



6<sup>TH</sup> INTERNATIONAL CONFERENCE  
ON CORPORATE SUSTAINABILITY  
AND RESPONSIBILITY

Humboldt-Universität zu Berlin

October 8-9, 2014



# THE CSR-CONFERENCE

SERIES AT HUMBOLDT-UNIVERSITÄT ZU BERLIN



## JOACHIM SCHWALBACH

Professor of International  
Management (em.),  
Institute of Management and  
Chair of the CSR-Conferences

For many years, the Institute of Management has devoted its research and teaching activities to corporate social responsibility, corporate governance, reputation management, and international management. In the area of CSR, the institute conducts research on topics related to CSR & corporate governance, CSR rating, responsible supply chain management, strategic CSR management, corporate volunteering, social entrepreneurship, responsible leadership and CSR curricula development. The Institute of Management is located in the center of Berlin at

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## THE PROGRAM COMMITTEE:

Timothy Devinney (*Leeds University Business School*)

Robert Eccles (*Harvard Business School*)

Wanjun Jiang (*Peking University Business School*)

Gregory Jackson (*Free University Berlin*)

Joachim Schwalbach (*Chairman, Humboldt-Universität zu Berlin*)

Anja Schwerk (*Humboldt Universität zu Berlin*)

Tanji Tanimoto (*Waseda University, Tokyo*)

Sandra Waddock (*Boston College*)

## THEME OF 6<sup>TH</sup> CSR-CONFERENCE

The conference will focus on “Innovating for Sustainability” by exploring the integration of the vast knowledge we possess on organizational and product innovation with the work on CSR.

Given the challenge to global sustainability, incremental improvements are not enough to meet this challenge. Instead, sustainability-driven creative destruction increases the likelihood to improve companies’ and societies’ value creation.

# TOPICS

OF 6<sup>TH</sup> CSR-CONFERENCE

In Plenary and 32 Parallel Sessions of the conference various topics of current relevance will be presented and discussed, among them:

- › Multi-stakeholder governance
- › Sustainability and innovation
- › Investors and sustainability
- › Embedding sustainability into organizations
- › CSR networks and cooperation
- › Responsible supply chain management
- › Measuring, reporting, evaluating, rating CSR
- › Internal and external communications of CSR
- › Social innovation
- › Social entrepreneurship



# PROGRAM HIGHLIGHTS

**WEDNESDAY, OCTOBER 8, 2014**

Program Structure: 1<sup>st</sup> Day

9.00 – 9.15

Opening Session

9.15 – 10.45

Plenary Session 1: **Opening Keynote Speeches**

SPEAKER



**John Elkington**

*SustainAbility and Volans Ventures*  
Breakthrough: How Business Leaders  
Create Market Revolutions

SPEAKER



**Tima Bansal**

*Ivey Business School and Network for  
Business Sustainability*  
Sustainability and Innovation

11.15 – 12.45

Plenary Session 2: **Executive Panel**

CHAIR



**Timothy Devinney**

*Leeds University Business School*  
Keynote Address and Panelists: TBA

14.00 – 17.30

16 Parallel sessions, 90 minutes each

19.00

**Lifetime Achievement CSR Award 2014**

AWARDEE



**R. Edward Freeman**

*University of Virginia*  
Laudation: TBA

20.00

Dinner Reception

**THURSDAY, OCTOBER 9, 2014**

Program Structure: 2<sup>nd</sup> Day

9.00 – 10.30

Plenary Session 3: **Panel Discussion**

SPEAKER



**Robert Eccles**

*Harvard Business School  
with Keynote Address  
"Investors and Sustainability"*

11.00 – 12.30

Plenary Session 4: **Panel Discussion**

SPEAKER



**Leslie Gaines-Ross**

*Weber Shandwick  
with Keynote Address  
"Reputation, CSR, and Innovation"*

14.00 – 17.30

16 Parallel sessions, 90 minutes each

17.30

End of Conference and Farewell Drinks



### DOCTORAL WORKSHOP PRECEDING THE 6<sup>TH</sup> CSR-CONFERENCE ON OCTOBER 7<sup>TH</sup>

The doctoral workshop took place for the first time in 2010 and it attracted more than 50 doctoral students from various national backgrounds. The workshop addresses interdisciplinary research in the fields of CSR in a globalized context.

The workshop offers doctoral candidates a unique possibility to present and discuss their research projects in an inspiring academic community of both fellow students and experienced researchers. A friendly and supportive atmosphere will allow students to improve their academic skills and abilities as well as to connect with international doctoral colleagues and faculty members.

# SPONSORSHIP

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## **BENEFITS**

Be connected with one of the biggest and best-known CSR-conferences worldwide. Benefit from the high reputation of the Humboldt-Universität zu Berlin (29 nobel prize winners). Reach an expected target audience of 500-600 attendees from around the world. Reach conference attendees who are corporate decision

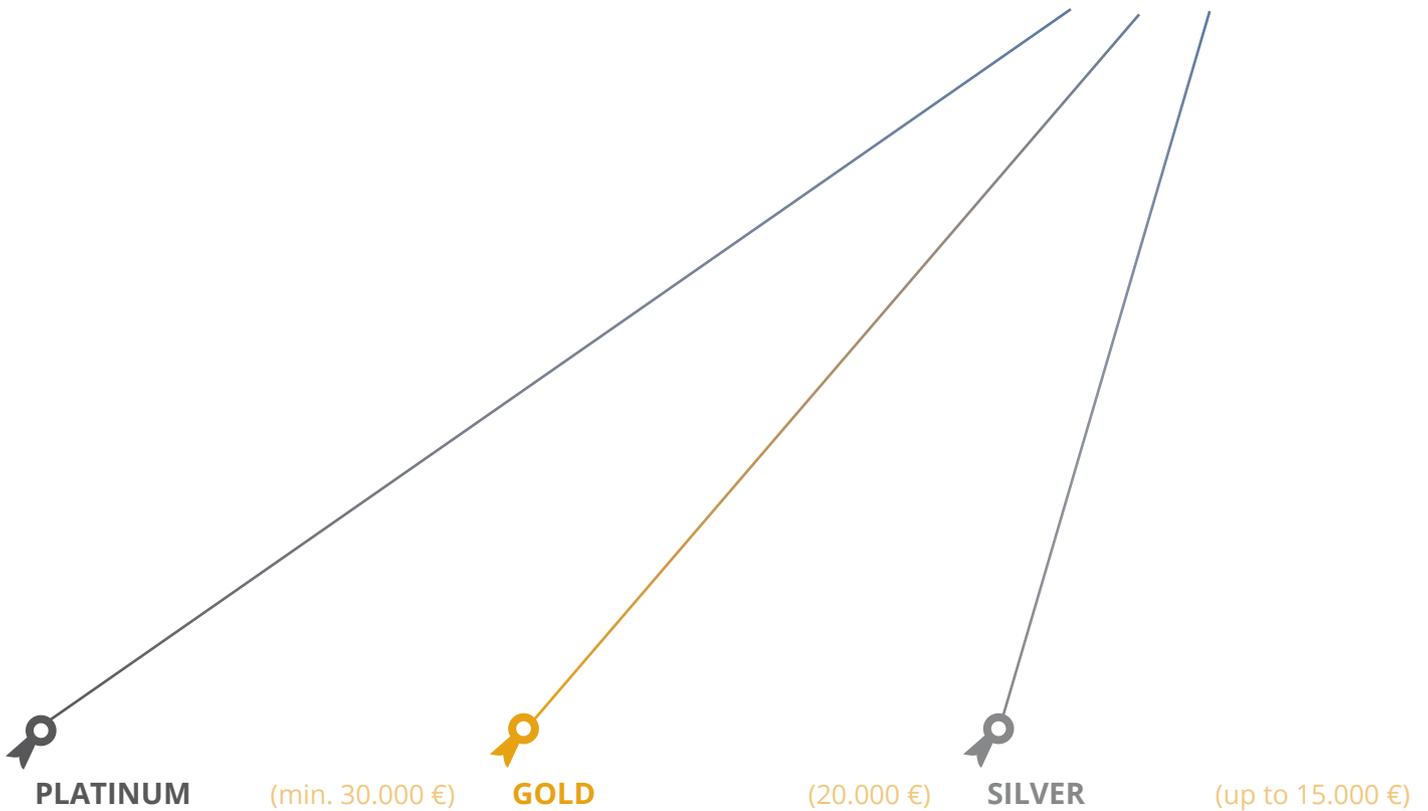
makers, politicians, NGOs, academics to discuss important CSR-issues and solutions.

## **NETWORKING AMONG CSR EXPERTS**

Demonstrate your organization's commitment to sustainability and corporate responsibility to an international audience and the worldwide community.



# LEVELS



- › Opportunity to address the conference for 5 to 10 minutes.
- › Entitlement to organize a press conference during the conference,
- › Company logo will appear on cover of the program and additionally on all printed material and the webpage (the platinum sponsor's signage will be more prominent than that of any co-sponsors).
- › Appropriate signage in the main conference rooms.
- › Offering of 5 complimentary attendee passes; any further pass at 20% discount off the applicable full conference registration fee.
- › Opportunity to distribute the company's brochure and a gift/giveaway to be included in the attendee pack that is distributed to participants on registration.
- › You will be thanked during the opening and closing conference sessions.

- › Company logo will appear in the program and additionally on all printed material and the webpage (the platinum sponsor's signage will be more prominent than those of any co-sponsors).
- › Appropriate signage in the conference registration area. Only the platinum conference sponsor's signage will feature more prominently than those of the gold sponsors.
- › Offering of 5 complimentary attendee passes; any further pass at 20% discount off the applicable full conference registration fee.
- › Opportunity to distribute your company's brochure and a gift/giveaway to be included in the attendee pack that is distributed to participants on registration.
- › You will be thanked during the opening and closing conference sessions.

- › Company logo will appear in the program and additionally on all printed material and the webpage (the platinum sponsor's signage will be more prominent than those of any co-sponsors).
- › Offering of 3 complimentary attendee passes.
- › You will be thanked during the opening and closing conference sessions.

# INDIVIDUAL

## EVENT SPONSORSHIP

Sponsorship is not limited to financial support per se, but can also take the form of provision of material, product offers, catering etc. Should your company be interested in a sponsorship package not listed please feel free to contact us.



### DINNER RECEPTION

- › The Dinner Reception takes place in the evening of the first conference day just after the Award ceremony of the Lifetime Achievement CSR Award 2014.
- › As a sponsor of one of these events, your company's name and logo will be prominently featured.
- › Company logo will appear in the program and additionally at all printed material and at the conference webpage.
- › Your company may invite up to 3 additional representatives to the Dinner Reception.



### CONFERENCE TEA/COFFEE BREAKS OR LUNCH

- › There are tea and coffee breaks each day of the conference. In addition to tea and coffee, soft drinks are often served as well as snacks such as cookies and fruit, etc. Conference attendees often linger over a drink and a snack for discussions during and after these breaks. Sponsorship includes tea and coffee breaks for a single day of the conference.
- › There are two lunches which take place in the prestigious Senatssaal at Humboldt-Universität on the 1<sup>st</sup> and 2<sup>nd</sup> day of the conference.
- › As a conference tea/coffee break or lunch sponsor, your company's name and logo will be prominently featured where the snacks, beverages and lunch are served.
- › Company logo will appear in the program and additionally at all printed material and at the conference webpage.



## DOCTORAL WORKSHOP

- › The workshop offers PhD candidates a unique possibility to present and discuss their research projects in an inspiring academic community of both fellow PhD students and experienced researchers. A friendly and supportive atmosphere will allow students to improve their academic skills and abilities as well as to connect with international PhD colleagues and faculty members.
- › An additional highlight of the workshop will be a session on publishing strategies, held by Timothy Devinney, former chair of the International Management Division of the Academy of Management, editor of Academy of Management Perspectives, and co-editor of the Advances in International Management series.
- › A very prestigious scientific committee will attract many applications and guarantees a unique academic atmosphere.
- › As a sponsor of this one-day workshop, your company's name and logo will be prominently featured.
- › Company logo will appear in the program and additionally at all printed material and at the conference webpage.
- › A best-paper award accompanied with prize money can be arranged and the award can be handed out by a representative of your company at the dinner reception on the first day of the conference.

# FACTS & IMPRESSIONS

## REVIEW OF PAST CONFERENCES

### PREVIOUS KEYNOTE SPEAKERS

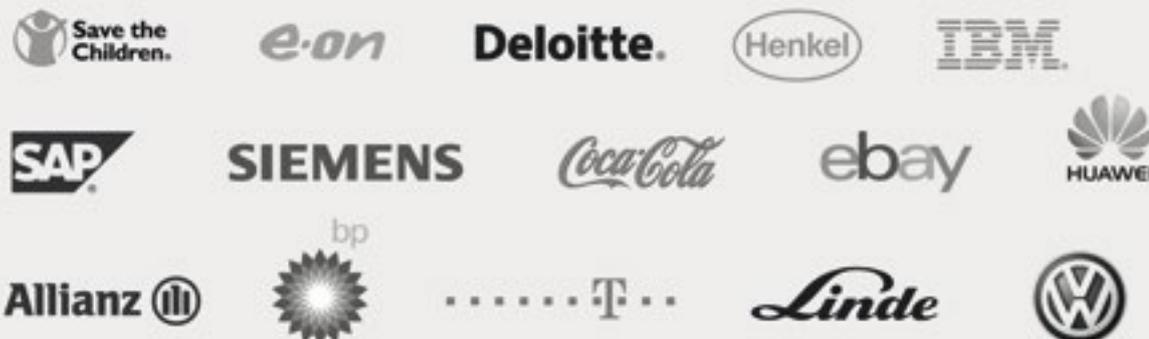
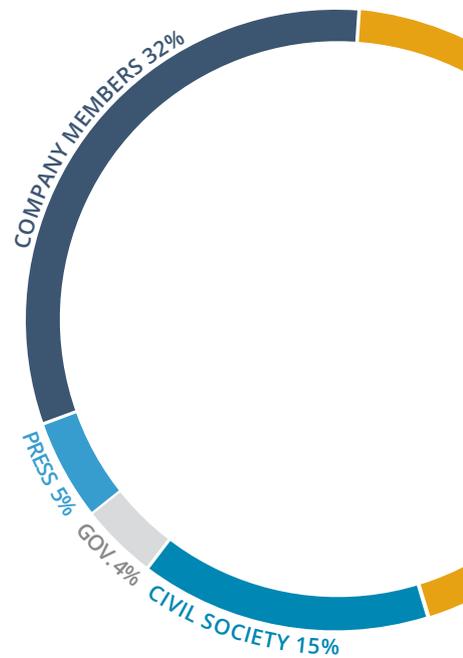
<b>JAGDISH BHAGWATI</b>	Columbia University, Economics Department
<b>ARCHIE CARROLL</b>	Georgia University First Awardee of the Lifetime Achievement CSR Award 2012
<b>PETER EIGEN</b>	Chairman Extractive Transparency Initiative and Founder of Transparency International
<b>R. EDWARD FREEMAN</b>	University of Virginia
<b>PIETRA RIVOLI</b>	Georgetown University
<b>MICHAEL SPENCE</b>	Stanford University, Nobel Prize in Economic Sciences 2001
<b>SANDRA WADDOCK</b>	Boston College, Carroll School of Management
<b>SIMON ZADEK</b>	Founder of AccountAbility

### FACTS

- › Sixth of the CSR conference cycle so far (1<sup>st</sup> conference in 2004, bi-annual cycle)
- › One of the biggest and most visible international CSR-Conferences
- › 500-600 participants from all parts of the world
- › About 100 speakers
- › About 10 keynote speakers
- › About 30 parallel sessions
- › Location: Main building of Humboldt-Universität zu Berlin, Unter den Linden 6, Berlin Mitte, [www.hu-berlin.de](http://www.hu-berlin.de), Plenary sessions at the Auditorium Maximum

### DISTRIBUTION

of 500-600 Participants  
(in percent)



Representatives  
sponsors from  
previous  
conferences  
(just a few)

# ABOUT

## HUMBOLDT-UNIVERSITÄT ZU BERLIN

More than two hundred years ago, in 1810, Wilhelm von Humboldt's vision of a new type of university became reality. The newly founded Prussian alma mater was the first to introduce the unity of research and teaching, to uphold the ideal of research without restrictions and to provide a comprehensive education for its students. These principles of Wilhelm von Humboldt and a select group of contemporaries soon became general practice throughout the world. A new era of university and academic research had begun.

Shortly after its foundation, Humboldt-Universität became the largest and most renowned university in Germany, home to 29 Nobel Prize winners like Max Planck, Albert Einstein, Robert Koch or Fritz Haber. Prominent historical figures like Otto von Bismarck, Heinrich Heine and Karl Marx were students here.

Today, Humboldt-Universität consists of eleven schools/faculties with about 34.000 students, almost 200 degree courses, more than 400 professors and 2.000 lectures. As one of eleven German universities, the Humboldt-Universität was chosen "University of Excellence" in June 2012. It was successful in all three funding lines in the third round of the Excellence Initiative of the German federal and state governments and awarded for its future concept "Educating Enquiring Minds: Individuality – Openness – Guidance".

### CONTACTS

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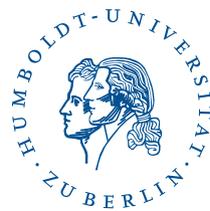
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SCIENTISTS AND STUDENTS 44%

*Wilhelm von Humboldt  
(1810)*

“Something which affects me personally more directly than anything else is the establishment of a new university here in berlin.”





Humboldt-Universität zu Berlin  
School of Business and Economics  
Institute of Management

## **INNOVATING FOR SUSTAINABILITY**

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