



Philanthropy: A Corporate Responsibility?

Philias Annual Conference 2005
November 24, 2005, 12.15 – 18.00
Zurich Financial Services, Auditorium, Mythenquai 2, Zürich



Moderator: Haig Simonian, Journalist, Correspondent Financial Times

Programme

- 12.15 **Registration & informal lunch**
- 13.30 **Words of welcome: Senior Executive, Zurich Financial Services**
- 13.45 **Philias: Promoting and implementing CSR**
Bettina Ferdman Guerrier, Founder and Director, Philias
Anne Keller, Head of Brand Communications & Public Affairs, Swiss Re, Member of the Board, Philias
- 14.00 **Keynote speech: Philanthropy: a corporate responsibility?**
Pierre Jaccoud, Head of the Chairman's Office and Chairman of the Corporate Sustainability Committee, F. Hoffmann-La Roche Ltd
- 14.30 **Social engagement: Swiss trends**
Introduction to the parallel workshops
Michael Arnold, Manager Zurich Office, Philias
- 14.45 **Workshop 1: New models of philanthropy**

Goal: give an overview of new approaches for companies' donations and examples of innovative partnerships. Topics to be discussed: provide advices on how to select projects and organisations, how the money invested can cause multiplying effects, how corporate philanthropy can achieve concrete results globally and locally. Present the main actors in the process.

Christina Drotz-Jonasson, Assistant Vice President, Public Affairs, Nestlé SA
Etienne Eichenberger, Executive Director, WISE
Jacqueline Spühler, Corporate Community Relations Manager, IBM Switzerland
Dr. Martina Ziegerer, Director, ZEWO

Facilitator: Bettina Ferdman Guerrier, Philias

Workshop 2: Involving employees in philanthropy: building a strong corporate culture

Goal: presenting how companies can derive value from involving their employees by using tools like corporate volunteering and matched giving. Topics to be discussed: necessary skills and time resources, financial implications, image in the community, concrete examples of successful community and volunteering programmes.

Laurence Fabry Lorenzini, Director, Philias
Karen Saddler, Director Corporate Communication, Firmenich
Pam Webb, Community Affairs Manager, Zurich Financial Services UK

Facilitator: David Halley, Head of international development, Business in the Community UK

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Workshop 3: Corporate foundations – why and how?

Goal: present pros and cons for companies to manage their philanthropic activities via foundations depending on the firm. Topics to be discussed: legal advantages, communication and promotion of philanthropy.

Charlotte Leber, General Secretary, Foundation BNP Paribas Switzerland
Dr. Hans Rainer Künzle, Rechtsanwalt, Partner, Kendris Private AG
Marc Pfizer, Managing Director, Foundation Strategy Group

Facilitator: Dominik Büchel, Member of the Management, advocacy AG

- 16.00 **Coffee break**
- 16.30 **Closing panel: The future of corporate philanthropy**
Elena Bonfiglioli, Director Community Affairs, Microsoft
Denis Caillaux, Secretary General, CARE International
Patrick Odier, Managing Partner, Lombard Odier Darier Hentsch & Cie
Joachim Schoss, President, MyHandicap.com
- 17.00 **Q & A**
- 17.30 **Summary of the day**
Haig Simonian
- 17.40 **Closing**
Philippe Nordmann, President, Philias
- 17.50 **Cocktail reception**
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Philias is a Swiss foundation that promotes corporate social responsibility and supports companies in its implementation.

Philias CSR Network:

BNP Paribas Suisse SA	PRO Entreprise Sociale Privée
CentreInfo	Randstad Schweiz AG
Fondation d'Investissement ethos	Rentes Genevoises
Firmenich SA	SAM Sustainable Asset Management
Holcim (Schweiz) AG	Bank Sarasin & Cie AG
Lombard Odier Darier Hentsch & Cie	ST Microelectronics
Manor AG	Syngenta
Manpower Schweiz	Unicible
Nestlé SA	Union Bancaire Privée (UBP)
Novartis Consumer Health	Zurich Financial Services
Orange Communications AG	

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Facilities and lunch offered by Zurich Financial Services

The organizers reserve the right to alter the programme