

## CSR INTO ACTION: UK BUSINESS MODELS

### Programme

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**12.00**     **Registration and lunch**

**14.00**     **Opening**

*HE Mr Simon Featherstone, the British Ambassador*

**14.15**     **Keynote speech: "CSR policy and practice - the experience of Cadbury Schweppes"**

*Neil Makin, External Affairs Director, Cadbury Schweppes plc*

**14.35**     **Introduction to the workshops: "Models of CSR"**

*David Halley, Director of European Development, Business in the Community*

**15.00**     **Workshops**

**W1: "Reporting on CSR"**

- Company programmes and how they report on them
- Management and communications benefits
- Reporting as a corporate governance tool

**Speakers:**

*Dr. Sibyl Anwander Phan-huy, Head of Public Affairs and Sustainability, Coop*

*Fiona Courtenay-Evans, Associate Director, Corporate Responsibility and Community Affairs, UBS Investment Bank*

**Moderator:** *Dr. James Murphy, Associate Director, Global Reporting Initiative*

**W2: "Stakeholder Relationships"**

- The growing importance of good stakeholder relationships
- Tools for managing stakeholder dialogue
- The place of employees as stakeholders

**Speakers:**

*Celia Moore, CSR Director, IBM EMEA*

*Michael Stopford, Head of Global Public Affairs & Government Relations, Syngenta International AG*

**Moderator:** *Pierre Coucourde, Member of the Board, Philiass Foundation*

**W3: "Community Investment"**

- Community investment as the most visible of a company's expression of CSR
- Focussing the company's skills, time and resources on community need
- Benefits to the company

**Speakers:**

*John Bee, Communications Manager Public Affairs, Nestlé SA*

*Ed Williams, CSR Director, Marks & Spencer*

**Moderator:** *David Halley, Director of European Development, Business in the Community*

**W4: "Guidelines in the Financial Sector"**

- The Equator Principles' evolution and impact
- Current developments in the financial world
- Benefits of guidelines to the company

**Speakers:**

*Christopher Bray, Head of Environmental Risk Policy Management, Barclays Bank plc*

*Paul Clements-Hunt, Head of Unit, UNEP Finance Initiative*

*Beth Krasna, Member of the Board of Directors, BCV*

**Moderator:** *Robert Rubinstein, Brooklyn Bridge-TBLI Group*

**16.30**     **Summary**

*Peter Brey, Secretary General, Terre des Hommes Foundation Switzerland*

*Bettina Ferdman Guerrier, Secretary General, Philiass Foundation*

**16.45**     **Closing: "CSR, a strategy of doing business"**

*Peter Davies, Managing Director, Business in the Community*