



The acid test of Corporate Social Responsibility (CSR) efforts is whether or not they lead to genuine impacts on society and the environment: are they rhetoric or reality? The conference tackles this frontier challenge by presenting results from a three year European research project and discussing them with acknowledged experts and practitioners.

The project "Rhetoric and Realities: Analysing Corporate Social Responsibility in Europe" (RARE) was carried out by seven leading research institutions with funding from the EU's Sixth Framework Programme.

To date CSR research and analysis has mainly tackled company-internal implications of CSR, e.g. with regard to the business case and issues of reporting and transparency. There is still little known about the company-external impacts which CSR may have on sustainability. The RARE Project and this conference constitute a first step towards tackling this crucial question. The conference will focus on the following key themes:

- | What CSR sustainability impacts can be found in selected EU industries (in particular the banking, oil and fisheries sectors)?
- | To what extent does CSR contribute to achieving existing EU sustainability goals?
- | What are the limits of the contribution of CSR to sustainability?
- | What factors foster or hamper the creation of CSR impacts?
- | What are the consequences for the further development of the EU's CSR policy and research?

At the conference, a position paper developed on the basis of the RARE Project findings will be presented and discussed. The conference will provide a platform for discussing the issue of CSR impacts with representatives from European institutions, companies, civil society and academia.

9.30 - 10.00 | Check-in Fondation Universitaire

## | Rhetoric and Realities Corporate Social Responsibility in Europe

Moderation  
Dr. Arild Moe | Fridtjof Nansen Institute

10.00 - 10.15 | Welcome  
Dominik Sobczak | European Commission, DG Research

10.15 - 10.30 | **The RARE Project | Introduction and core messages**  
Regine Barth | Öko-Institut e.V., RARE Coordinator

10.30 - 10.45 | **Why CSR effectively creates sustainability impacts**  
Jan Noterdaeme | CSR Europe

10.45 - 11.00 | **Why the sustainability impacts of CSR are limited**  
Prof. David Vogel | University of Berkley

11.00 - 11.30 | Coffee break

11.30 - 12.30 | **The contribution of CSR towards meeting EU sustainability goals**

| Climate change mitigation in the oil sector  
Elin Boasson | Fridtjof Nansen Institute

| Sustainable fisheries and the fish processing sector  
Franziska Wolff | Öko-Institut e.V.

| Gender equality in the banking sector  
Dr. Irmgard Schultz | ISOE

| Countering bribery in the banking sector  
Peter Wilkinson | PW Associates

| CSR in Hungarian and Austrian SMEs  
Tamás Pálvölgyi, PhD | Budapest Univ. of Technology & Economics

12.30 - 13.15 | Discussion

13.15 - 14.00 | Lunch

14.00 - 16.30 | Working groups (coffee break from 15.00 - 15.15)

**Group 1 | The challenges of assessing CSR impacts**

Moderation  
Dr. Arild Moe | Fridtjof Nansen Institute

Discussion  
Jørgen Wettestad | Fridtjof Nansen Institute | RARE  
Dr. Jette Steen Knudsen | Copenhagen Business School  
Orsolya Pallaghy | MOL Group Advisor

**Group 2 | How do standardised and company-specific CSR instruments contribute to the creation of sustainability impacts?**

Moderation  
Sabina Nicoletta | Fondation Eni Enrico Mattei

Discussion  
Dr. Federica Viganò | Fondation Eni Enrico Mattei | RARE  
Dr. Guido Palazzo | University of Lausanne  
N.N. | UniCredit Group (tbc)\*  
Elizabeth Guttenstein | ISEAL Alliance

**Group 3 | What factors external to companies promote the creation of CSR impacts?**

Moderation  
Katharina Schmitt | Öko-Institut e.V.

Discussion  
Dr. Irmgard Schultz | Institute for social-ecological research (ISOE) | RARE  
N.N. | WWF European Policy Office (tbc)  
Marion Swoboda | Sustainability Asset Management  
N.N. | Company representative

**16.30 - 18.00 | Panel Discussion**  
Consequences for the further development of EU's CSR policy and research

Chair  
Dr. Arild Moe | Fridtjof Nansen Institute

Participants  
Geneviève Besse | European Commission, DG Employment and Social Affairs  
Richard Howitt | Member of the European Parliament  
Dr. Jette Steen Knudsen | Copenhagen Business School  
Regine Barth | Öko-Institut e.V., RARE Coordinator  
Elisabeth Dahlin | Ambassador, Swedish Partnership for Global Responsibility  
Paul de Clerck | Friends of the Earth Europe (tbc)  
Orsolya Pallaghy | MOL Group Advisor

\* to be confirmed

## REGISTRATION REGISTRATION

## CONTACT CONTACT

**RARE  
BUBE**  
Rhetoric and  
Realities in CSR

### Project Funding

6th Framework Programme | [ec.europa.eu/research/fp6](http://ec.europa.eu/research/fp6)



### Project Organisers

RARE Project | [www.rare-eu.net](http://www.rare-eu.net)

Öko-Institut e.V.



Fridtjof Nansen Institute



Stockholm Environment Institute



Fondazione Eni Enrico Mattei



Budapest University of Technology and Economics



Institut for social-ecological research



Peter Wilkinson Associates

### Registration form

Name: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_

I would like to participate in Working Group (WG)

WG 1     WG 2     WG 3

Registration is free. Please register early, if possible by 15 June 2007. Please send an email, or alternatively fax/mail the registration form overleaf to our Conference Administrative Facilitator:

**Ms. Heike Unruh**

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[www.oeko.de](http://www.oeko.de)

### Conference venue

Fondation Universitaire/Universitaire Stichting (FU/US)  
Rue d'Egmont (Egmontstraat) 11 | 1000 Bruxelles

Map: <http://www.fondationuniversitaire.be/plan.html>

### How to get there

You can take the metro from Brussels Central station (Gare Centrale) in the direction of Stockel/Debroux until Arts-Loi station (2 stops). Then take the metro in the direction of Clemenceau until Trône station (1 stop). Exit "Rue du Luxembourg".  
Alternatively, you can take the metro from the South Station (Gare du Midi/Zuid) in the direction of Simonis until Trône station (5 stops). Exit "Rue du Luxembourg".

## Conference

### Rhetoric and Realities Corporate Social Responsibility in Europe

Discussion of cutting edge results of a recent EU project on the sustainability impacts of CSR

**Brussels**  
**27 June 2007, 10.00 – 18.00**

