Please register: www.csr-hu-berlin.org

THE FUTURE OF CSR
5th INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY
OCTOBER 4-6, 2012 – BERLIN
The 5th International Conference on Corporate Social Responsibility organized by the Institute of Management at Humboldt-Universität zu Berlin has established itself as the world’s premier international forum for exploring the global themes of CSR in all its manifold dimensions. Inaugurated in 2004 as a platform for multi-stakeholder dialogue, the Humboldt-Conference series has attained a remarkable degree of international relevance in a short period of time. Its stature is reflected not only in the sustained rise in delegate numbers, but also – most importantly – in the scope and caliber of its participants. Leading academics, executives, policy makers, activists and educators from around the globe now place the semi-annual CSR-Conference on their agenda.

**Björn Stigson**

*Former president WBCSD*

“The leading global companies of 2020 will be those that provide goods and services and reach new customers in ways that address the world’s major challenges—including poverty, climate change, resource depletion, globalisation and demographic shifts.”

**The Future of CSR — the Theme of the 5th CSR-Conference**

The debate on the role and impact of CSR on corporate, manager and stakeholder behavior and practice continues to rage. There are now many standards, many types of certification and monitoring programs, many accrediting agencies, numerous initiatives by the stakeholder groups and associations resulting in a proliferation of activities which lead to a high degree of confusion and need consolidation. The 5th CSR-Conference will focus on the future of CSR by exploring whether more collaboration between the most relevant global entities can bring more consolidation and consistency across different institutions.

**More than 100 Presentations from Practitioners, Scientists, Politicians and NGOs**
Conference Highlights

Robert Eccles
Harvard Business School

“Interest in how to measure the many dimensions of performance of corporate social responsibility and sustainability continues to growth amongst companies, investors, and stakeholders. More and more companies are producing sustainability reports and even integrated reports due to both market and regulatory forces.”

Sandra Waddock
Boston College

“Businesses today operate in a world of collapsing boundaries, increased accountability, responsibility, transparency, and a growing sustainability imperative that is changing the social roles of business well beyond current understanding of corporate social responsibility.”

Opening Keynote
Simon Zadek Founder of AccountAbility

Executive Panel
with Björn Stigson Former President WBCSD, Alan Aicken Huawei

Lifetime Achievement CSR Award 2012
Archie B. Carroll Georgia, Laudation: Sandra Waddock Boston sponsored by Volkswagen

Panel on “CSR Measurement and Sustainability Reporting”
with Robert Eccles Harvard, Paul Druckman CEO, IIRC, Susanne Stormer Novo Nordisk, Karenina Schröder Berlin Civil Society Center

Panel on “Managing Global Stakeholders”
with Timothy Devinney UT Sydney, Anita McGahan Toronto, Maurizio Zollo Bocconi

Panel on “Building a New Institutional Infrastructure for CSR”
with Sandra Waddock Boston, Edward Freeman Virginia, Dirk Matten Toronto, Dima Jamali Beirut, Johanna Mair Stanford

Panel on “Innovating for Sustainability: Challenges and Opportunities Post Rio+20”
with Robert Eccles Harvard, Katrin Muff Lausanne, Maurizio Zollo Bocconi, Natacha Dimitrijevic Hermes, Gerhard Prätorius Volkswagen
Facts

- One of the major CSR-Conferences
- Over 500 Participants from around the World
- About 100 Speakers
- 20 Keynote Speakers
- 25 Parallel Sessions
- Two Exciting Conference Locations

Conference Organization

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

Joachim Schwalbach
Professor of International Management,
Head of the Institute and Chair of the CSR-Conferences

Anja Schwerk
Conference Manager and Member of the Program Committee

Rosenstr. 19
10178 Berlin, Germany
Phone: +49 (0)30 209 399 400
e-mail: info@csr-hu-berlin.org

www.csr-hu-berlin.org
twitter.com/CSRHUBerlin
find us on facebook

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