



## CSR Europe Members



The European  
Marketplace on CSR  
March 3-4, 2005

In light of CSR Europe's 10th Anniversary



### Our National Partners Organisations (NPOs)

- Belgium** Business & Society Belgium •
- Czech Republic** Czech Business Leaders Forum •
- Finland** Finnish Business and Society •
- France** IMS - Entreprendre pour la Cité •
- France** Observatoire sur la Responsabilité Sociétale des Entreprises •
- Germany** econsense •
- Greece** Hellenic Network for CSR •
- Ireland** Business In The Community Ireland •
- Italy** Sodalitas • Italy Impronta Etica •
- Netherlands** Samenleving & Bedrijf •
- Poland** Responsible Business Forum •
- Portugal** RSE Portugal •
- Scotland** Scottish Business in the Community •
- Slovakia** Slovak Business Leaders' Forum •
- Sweden** Swedish Jobs & Society •
- Switzerland** Philias Foundation •
- United Kingdom** Business In The Community

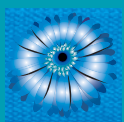


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With the support of the European Commission



**PROGRAMME**  
**Albert Hall**  
9, Avenue Eudore Pirmez 1040 Brussels



# Thursday, 3 March 2005

Sharing and exploring CSR solutions  
to business challenges

**11.00** Registration

**12.00** Lunch & Welcome by Bernard Giraud, Executive Director, CSR Europe

**12.50 Official Opening of the Marketplace by Viscount Etienne Davignon in the presence of Gunther Verheugen, European Commission Vice President and European Commissioner for Enterprise and Industry**

**13.20 Marketplace Round One**

**15.20** Coffee Break in Networking Café Area

**15.40 Marketplace Round Two**

**17.40** End of MarketPlace

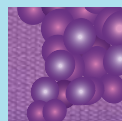
**18.00** Shuttle bus to Hotel  
Grand Hotel Mercure Crown Royal  
(250 Rue Royale, Brussels)

**20.00** Cocktail Reception

**20.30** Networking Dinner  
VIP Dinner for Chairs of the National  
Partner Organisations

**18.00 – GENERAL ASSEMBLY**

**18.45** (CSR Europe Members and National Partners only)  
Chaplin Auditorium, Albert Hall



# Friday, 4 March 2005

A European Roadmap for Businesses  
towards a Sustainable and Competitive Enterprise

**8.00** Shuttles from hotel to Albert hall

**8.30** Registration

**9.00 From the Margins to the Mainstream:**

- **Welcome address** by Frank Welvaert, Chair of the Board of Directors, CSR Europe and Director CSR Johnson & Johnson EME
- **CSR milestones** 1995-2005 followed by testimonials from the European MarketPlace on CSR
- A man with a vision: **Interview with Jacques Delors**, former President of the European Commission by Willy Helin, Head of the Representation of the European Commission in Belgium

**9.30 Launch of a European Roadmap for Businesses:**

- **Our Vision, our Commitments, our Appeal:** Viscount Etienne Davignon, Ministre d'Etat, Vice President Suez Tractebel and President CSR Europe
- Federico Falck, Chairman of Gruppo Falck and Chairman of Sodalitas
- **From Commitments to Solutions: Integrating Sustainability into Corporate Strategy**

## Roundtable 1

- Franck Riboud, Chairman and CEO, Groupe Danone
- Miroslav Majoros, CEO of Slovak Telecom and President of Slovak Business Leaders Forum
- David Norton, Company Group Chairman, Johnson & Johnson – Pharma EMEA

## Roundtable 2

- Patrick De Smedt, Chairman, Microsoft EMEA
- Stef Witteveen, CEO Randstad Belgium & Luxemburg and Founding Member of Business & Society Belgium
- Serge Foucher, Executive Vice President European Operations, Sony
- Cathy Kopp, Vice President HR, Accor

## Roundtable 3

- Philippe de Buck, Secretary General of UNICE
- Francesco Vanni d'Archirafi, CEO Global Transaction Services, Citigroup EMEA and Board Member of BITC
- Tony Marchak, Vice President, IBM EMEA and Chair Business Board European Academy of Business & Society

Moderated by Alan Christie

**11.00** Coffee Break in Networking Café Area

**11.30 Views from Abroad**

- Plenary panel discussion** moderated by Bernard Giraud, Executive Director CSR Europe and Director Sustainable Development & Social Responsibility, Groupe Danone
- Aaron Cramer, President Business for Social Responsibility (US)
  - Sean de Cleef, African Institute for Corporate Citizenship (South Africa)
  - Adachi Eiichiro, the Japan Research Institute

**12.00 The European Strategy on Competitiveness and Sustainable Development: from Commitments to Deliverables**

Message from Gunther Verheugen, EU Commission Vice President & EU Commissioner for Enterprise and Industry (video)

- Vladimir Spidla, EU Commissioner for Employment, Social Affairs & Equal Opportunities
- Viscount Etienne Davignon, Ministre d'Etat, Vice President Suez Tractebel and President CSR Europe

**Closing session by:**  
**José Manuel Barroso,**  
**President of the European Commission**

**13.15 - Press Briefing hosted by CSR Europe and European Commission (by invitation only)**

**13.00 - Cocktail & Luncheon: CSR Europe's 10th Anniversary**  
**15.00 Message from the European Presidency:**  
**Jean-Claude Juncker,**  
**Prime Minister GD Luxembourg**

\*Agenda still subject to changes