

## European Union (EU) - Latin American and the Caribbean (LAC) – Forum

Responsibility and competitiveness – the contribution of Corporate Social Responsibility (CSR) and multi-sectoral alliances to competitiveness and sustainable development

- 28 and 29 October 2009, Buenos Aires, Argentina -

Palacio San Martín  
Arenales 761, Buenos Aires

### Preliminary Programme

(as of 12<sup>th</sup> August 2009)

<b>Convened by</b>	Ministry of Labour, Employment and Social Security, Argentina Federal Ministry for Economic Cooperation and Development (BMZ), Germany
<b>Organized by</b>	Development Policy Forum, InWEnt - Capacity Building International, Germany
<b>In cooperation with</b>	Ministry of Foreign Affairs, International Trade and Worship, Argentina (LAC Presidency) Federal Foreign Office, Germany European Commission
<b>Collaborating organizations</b>	Centro de Formación para la Integración Regional [Training Centre for Regional Integration] (CEFIR), Uruguay Argentine-German Chamber of Industry and Commerce Fundación Carolina, Spain Instituto Ethos, Brazil (tbc)

Organized by:



Federal Foreign Office



MINISTERIO DE  
RELACIONES EXTERIORES  
COMERCIO INTERNACIONAL Y CULTO  
DE LA NACIÓN ARGENTINA



## **Responsibility and competitiveness – the contribution of Corporate Social Responsibility (CSR) and multi-sectoral alliances to sustainable development and competitiveness**

The EU-LAC process which began in Rio de Janeiro in 1999 promotes cooperation between the EU member states and the nations of Latin America and the Caribbean in the realms of politics, economics, science and culture. The EU-LAC nations' heads of state and government hold biennial summits where they draft and adopt strategic guidelines for the different areas in which they co-operate.

The EU-LAC Forum to be held in Buenos Aires on 28<sup>th</sup> and 29<sup>th</sup> October will debate the potential of Corporate Social Responsibility (CSR) with regard to competitiveness, social cohesion and sustainable development and integrate it into the political consultation process between the two regions.

In so doing, the Forum will take forward the process begun at the 2008 Lima Summit, where CSR was mentioned for the first time in the Summit Declaration. The Buenos Aires Forum will make recommendations as to how CSR can be further strengthened for inclusion on the agenda of the 2010 summit in Spain.

The global financial and economic crisis has lent fresh impetus to the search for new economic models where companies' long-term interests such as competitiveness are compatible with the requirements of sustainable economic development and social cohesion. It has been demonstrated that companies which focus on sustainability, invest in their workforce and recognise their responsibility towards their local communities are often particularly innovative and competitive. The concept of CSR provides a framework for addressing these issues.

However, there is no single definition of CSR – the term is used to describe a range of actions, from isolated philanthropic deeds right up to complex, integrated concepts such as the new draft ISO 26000. This not only makes it harder for businesses, consumers and political decision-makers to know what their approach should be, but also makes it difficult to attain a common understanding of exactly what we are seeking to promote by strengthening CSR and what the roles of the different actors are. The impact of CSR will always be limited as long as it remains an isolated element of corporate strategies. What is really needed is to achieve cooperation on this issue between businesses, governments, consumers and the trade unions. But how can we work towards this common understanding, and what roles and tasks will the different stakeholders have?

The opportunity for representatives of the EU, Latin America and the Caribbean to exchange experiences will afford everyone involved an excellent chance to learn from each other. Europe, where there is already a strong tradition of social cohesion, emphasises the environmental dimension of CSR, while Latin America focuses more on social cohesion. How can these two dimensions be combined in a common CSR strategy that helps to promote the competitiveness of both regions through mutual cooperation?

The EU-LAC Forum will provide a unique opportunity for an intensive mutual exchange of experiences between high-level decision-makers and experts from the realms of politics, the economy and civil society from 60 countries across the two regions. The fact that the topic of the Forum is integrated into the EU-LAC process means that it will remain on the common agenda, since the recommendations from the Buenos Aires meeting have the potential to set long-term processes in motion.

**Tuesday, 27 October 2009**

**Optional**

Dinner for early arrivals

**Reception by Argentinean government official**

**Wednesday, 28 October 2009**

**1:00 p.m.** Accreditation,  
Lunch - Buffet

**2:00 p.m.** **Welcome Ceremony** **Jorge Taiana**, Minister of Foreign Affairs, International Trade and Worship, Argentina

**Inauguration Session** **Carlos Tomada**, Minister of Labour, Employment and Social Security, Argentina  
**Ingrid-Gabriela Hoven**, Director General, Latin America, Asia and Europe, Federal Ministry for Economic Cooperation and Development (BMZ), Germany  
**Arne Rodin**, Ambassador, Swedish Embassy in Buenos Aires, Argentina

**2:45 p.m.** **Plenary Session I Responsibility and Competitiveness**

**Clara Mariño**, Moderator (tbc)

**Keynote** **Günther Horzetzky**, State Secretary, Federal Ministry of Labour and Social Affairs (BMAS), Germany

**Viktor Klima**, President, Volkswagen South America, Argentina  
**Oded Grajew**, Originator of the World Social Forum, Movimento Nossa São Paulo, Brazil (tbc)  
**N.N.**, Business Representative, Argentina (tbd)

**4:00 p.m.** **Coffee Break**

**4:30 p.m. - 6:00 p.m.** **Working Table Session**

Working Table I **Responsibility and competitiveness: under what conditions does responsible management generate competitiveness?**

**Main questions:**

*What are the similarities and differences in the conditions provided by both regions (EU and LAC) to ensure that CSR supports competitiveness and fair working conditions?*

*What types of incentives or facilitation are required from the environment that businesses operate in (the market, government, society) for companies that implement CSR to achieve sustainable competitiveness and guarantee fair working conditions?*

*What are the key issues that need to be included in the political dialogue between the two regions in order to promote the sustainable competitiveness of companies of different sizes and in different industries?*

**Antonio Vives**, Moderator (tbc)

**Ramón Pueyo**, Director, Sustainability, KPMG, Spain (tbc)

**N.N.**, Business Representative, Argentina (tbd)

**N.N.**, Labour Union, EU (tbd)

**Silvana Peñaherrera**, Director, Dirección de Competitividad de la Industria, Ministerio de Industrias, Ecuador (tbc)

**Bernardo Kosacoff**, Director, Office in Buenos Aires, UN Commission for Latin America and the Caribbean (CEPAL/ECLAC), Argentina (tbc)

**N.N.**, Instituto Ethos, Brazil (tbd)

Working Table II

## **Debate on the applicability of integral systems and standards of responsible management in the EU-LAC process**

### **Main questions:**

*Is it possible to implement common standards for certifying companies when the social and economic circumstances in which they do business are very different depending on which country they are in?*

*In which way do existing CSR certification schemes provide relevant information for citizens and consumers to base their behaviour on?*

*Which mechanisms could help to improve the credibility of certification schemes?*

**Camilo López Burian**, Moderator

**N.N.**, Federal Ministry of Labour and Social Affairs (BMAS), Germany (tbd)

**Jorge Cajazeira**, Chairman, Social Responsibility (Working Group ISO 26000), ISO; Executive Officer, Strategic Affairs, Suzano Pulp and Paper, Brazil

**N.N.**, Business Representative, Argentina (tbd)

**Teresa Fogelberg**, Deputy Chief Executive, Global Reporting Initiative (GRI), Amsterdam (tbc)

**Ricarda McFalls**, Head of MULTI, International Labour Organization (ILO), Geneva (tbc)

**Fernando Parada**, Gerente de Operaciones, Vincular, Chile (tbc)

Working Table III

## **How should a CSR concept involving all sectors be implemented?**

### **Main questions:**

*Which approaches exist in order to promote CSR? Is there a single approach that ranges above all others?*

*Should different approaches be taken in different environments (LAC and EU)? Is there a single approach that might work for trade between the two regions?*

*How can CSR be used to achieve greater social cohesion, i.e. inclusion, fair working conditions and co-operation right across society in pursuit of the common good?*

**Mercedes Korin**, Moderator

**Juan José Barrera Cerezal**, Director CSR, Ministry of Labour and Immigration, Spain (tbc)

**Lorenzo Zambrano**, CEO, Cemex, Mexico (tbc)

**Karl-Rudolf Gassen**, CEO, Lanxess, Argentina

**Artur Henrique da Silva Santos**, President, Central Única dos Trabalhadores (CUT), Brazil (tbc)

**Gerd Billen**, Director, Federation of German Consumer Organisations, Germany (tbc)

**Anna Linusson**, Miljöchef, Head of Environmental Department Stockholms läns landsting, Sweden

**Thursday, 29 October 2009**

<b>9:00 a.m.</b>	<b>Presentation of Results</b>	Presentation and discussion of the results of the working tables I,II,III on a panel with one representative from each group
	<b>Plenary Session II</b> (thematical input)	<b>Forms of multi-sectoral cooperation</b>  <b>N.N.</b> , Representative of Telefónica Latin America (tbd) <b>Bernardo Kliksberg</b> , Principal Asesor UNDP-ALAC, Director, MDG Fund UNDP Spain; Adviser, CEFIR <b>Günter Rudolf Knieß</b> , Ambassador, German Embassy in Buenos Aires, Argentina <b>Enrique Iglesias</b> , Secretario General, Secretaría General Iberoamericana (SEGIB), Madrid (tbc)
<b>10:30 a.m.</b>	<b>Coffee Break</b>	
<b>11:00 a.m.</b>	<b>Working Table Session</b>	
	Working Table IV	<b>Multi-sectoral alliances that promote training, research and development of sustainable technologies with the objective of social inclusion and development</b>  <b>Main questions:</b>  <i>How can the experience of different sectors contribute to promoting innovation and the development of sustainable technologies? To what extent do multi-sectoral alliances create added value?</i>  <i>How can different sectors co-operate to promote training and research and development into sustainable technologies with a view to fostering inclusion and development? And what are the areas where each sector can maximise its contribution to the goals of development and social cohesion?</i>  <b>Pedro Lins</b> , Moderator (tbd)  <b>N.N.</b> , Business Representative, Argentina (tbd) <b>N.N.</b> , NGO Representative, Argentina (tbd)  <b>N.N.</b> , Business Representative, EU enterprise in LAC (tbd) <b>N.N.</b> , Government Representative, LAC (tbd)  <b>Anna Peters</b> , Project Manager, Corporate Social Responsibility, Bertelsmann Foundation, Germany

Working Table V **Challenges presented by policies of encouraging CSR implementation in SMEs**

**Main questions:**

*What cultural, economic and social characteristics do SMEs have that could contribute to them implementing CSR?*

*What aspects of CSR make it most suited to being implemented initially in SMEs?*

*What are the challenges faced by SMEs with regard to the implementation of CSR, and what examples exist of successful incentives and policies to support its implementation?*

**Mercedes Korin**, Moderator

**N.N.**, Government Representative, Caribbean Island or SEBRAE, Brazil (tbd)

**N.N.**, Business Representative, Czech Republic/ Poland (SME) (tbd)

**N.N.**, Forum Empresa, Chile (tbc)

**N.N.**, InWEnt, Germany (tbc)

**Estrella Peinado**, Multilateral Investment Fund, Inter-American Development Bank (IADB/BID), Washington D.C. (tbc)

**N.N.**, Representative Business, EU(tbd)

Working Table VI **The actors and their roles: what part does each sector play in a policy of CSR promotion?**

**Main questions:**

*What role should be given to businesses, civil society and the State in any policy geared towards promoting CSR?*

*How should the various players co-ordinate their efforts to jointly develop a policy for promoting CSR?*

*How might a multi-sectoral platform for co-ordinating political efforts to promote CSR function within the EU-LAC process? What characteristics should it have?*

**Camilo López Burian**, Moderator:

**Nidya Neer**, Adviser to the Minister of Labour, Employment and Social Security, Argentina

**N.N.**, Business Representative, LAC (tbd)

**Gerardo Martínez**, Secretary General, Unión Obrera de la Construcción de la República de Argentina (UOCRA), Argentina (tbc)

**Günther Horzetzky**, State Secretary, Ministry of Labour and Social Affairs of Germany (BMAS), Germany

**Ramón Jáuregui**, Member of European Parliament, Spain (tbc)

<b>12:30 p.m.</b>	<b>Presentation of Results</b>	Presentation and discussion of the results of the working tables IV,V,VI on a panel with one representative from each group
<b>1:00 p.m.</b>	<b>Lunch buffet</b>	
<b>2:00 p.m.</b>	<b>Closing Ceremony</b>	Closing ceremony with a letter of agreement regarding recommendations of the conference (The document will be used in preparation for the 2010 EU-LAC Summit.)  <b>Carlos Tomada</b> , Minister of Labour, Employment and Social Security, Argentina <b>Celestino Corbacho Chaves</b> , Minister of Labour and Immigration, Spain (tbc) <b>Ingrid-Gabriela Hoven</b> , Director General, Latin America, Asia and Europe, Federal Ministry for Economic Cooperation and Development (BMZ), Germany

**Friday, 30 October 2009**

**Optional**

Visits to companies which have a high standard of CSR (i.e. Lanxess, VW)

For any further **information regarding the programme**,  
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