

CORPORATE SOCIAL RESPONSIBILITY: GLOBAL OPPORTUNITIES

NOVEMBER 14 – 16, 2008
FRANKFURT AM MAIN, GERMANY

Presented by the Institute for Cultural Diplomacy in cooperation with
the Institute for Corporate Culture Affairs

“Earlier, CSR was primarily understood as a local concept with a limited sphere of influence, whereby a company's responsibility was confined to the community in which it operated. Today, it is understood in much broader terms and is about companies adopting and implementing global CSR policies to the benefit of society.”

~ Björn Stigson, President
World Business Council for Sustainable Development (WBCSD)



PROGRAM OVERVIEW

Now more than ever, Corporate Social Responsibility (CSR) is changing the face of business culture around the world. As multinationals in the private sector aim to achieve the “triple bottom line”—environmental, social, and financial rewards—in regions around the world, the need for an integrated understanding of business and cultural communication is vital. As a result, a world of opportunities is opening up for business-minded professionals with

the drive to make a difference.

The purpose of this program is to engage highly motivated young professionals with others in their talent pool, as well as experienced leaders in the field of corporate social responsibility (CSR), to examine the rapidly changing landscape of CSR from a global perspective. This forum examines the different roles of Corporate Social Responsibility, Socially Responsible Investing, and Fourth Sector in highly interactive, hands-on sessions lead by today’s leaders in the public, private and non-profit sectors.

Participants gain:

- First-hand knowledge of rewards, challenges, and requirements in CSR from individuals currently in the field.
- Invaluable networking opportunities with prominent NGOs, public-sector officials, and leaders in the private sector.
- Better understanding of, and exposure to, current issues in corporate responsibility today—learn the terminology and key questions companies are facing.
- The opportunity to raise his/her own questions and issues directly with current actors in the field of corporate responsibility.
- a look at CSR from a macro and micro level: different regions of the world have achieved different stages of success with CSR; hear from the experts how this affects global policy and business operations

Schedule and Agenda

WEEKEND OVERVIEW*

FRIDAY, NOVEMBER 14		
	<p style="text-align: center;">Welcome Reception/Registration</p> <p><i>Participants can register their arrival as well as meet their fellow colleagues and enjoy a drink. Wine, beer and light refreshments will be provided. Participants are invited to enjoy the evening at the reception or are free to explore the urban vibrancy of Frankfurt. Information on events, sights, and nightlife will be available and local experts will highlight local venues, clubs, and bars.</i></p>	
19.00 – 21.30		
SATURDAY, NOVEMBER 15		
9.45 – 10.00	Opening remarks	
10.00 – 10.15	Keynote Address	
10.15 – 10.30	Understanding Corporate Social Responsibility (CSR)	
10.30 – 10.45	Understanding Socially Responsible Investment (SRI)	
10.45 – 11.00	Understanding the Fourth Sector and Social Entrepreneurship	
11.00 – 11.15	Break/Question and Answer	
11.15 – 12.00	Case Study Breakout Sessions: Hands-On Training in CSR, SRI, and Social Entrepreneurship	
12.00 – 12.30	Report of Cases	
12.30 – 13.30	Lunch	
13.30 – 14.30	What it means to work in CSR today	
14.30 – 15.30	Simultaneous sessions	
	Pursuing higher education in CSR	Pursuing professional opportunities in CSR
15.30 – 15.45	Break	
15.45 – 16.00	Closing Address	
16.00 – 18.00	Free time	
18.00 – 19.30	Panel Discussion: Globalizing the Goal, Localizing the Lens	
19.30	Networking Evening/Reception	
SUNDAY, NOVEMBER 16		
	<p style="text-align: center;">Closing Brunch</p> <p>During brunch participants enjoy a recap of the weekend as well as an introduction to the Corporate Responsibility Network. Participants are welcome to enjoy Frankfurt for the remainder of the day and depart as their travel plans allow.</p>	
11:00 – 12:30		

Over one weekend, academics, young professionals, public citizens, and experienced leaders will converge to discuss the opportunities and challenges of the increasingly global role of corporate citizenship.

FRIDAY

The weekend begins with a welcome cocktail reception on evening where participants are invited to get to know one another and experience the vibrancy and history of Frankfurt. Participants are encouraged to spend their evening at the reception or, for those who would like to explore the city, optional events and tours are available. Participants will also receive information on exciting nightlife options, from bars to dance clubs, to night-time galleries and art exhibits. As attendees are expected to arrive as their schedules allow, this evening is free to spend as participants wish, and to get to know their new colleagues.



Friday another and are those who available.



SATURDAY

Saturday includes a series of thought provoking discussion sessions led by private-sector managers and academics currently working in the field of corporate responsibility. Participants will learn about the rapidly changing landscape of CSR and today's definition of corporate responsibility, as well as explore socially responsible investing and be introduced to what's known as "the fourth sector". The morning will include discussions of actual case studies where participants will interact directly with representatives from each sector to develop solutions and receive genuine, targeted feedback. The afternoon will delve further into understanding the current issues and exciting challenges associated with CSR roles in the public, private, and non-profit sector. With representatives speaking about their experiences, participants will get first-hand knowledge of what it's like to be directly involved in CSR. After Saturday's sessions, attendees will have several free hours to relax or participate in a tour of Frankfurt.

"CORPORATE SOCIAL RESPONSIBILITY: GLOBALIZING THE GOAL, LOCALIZING THE LENS" SATURDAY EVENING PANEL DISCUSSION AND RECEPTION

Saturday evening will culminate with an interdisciplinary panel discussion addressing the topic of corporate responsibility around the world. Featuring key leaders with specific insight into different regions of the world, the discussion will bring to the forefront questions regarding motivations in North America, state and control in China, environmentalism in Brazil and South America, and challenge poverty in developing regions. The panel will give the opportunity to session and question current methodologies in order to encourage a global addressed perspective with localized solutions. The question and answer evening will allow the audience to create a very interactive, lively discussion from all questions that were raised during the day's sessions will also be directly by the panelists. The panel discussion will be followed by an networking reception where participants, speakers, and professionals sectors can interact and speak face-to-face. The panel discussion is included for participants registering for the full weekend conference. The event will be open to the public and those not registered in the weekend conference may purchase tickets separately here.



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SUNDAY

Sunday will complete the weekend's events with a closing brunch. Participants will be invited to form the next generation of leadership through the Corporate Responsibility Network where they will encourage and engage in initiatives in their respective communities. Following closing remarks participants will be free to experience Berlin and depart the city at their leisure.

***Please note this schedule is subject to change as speakers and locations are confirmed.**

Corporate Responsibility Panel Discussion

CORPORATE SOCIAL RESPONSIBILITY: GLOBALIZING THE GOAL, LOCALIZING THE LENS

~PANEL DISCUSSION AND RECEPTION ~
SATURDAY NOVEMBER 15, 2008
18.00 – 19.30

“Responsible Competitiveness is an essential ingredient for effective global markets. It blends forward-looking corporate strategies, innovative public policies, and a vibrant, engaged civil society. It is about creating a new generation of profitable products and business processes underpinned by rules that support societies' broader social, environmental and economic aims.”

~ Pascal Lamy, Director General
World Trade Organization



On the evening of November 15, leaders from around the world will meet on one panel to discuss and debate the rapidly shifting priorities in corporate responsibility from a regional perspective. Europe continues to expand public-private partnerships, North America responds to consumer demands for accountability, while China, India, Brazil and developing nations forge the way for the next major surge in responsible business practices. The Middle East, with vast resources at its disposal, enters the realm of corporate responsibility, and Africa also highlights its strides in the field. What are the priorities in each region? How do multinationals face differing challenges in various regions of operation? How do small and medium enterprises approach CSR in their respective locations? How do we stop looking at CSR through a Western lens and start looking at it through a local lens?

These questions will be the subject of the panel discussion featuring speakers from Africa, Asia, Europe, North America and the Middle East. There will also be ample time allotted for audience questions ensuring a lively and enthusiastic session.

Registration

REGISTRATION AND FEES

Registration fees and information can be found below. Once you have registered for the event you will receive two confirmation emails, one confirming your registration and one confirming receipt of your payment. Please allow 3-5 days for processing of payment and please note, your space is only reserved once payment has been received. Should you have any questions please don't hesitate to contact us.

For an online registration please go to: [HTTP://WWW.CULTURALDIPLOMACY.ORG](http://www.culturaldiplomacy.org)

REGISTRATION

“CORPORATE SOCIAL RESPONSIBILITY: GLOBAL OPPORTUNITIES” **
NOVEMBER 14-16, 2008
FRANKFURT, GERMANY

Early Registration (Before Sept 30): 100 Euro
Registration (After Sept 30): 160 Euro
Students (must provide a photo copy of current student ID): 80 Euro

**Entry to Saturday evening's panel discussion is included in the weekend registration fee. For a full description of what is included in the weekend forum please see the Schedule and Agenda.

“CORPORATE SOCIAL RESPONSIBILITY: GLOBALIZING THE GOAL, LOCALIZING THE LENS” PANEL DISCUSSION
18.00 - 19.30
NOVEMBER 15, 2008
FRANKFURT, GERMANY

Pre-registration (Before Nov 7): 25 Euro
Door Tickets: 30 Euro
Student Ticket (must provide a photocopy of current student ID, or present it at the door)
: 15 Euro

PAYMENT

Payment can be made in the following way:
Bank transfer, without charges for the beneficiary, in the name of:

Institute for Cultural Diplomacy
Deutsche Bank KN: 288000306
BLZ: 10070024 BIN: 67 22 52
IBAN: DE54 1007 0024 0288 0003 06
BIC (SWIFT CODE): DEUTDEDBBER

LETTERS OF SUPPORT FOR FUNDING

Participants receiving financial support/sponsorship from their universities or employers are welcome to request supporting documents from the conference organizers. Simply email Shinu Thomas at thomas@culturaldiplomacy.org and we will be happy to accommodate your needs.

Participants have frequently received sponsorship or partial funding from their home universities or employers to cover costs of attendance. This conference is important both academically as well as for professional development. We encourage participants to recognize it as such and support sponsorships whenever possible. If you have any additional questions, please contact Shinu Thomas at thomas@culturaldiplomacy.org.

WHERE DO YOUR FEES GO?

The Institute for Cultural Diplomacy and the Institute for Corporate Cultural Affairs are non-profit, non-partisan organizations, and as such, all revenues resulting from participant fees are used solely to cover the necessary administrative costs associated with organizing and hosting educational programs and events. Costs include location costs, speaker fees, meals, and administrative overhead. Should you have any additional inquiries we would be happy to speak with you personally. Please don't hesitate to contact us at info@culturaldiplomacy.org.

Accommodation and Travel

GETTING TO, AND EXPERIENCING FRANKFURT AM MAIN

“Welcome to the most international city in Germany, the largest financial centre on the continent, the historical city of coronations, the city of Goethe and the Frankfurt School... In brief, to the smallest metropolis in the world, in which there is a lot to discover at close hand.”

~ Petra Roth, Mayor – Frankfurt

ACCOMMODATION

Frankfurt has numerous accommodation offerings from hotels to hostels, and with the convenient public transportation system our program locations are easily accessible no matter where you stay. Below are links to helpful websites for booking accommodation in Frankfurt.

Hotel.info: http://www.hotel.info/en.hotels/Frankfurt_33561/hotels.aspx

Hostelworld.com: <http://www.hostelworld.com/findabed.php/ChosenCity.Frankfurt/>

Interested in booking a room with other participants to make your stay more affordable?

Email Shinu Thomas at thomas@culturaldiplomacy.org and we will be happy to help accommodate your request.

TRAVEL

By plane:

Frankfurt is home to the largest airport in Germany and has excellent connections to virtually every city in the world. Below are links to helpful websites for booking travel to and from Frankfurt.

Farechase: <http://farechase.yahoo.com/>

Search virtually all carriers (including discount carriers) from any city for the best deals available.

Ryanair: <http://www.ryanair.com/site/EN/>

Discount flights into Frankfurt Hahn (HHN), with regular shuttle buses in Frankfurt city.

Germanwings: <http://www.germanwings.com>

Discounts flights from numerous cities. Works in cooperation with Clickair.

TUIfly: <http://www.tuifly.com/en/index.html>

Discount flights into Frankfurt.

airberlin: <http://www.airberlin.com/>

Discount flights into Frankfurt from cities throughout Europe. Excellent connections within Germany.

By train:

Germany has an excellent rail system and offers excellent connections into Frankfurt via train.

Duetsche Bahn: <http://www.bahn.de/international/view/en/index.shtml>

Main rail operator in Germany.

Rail Europe: <http://www.raileurope.com/us/index.htm>

Additional information on travel to Frankfurt can be found here.

HELPFUL LINKS

Tourismus+Congress GmbH Frankfurt am Main: <http://www.frankfurt-tourismus.de/cms/tourismussuite/en/home.html>

Frankfurt.de: <http://www.frankfurt.de> (select your language in the upper right)

Frankfurt Airport: <http://www.airportcity-frankfurt.com/>

LETTERS OF SUPPORT FOR VISAS

In circumstances where a letter of support is required to apply for an entry visa, we are happy to provide documents as necessary on a case by case basis. Please contact Shinu Thomas as thomas@culturaldiplomacy.org.

For information on whether a visa is required for your visit please see the official German Federal Foreign Office, or the Auswärtiges Amt by clicking here.

For any additional questions please contact Shinu Thomas at thomas@culturaldiplomacy.org.

Press

All media inquiries should be sent to Shinu Thomas at thomas@culturaldiplomacy.org.

For questions regarding CD News please visit the homepage: <http://www.culturaldiplomacynews.org/> or contact Johnny Elliot at elliott@culturaldiplomacy.org.

Partners



The Institute for Cultural Diplomacy (ICD) has partnered with the Institute for Corporate Cultural Affairs (ICCA) to create a powerful strategic network, drawing on the exceptional leadership of both organizations in the public and private sectors.

There is no doubt that multinationals and other corporations play an integral role in building bridges and creating connections between countries and cultures.

Multinationals today *must* leverage public diplomacy, and governments today are increasingly leveraging corporate communications strategies to improve international relations. Working together, these sectors create a powerful, synergistic public-private partnership. But without cultural understanding, dialogue, and trust, many business practices are inefficient or ineffective. Cultural diplomacy has gone largely unrecognized as both an opportunity and a necessity for the private sector by way of their corporate responsibility initiatives.

At the ICD, we believe a localized approach, accounting for institutional and cultural differences, can optimize business practices, amplify benefits to social welfare, and open the door to greater levels of intercultural dialogue and understanding. Additionally, private sector networks provide an unparalleled opportunity to create a global atmosphere of dialogue, understanding and trust between nations. The private sector is an inseparable component of culture, and diplomacy is an essential element of global business practices.

The ICCA has been involved in CSR initiatives since its inception and focuses on linking high level business executives, organizations, and academics in their quest to coordinate and align profit based goals with the good of society. In order to achieve this goal, ICCA promotes Corporate Social Responsibility (CSR) among international companies, ensuring its integration into their daily business and offering long-term support to secure future progress. The ICCA believes that it is through a strong cooperation between public sector diplomacy and private sector initiative that we can achieve our highest goals for increasing social welfare around the world.

The strong partnership formed by ICD and ICCA represents a positive step towards achieving our common goals. Through programs such as *Global Opportunities*, our organizations aim to increase awareness of the need for more public-private partnerships, and also the value of cultural diplomacy in these initiatives. We believe that the private sector is a powerful player in encouraging soft power diplomacy, and encouraging dialogue, understanding and trust around the world.

ABOUT THE ICD

The ICD is at the centre of a global network of independent partners in both the public and private sectors, whose collective mission is to enhance the process of international and interregional human interaction by improving the very fabric of social relations.

The field of cultural diplomacy today includes a diverse array of actors; individuals, private organizations, private sector firms, civil society organizations and public sector institutions. We endeavor to optimize and increase the level of cooperation and partnership between the different institutions and organizations working in the field of cultural diplomacy.

ABOUT THE ICCA

Since its launch in March 2003, the international **Institute for Corporate Culture Affairs (ICCA)**, based in Frankfurt am Main, Germany, has attracted the interest of leading international companies who believe in a greater business orientation towards the well-being of society. ICCA is an

independent not-for-profit organization that focuses on linking high level business executives, organizations, and academics in their quest to coordinate and align profit based goals with the good of society. In order to achieve this goal, ICCA promotes Corporate Social Responsibility (CSR) among international companies, ensuring its integration into their daily business and offering long-term support to secure future progress.

Interested in becoming a network partner?

Contact Shinu Thomas at thomas@culturaldiplomacy.org.