Moderation: **Dr. Marc Beise**, Süddeutsche Zeitung

Olaf Scholz, Federal Minister of Labour and Social Affairs

Dr. Frank-Walter Steinmeier, Federal Minister of Foreign Affairs

Georg Kell, Director of the Global Compact Bureau of the United Nations

Walter Mennekes, Managing Director, Mennekes Elektrotechnik GmbH & Co. KG

Robert Oswald, Chairman of the works council of BASF SE

Alfred T. Ritter, Managing Director, Alfred Ritter GmbH & Co. KG

Marlehn Thieme, Member of the Council for Sustainable Development

Beate Weber, Deputy Chair, World Future Council

followed by: Presentation online platform, **Birgit Riess**, Bertelsmann Stiftung

1:00 p.m. Lunch

with poster exhibition and opportunity to express expectations for CSR

2:00 p.m. CSR strategies in Europe

Vladimír Špidla, EU Commissioner for Employment, Social Affairs and Equal Opportunities

Richard Howitt, Member of the European Parliament

Elisabeth Dahlin, CSR Ambassador, Sweden

FIELDS OF ACTION

3:00 p.m. Parallel workshops: CSR fields of action

A. Good Work Perspective

Kajo Wasserhövel, State Secretary in the Federal Ministry of Labour and Social Affairs

Claus Matecki, member of the Federal Executive Board of the German Federation of Trade Unions (DGB) (to be confirmed)

B. Consumers' Perspective

Gert Lindemann, State Secretary, Federal Ministry of Food, Agriculture and Consumer Protection

Dr. Holger Brackemann, Director, product testing, Stiftung Warentest

C. Environmental Perspective

Astrid Klug, Parliamentary State Secretary, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

Heidi Renn, Director Business Development, General Electric (GE)

D. Perspektive Globalisierung

Karin Kortmann, Parliamentary State Secretary, Federal Ministry for Economic Co-operation

Dr. Kristian Moeller, Managing Director, GLOBALGAP

4:30 p.m. Coffee break

5:00 p.m. Plenary discussion: CSR fields of action in Germany

Rapporteurs and political representatives from the Workshops

6:00 p.m. Reception

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

30 April 2008

INSTRUMENTS

9:30 a.m. Small and medium-sized enterprises as driving forces for corporate social responsibility

Hartmut Schauerte, Parliamentary State Secretary, Federal Ministry of Economics and Technology

Michael Sommer, Chairman, German Confederation of Trade Unions
(to be confirmed)

Dr. Martin Wansleben, CEO of the Central Organisation of the German Chamber of Industry and Commerce

10:15 a.m. Panel discussion: CSR in small and medium-sized enterprises

Employers discuss about a potential implementation of CSR in small and medium-sized enterprises

Moderation: **Peter Ehrlich**, Financial Times, Deutschland

Madeleine Früh, Managing Director, Max Früh GmbH & Co KG

Annette Hering, Managing Director, Hering Bau GmbH & Co. KG

Sebastian Schulz, owner of Sebastian Schulz Cabinet Makers and Carpenters

Dr. Peter Speck, Managing Director, Festo Lernzentrum Saar e.V.,
Festo GmbH & Co. KG

Jörn-Michael Westphal, Managing Director, Pro Potsdam GmbH

11:15 a.m. Exhibition: International Examples of CSR Instruments

Presentation by experts in different corners of the "marketplace" and discussion

Introduction: **Thomas Koenen**, Head of Office econsense, board member, CSR Europe

from

12:30 p.m. Further exchange and lunch

1:30 p.m. Panel and plenary discussion: Voluntary, binding and verifiable action – instruments to support companies acting in a socially responsible way

Moderation: **Bascha Mika**, die tageszeitung

Teresa Fogelberg, Deputy Chief Executive, External Relations, Global Reporting Initiative

Joachim Löchte, Head of Environmental Policy /Corporate Responsibility, RWE AG and board member of econsense e.V.

Sylvia Schenk, Chair, Transparency International Deutschland e.V.

Kristina Steenbock, Deputy Chair, Germanwatch e.V.

Nicolai Tewes, Senior Vice President Corporate Affairs, Allianz SE

Kajo Wasserhövel, State Secretary in the Federal Ministry of Labour and Social Affairs

3:00 p.m. Statement

Heidemarie Wiecek-Zeul, Minister for Economic Co-operation and Development

3:15 p.m. Political outlook

Kajo Wasserhövel, State Secretary in the Federal Ministry of Labour and Social Affairs

3:30 p.m. Envisaged end of meeting

Overall moderation: **Tissy Bruns**, Der Tagesspiegel

Media partner

Süddeutsche Zeitung

Wer sie liest, sieht mehr.

Registration:

Please register only online at
www.csr-in-deutschland.de

Host:

Federal Ministry of Labour and Social Affairs
Wilhelmstraße 49
10117 Berlin

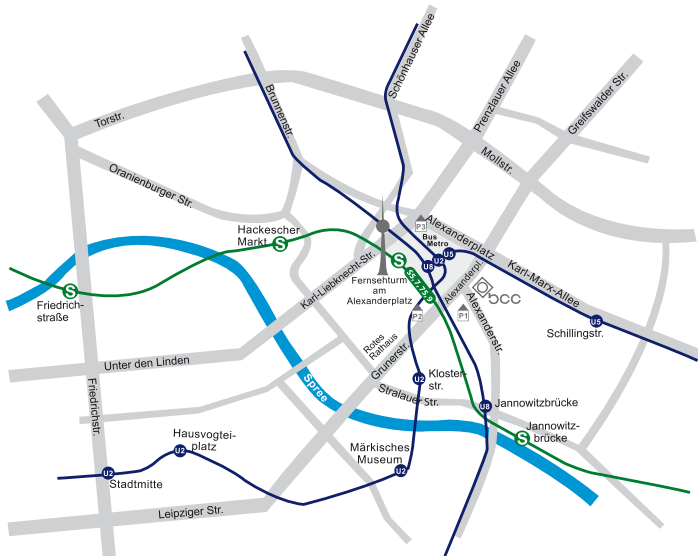
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Venue:

bcc Berliner Congress Center
Alexanderstraße 11
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www.bcc-berlin.de

**How to get there:**

From Airport Tegel take the bus TXL to Alexanderplatz
From Berlin Central Station take trams S5, 7 or 9 to Alexanderplatz