



Executive Seminar

Seminar Programme

(preliminary)

Corporate Social Responsibility

Regulatory Tools and their Application

Convener:

Professor Dr. Anke Hassel
Hertie School of Governance

2 – 4 April 2009

Hertie School of Governance
Friedrichstr. 180
10117 Berlin

The Seminar will analyse the various policy instruments in the field of Corporate Social Responsibility, primarily in the context of large multinational firms. A discussion of the rise of CSR in recent years will include a look at the incentives to firms to develop these activities, the business interests of the firms themselves as well as at regulatory frameworks that have emerged and their problem-solving potential.

The seminar will then focus on the regulatory aspects of CSR: How do firms and non-governmental actors interact? What are the organisational and institutional forms of CSR? What is the role of governments and public policy making through CSR? How can CSR standards be implemented?

Professor Dr. Anke Hassel, Convener, is Professor of Public Policy at the Hertie School of Governance and Adjunct Professor at the Graduate School of Social Sciences at Bremen University. Previously, she was a visiting scholar at the Social Science Research Center Berlin. In 2003/2004, she worked for the Planning Department of the former Federal Ministry of Economics and Labour (Bundesministerium für Wirtschaft und Arbeit).

Contact and Registration:

Tim Nover
Acting Head of Executive Education
Hertie School of Governance
Friedrichstr. 180 • 10117 Berlin
Tel.: +49 (0)30 259 219 - 130
Email: executive@hertie-school.org
www.hertie-school.org/executive

The mission of the Hertie School of Governance (HSoG) is to prepare current and future leaders to deal with new challenges of governance that decision-makers in public, private, and non-profit organisations are facing.

The Executive Education programme brings together mid-career executives from different sectors, to generate an exchange of ideas and equip participants with analytical, managerial and political skills that will help them to successfully master today's fast-changing governance environment.

Executive Seminars combine the expertise of leading academics and experienced practitioners with state-of-the-art teaching methods such as case studies, open discussions and simulations. They shall help participants to find solutions for pressing issues in their own professional environment and train their professional knowledge. By the end of each seminar, participants shall have acquired a profound understanding of interdependent processes, relevant strategies and the actors involved.

The Hertie School of Governance is a project of the Hertie Foundation based in Frankfurt/Main.



Thursday, 2 April 2009

Approaching CSR: Background and the Challenge of Implementation

10.00 Welcome and Introduction

Professor Dr. Henrik Enderlein, Associate Dean, Programme Director of Executive Education
Professor Dr. Anke Hassel

10.15 CSR: What it is and what it is not

Corporate Citizenship, Corporate Accountability and Corporate Social Responsibility
Professor Dr. Anke Hassel

11.00 Who runs the firm? Stakeholder and Shareholder theories

The role of the national context and economic interdependence
Professor Dr. Anke Hassel

14.00 Group Work: The Case of WestLB

Professor Dr. Anke Hassel

16.00 Guest Lecture: Drivers for CSR

Marek Wallenfels

18.30 Dinner in Berlin-Mitte

Friday, 3 April 2009

CSR Policy Instruments & Standards

9.00 Learning and Regulating: Policy Instruments at the national and EU level

Professor Dr. Anke Hassel

11.00 Learning through Reporting: The Case of the Global Reporting Initiative (GRI)

Thorsten Benner

14.00 Learning through Public Procurement: Sustainable Public Procurement

Professor Dr. Anke Hassel

16.00 Mandatory and Voluntary Standards: A Conversation about different Approaches

Shirley van Buiren
Carsten Schmitz-Hoffmann

Saturday, 4 April 2009

Monitoring and the Role of Governments

9.00 Is Monitoring Necessary? By Who?

Professor Dr. Anke Hassel

11.30 The Role of Governments and Public Policy

Anna Peters

14.00 Wrap-Up and Conclusion

Professor Dr. Anke Hassel

15.00 End of the Seminar

Faculty

Professor Dr. Anke Hassel

Professor of Public Policy at the Hertie School of Governance and Adjunct Professor at the Graduate School of Social Sciences at Bremen University

Thorsten Benner

Associate Director, Global Public Policy Institute (GPPi)

Anna Peters

Project Corporate Social Responsibility, Bertelsmann Foundation

Carsten Schmitz-Hoffmann

Head of Programme Office for Social and Ecological Standards, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH

Shirley van Buiren

Head of Working Group "Corporate Accountability/ Monitoring of OECD Guidelines for Multinational Enterprises", Transparency International (TI) Germany e.V.

Marek Wallenfels

Managing Director, Initiative 2° – German CEOs for Climate Protection

Seminar fee: € 1.575,-

Discounts for privately registered participants, NGOs, and institutions regularly sending participants are available.