

# Conference on CSR in Europe - Latin America and the Caribbean: The Best of Two Worlds

December 13, 2006  
Pestana Bahia Hotel, Salvador, Bahia, Brazil

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Two regions, different cultures and yet, many things in common including a strong commitment to Corporate Social Responsibility (CSR). The main goal of the Conference on CSR in Europe - Latin America and the Caribbean: The Best of Two Worlds is to strengthen the exchange of experiences in CSR in the countries of Latin America and the Caribbean and Europe in order to explore what companies can learn from each other in the CSR field.

Through case presentations the conference will highlight bi-regional experiences and approaches to CSR. Focus will be on global versus local CSR strategies, how 'best practices' can be adapted to the specific needs and the particular social and economic conditions in both regions.

Aimed at business leaders, practitioners, government officials, civil society, NGOs and academics, the conference will give a wide possibility for networking and will have a marketplace for companies and organisations wanting to present their CSR work and display their materials.

The conference is a joint initiative between the Danish Government and the Inter-American Development Bank, with support from the European Commission and it is the beginning of what is expected to be a fruitful process of sharing information and practices on public policies, business, academic research and NGO actions, between the two regions.

## PROGRAM

### Wednesday, December 13, 2006

8:00-8:30      **Registration**

8:30 - 9:00    **Welcome address**

- Luiz Fernando Furlan, Minister of Development, Industry and Foreign Trade of Brazil (invited)
- Joaquim Vieira Ferreira Levy, Vice President, Inter-American Development Bank (invited)
- Michael Dithmer, Permanent Secretary, The Danish Ministry of Economic and Business Affairs (confirmed)

- Representative from the European Commission (to be determined)

9:00-10:30 **CSR Strategy: Developing global strategies**

CSR is usually defined as being companies' voluntary approach to social, ethical and environmental societal concerns. However, what is voluntary in one country can be regulated in another, and there are a myriad of other differences that make working with CSR challenging from a global perspective.

Are there any differences in an European, Latin American or Caribbean approach to CSR? Key-note speakers from European, Latin American and Caribbean companies will share their experiences and perspectives on global CSR strategies, and the challenges and opportunities on implementing them locally.

- Julio Moura, Chairman and CEO of GrupoNueva, Member of the Executive Committee of the World Business Council for Sustainable Development (WBCSD) (confirmed)
- Victor Barbosa, President of Novozymes Latin America and Claus Frier, Sustainability Development Center, Novozymes (confirmed)
- Carlos Facciona, Corporate Affairs, Nestlé, Brazil (confirmed)
- Lynn Holowesko, Caribbean Council Member for The World Conservation Union (IUCN), Former Bahamian Senator and Ambassador for the Environment, Past President of the Bahamas National Trust, Bahamas (confirmed)

Moderator: Tobias Webb, Ethical Corporation (confirmed)

10:30- 11:00 **Coffee-break**

11:00- 12.30 **CSR Practice: Overcoming cultural differences**

During this session we will be presented with concrete experiences and lessons learned on management approaches to corporate social responsibility and communication and implementation of cross-border CSR strategies.

- Javier Treviño, CEMEX (confirmed)
- Ricardo Young, President, Instituto Ethos, Brazil (confirmed)
- Marcus Magalhães, Regional Executive, Phillips, Brazil (invited)
- Private Sector Representative (to be determined)

Moderator: Adrian Hodges, Managing Director, Corporate Relations and Partnership Development, Prince of Wales International Business Leaders Forum (PWIBLF), United Kingdom (confirmed)

12:30-2:00 **Lunch**

Travis Engen, President, Prince of Wales International Business Leaders Forum (PWIBLF), United Kingdom (invited)

2:00-3:45 **Europe - Latin America and the Caribbean Alliances**

Speakers will share their experiences on alliances among different types of institutions in Latin America and the Caribbean and Europe formed to promote and implement responsible practices in both sides of the Atlantic. Positive results and challenges that these alliances faced will also be discussed.

Business organisations and academics across Latin America and Europe will present their common view upon the CSR field nowadays, and what perspectives they see for further cooperation and knowledge exchange between the two regions.

- Nazaré Imbiriba, General Secretary, Bolsa Amazonica (confirmed)
- Federico Cúneo, Foro Empresa (confirmed)
- Jan Noterdaeme, CSR Europe Representative (confirmed)
- Roberto Gutiérrez, Social Enterprise Knowledge Network (SEKN) (confirmed)
- Mette Mørsing, Associate Professor, Center for Corporate Values and Responsibility, Copenhagen Business School, Representative of EABIS (confirmed)

Moderator: Jodie Thorp, SustainAbility Ltd. (confirmed)

3:45-4:15 **Coffee-break**

4:15-5:45 **EU-LAC relations: The Road Ahead**

To close the conference, two guest speakers will follow the conference close in order to summarize the key points and share their perspectives upon European, Latin American and Caribbean CSR activities.

- Mads Øvlisen, Adjunct Professor and Chair for LEGO, former CEO and Chair Novo Nordisk (confirmed)
- Manuel Escudero, Head of Networks, UN Global Compact (confirmed)
- Antonio Vives, Manager a.i., Sustainable Development Department, Inter-American Development Bank (confirmed)
- Susan Bird, Commission's DG Employment, Social Affairs and Equal Opportunities, European Commission (confirmed)

6:00 – 7:00 **Reception**

All participants are invited to attend the closing reception where the world acclaimed band Olodum will give a concert.