

**Business opportunities arising from CSR – putting to practice Amartya Sen
Invitation to the 2nd Round of Discussion
Kirchheim City Castle
19th/20th June 2006**

Nobel Prize laureate Amartya Sen defined development as “the expansion of all individuals’ capabilities (freedoms) to live free from poverty and suppression”. But to what extent can multinational companies contribute to this process and win on the global market simultaneously? Corporate Social Responsibility (CSR) strategies offer attractive opportunities: employment creation, career promotion and intercultural exchange are but some



Kirchheim city castle

of the prospects that globalisation holds for millions of people, especially for those living in parts of the world providing little other chances for individual development.

The discussion on CSR or corporate citizenship, albeit being relatively new in Europe, is gaining on in dynamic. Companies feel committed not only to their shareholders but also to their employees, customers, communities and other stakeholders.

As for the moment though, CSR is far from being recognized as a strategic management tool, concepts of charity keep dominating the discussion. But multinational companies may actually benefit from good CSR practices, which

are getting increasingly appreciated by financial investors, business partners and customers. In consequence, even suppliers located in low-cost countries will be requested to respect a growing number of environmental and social-standards. By strengthening their own global supply chains according to CSR standards, companies may shape up their business processes while contributing to local development.

Adecco, Cognis, DPWN and Win=Win hereby issue an invitation to the second round of discussion at the Kirchheim city castle. We want to exchange our companies’ CSR visions, discuss possibilities for contributing to sustainable development in Asia, Latin America, Africa and Eastern Europe and consider the whole within Amartya Sen’s “capabilities” framework. As a group of representatives from multinational companies we will share our experiences and our ideas on CSR and Amartya Sen.

Our workshop will start on 9th June at 14.00 and closes on the 20th at 12.00 at the Kirchheim city castle. The total number of participants should not exceed 24, each company being represented by a maximum of two persons. Featuring short presentations on CSR concepts and practical experiences, the workshop programme will also allow for networking and personal discussions. Enjoy the charming beauty of the medieval town of Kirchheim unter Teck and its surroundings!

The workshop will be moderated by Dr. Heinecke Werner, director of Win=Win.

Workshop fees are 280,00 EURO + VAT, drinks and snacks included.

Kirchheim unter Teck (30 km east of Stuttgart, A 8) can be reached comfortably by plane, train or car. Recommendations on hotels and other details will be provided upon registration.

For registrations please contact:

Win=Win, Violetta Eichholz, Schuhstraße 4, D-73230 Kirchheim/Teck
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The following persons/companies have confirmed their participation:

1. **Prof. Dr. Jürgen Volkert, Pforzheim Technical University** is one of Germany's leading scholars within the field of Amartya Sen's theories. He is also heading a research group on an operational approach of monitoring and reporting on poverty and affluence in Germany according to Sen for the German Ministry of Social Affairs and Health.

2. **Janine Bischoff, Adecco Germany:** Adecco is the global leader in HR solutions and offers a wide range of flexible staffing and career resources to its clients. 6,000 offices with 30,000 employees manage up to 700,000 job assignments every day. The first sustainability report of the company refers to GRI guidelines and shows a remarkable variety of CSR activities.

3. **Dr. Ralf-P. Seippel, Art Gallery Cologne:** The gallery specialises on modern art from artists of non-industrialised countries and has gained an excellent reputation among professionals throughout Europe. Seippel started a project to promote African artists in co-operation with partners such as Pretoria Art Museum, National Gallery Cape Town, Museum Bochum and DaimlerChrysler Art Collection. International galleries such as Seippel do not only offer new opportunities for artists but stimulate creativity among many stakeholders.

4. **Dr. Stephan Heck, Cognis GmbH & Co.KG:** As a buy-out from Henkel with an annual turnover of 3 billion EUR, Cognis is one of the global leaders in oleochemistry and processing of natural raw materials. The essential commercial interest of the company in highest environmental standards and biodiversity is demonstrated by a specific CSR profile.

5. **Petra Rosignol, Deutsche Post World Net (DPWN):** With about 500,000 employees in 200 countries DPWN/DHL is the global market leader in logistics. Eight CSR guidelines range from TQM in logistics to environmental issues and highest social standards for employees, communities and other stakeholders. Emerging markets in Asia, Latin America and Africa will benefit from various CSR activities of this enterprise.

--> Other companies are invited to give short presentations

