

The aim of the conference, in particular, is to discuss the main outcomes of four research projects funded under the European Union Sixth Research Framework Programme (FP6) with various stakeholders, such as enterprises, interest groups, civil society organisations, academics and policy makers in order to explore the practical implications of the research done. Moreover, the conference will also serve as a reflection forum on the most relevant issues that should be taken up by future research in order to better understand the evolving role of business in society and its implications.

One of the bases for discussions will be a Policy Review on Corporate Social Responsibility which was prepared by a CSR specialist Albert Schram from University of Maastricht. In this review, research conclusions are presented in the context of CSR policy at the EU level, as well as in the light of different developments and ongoing discussions related to the role of business in society.

Apart from the research dimension, the conference will take up a discussion on three issues crucial for understanding better the changing role of business in society, especially in the context of the financial and economic crisis. These topics include:

- new governance structures and relationship between enterprises and the state,
- the crisis of trust and its implications for sustainable economic development and social and political stability, and
- Corporate Social Responsibility in a globalised economy.

In each session the issue will be introduced from a business perspective, which will be put to scrutiny by academics, policy makers and stakeholder representatives during a panel discussion, as well as in an open exchange with the audience.



European Conference

# Towards a Greater Understanding of the Changing Role of Business in Society

22 April 2010

Hotel Bedford | 135 rue du Midi | Brussels

With the increasing activities of the European Commission aimed at promoting responsible business and advancing Corporate Social Responsibility (CSR) throughout the private sector, there is a growing need of robust scientific analysis of the phenomenon and its different aspects. The current financial and economic crisis increased this need further as a considerable deficiency of responsible management and accountability of financial institutions was one of the important factors that contributed to the chaos on the markets and the depth of the crisis. It is therefore important to discuss the changing role of business in society, when growing responsibility should come hand in hand with growing influence.



EUROPEAN COMMISSION  
European Research Area



SEVENTH FRAMEWORK  
PROGRAMME

Socio-economic Sciences & Humanities

# Programme

9:00 **Registration, Coffee**

9:30 **Opening statements**

- Viscount Etienne Davignon, Vice Chairman, GDF Suez-Tractebel and Chairman, EABIS / CSR Europe
- Jean-Michel Baer – Director, DG Research, European Commission

10:00 **EU research on Corporate Social Responsibility – implications for policy**

**Moderator** Jean-Michel Baer – Director, DG Research, European Commission

**Input** CSR Policy Review presentation – Albert Schram, Maastricht University

- Discussion**
- Maurizio Zollo, Bocconi University – RESPONSE project coordinator
  - Regine Barth, Oeko Institute – R.A.R.E. project coordinator
  - Isabelle Daugareilh, University of Bordeaux – ESTER project coordinator
  - Nigel Roome, EABIS / EFMD – CSR Platform academic coordinator

11:10 **Coffee break**

11:30 **New governance structures and relationships between enterprise and the State**

**Moderator** Pedro Ortun Silvan – Director, DG Enterprise and Industry, European Commission

**Input** “A Business Perspective on Governance, Future Outlooks and Sustainable Outcomes” – Jeremy Bentham, Vice-President Global Business Environment, Royal Dutch Shell

- Discussion**
- Pierre Defraigne – Executive Director, Madariaga – College of Europe Foundation
  - Catharina Kipp – Ambassador for CSR, Ministry of Foreign Affairs, Sweden
  - Geoffrey Underhill – Professor of Political Economy, University of Amsterdam

12:40 **Lunch**

13:40 **The crisis of trust – implications for sustainable economic development and social and political stability**

**Moderator** Pierre Delsaux – Director, DG Internal Market, European Commission

**Input** “Changing Perceptions on the Social Contract of Business after the Financial Crisis” – Gavin Neath, Senior Vice-President Global Communications, Unilever

- Discussion**
- Sybille Sachs – University of Applied Sciences in Business Administration, Zurich
  - Olivier Maurel – Enterprise Commission, Amnesty International France

14:40 **Corporate Social Responsibility in a globalised economy – new strategies for value creation**

**Moderator** Luis Riera Figueras – Director, DG Development, European Commission

**Input** “Building Health Care Resources for Africa: A Collaborative & Integrative Partnership” – Frank Welvaert, CSR Director, EMEA Region, Johnson & Johnson / Michaela Mantel, Senior Health Programme Officer, Aga Khan Foundation / Lucia Onyenya Buyanza, Nurse, Nairobi-Kibera

- Discussion**
- Ricarda McFalls – Head of Multinational Enterprise Unit, ILO
  - Oliver Greenfield – WWF-UK, Director of One Planet Business

15:40 **Coffee break**

16:00 **The role of business in society – future research agenda**

**Moderator** Jean-Michel Baer – Director, DG Research, European Commission

**Input**

- Measuring the Impact of CSR – Regine Barth, Director, Oeko Institute
- New Priorities in the 2010-2013 Socio-economic Sciences and Humanities Programme – Pierre Valette, DG Research, European Commission

- Discussion**
- Pedro Ortun Silvan – Director, DG Enterprise and Industry, European Commission
  - Gilbert Lenssen – President, EABIS and Professor, University of Leiden
  - Teresa Fogelberg – Deputy Chief Executive, GRI

17:15 **Closing statements**

17:30 **End of the conference**