

# Invitation to Luncheon Discussion

## CSR - Made in Germany

### Luncheon Discussion

on 5<sup>th</sup> December 2012 from 11:30 - 14:00 hrs

Permanent Representation of the Federal Republic of Germany  
to the European Union

8-14, Rue Jacques de Lalaing

1040 Brussels

cordially invited by

the Federal Ministry of Labour and Social Affairs and the National CSR  
Forum Germany

Bundesministerium für Arbeit und Soziales und Nationales CSR-Forum  
in Deutschland

In October 2010 the German Federal Government adopted a National Strategy for Corporate Social Responsibility to strengthen CSR in businesses and public bodies. The CSR action plan is based on broad discussions and consensus in the German multi-stakeholder body (National CSRForum). Since then Germany has taken several initiatives to foster CSR.

Against this background, the German Federal Government has generally welcomed the European Commission's Communication and stressed its contribution to meeting the central challenges of a globalized world. The intention reflected in the Communication to launch a public debate has been used to stimulate an intensive and fruitful debate among the different stakeholders in the context of the German CSR-Forum. The outcome will be presented at the CSR luncheon.

The members of the Multi-Stakeholder Forum adopted a Common Position Paper relating to the European Commission's Communication on CSR highlighting the different perspectives taken by business, trade unions and non-governmental organizations. We would like to discuss these topics with you in the European context and present good examples of the German CSR approach.

We would like to invite European and German stakeholders to our „CSR Luncheon Discussion“ at the Permanent Representation of the Federal Republic of Germany in Brussels on 5<sup>th</sup> December 2012 to stimulate the European CSR debate. We look forward to interesting and informative discussions on the topic of strengthening Corporate Social Responsibility and a modern CSR strategy.

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Gerd Hoofe  
State Secretary, Federal Ministry of Labour and Social Affairs

# Programme

from 11:00	<b>Arrival of participants;</b> Opening of the luncheon buffet
11:30	<b>Begrüßung</b> <i>Dr. Guido Peruzzo</i> , Deputy Permanent Representative, Permanent Representation of the Federal Republic of Germany to the European Union
11:35	<b>Opening</b> <b>“The National CSR Strategy of the Federal Government“</b> <i>Gerd Hoofe</i> , State Secretary, Federal Ministry of Labour and Social Affairs
11:55	<b>Keynote speech</b> <b>“The National CSR Forum: Reflections on a modern understanding of CSR Policy“</b> <i>Prof. Dr. Josef Wieland</i> , Director KIEM Institute for Intercultural Management, Values and Communication
12:10	<b>Panel discussion</b> <b>“The EU-Policy on CSR and a reply from a Member State’s perspective”</b> <i>Dr. Sebastian Kuck</i> , Member of Cabinet of Vice President Antonio Tajani, Enterprise and Industry, European Commission  <i>Dr. Achim Dercks</i> , Deputy Managing Director, Association of German Chambers of Commerce and Industry  <i>Rainald Thannisch</i> , Confederation of German Trade Unions  <i>Klaus Milke</i> , CEO, Germanwatch  <i>N.N.</i> , European Parliament  Moderation: Dr. Christian Thorun
13:00	<b>Panel Discussion</b> <b>“Possible ways to transparency in sustainability performance“</b> <i>Kristin Schreiber</i> , Dep. Head of Cabinet, of Commissioner <i>Michel Barnier</i> , Market and Services, European Commission  <i>Birgit Riess</i> , Director, Bertelsmann Foundation  <i>Dr. Günther Bachmann</i> , German Council for Sustainable Development  <i>Thorsten Pinkepank</i> , BASF  <i>Gerd Billen</i> , Federation of German Consumer Organisations (vzbv)  <i>Raffaele Baldassare</i> , Member of European Parliament  Moderation: Dr. Christian Thorun
13:50	<b>Conclusion and Outlook</b> <i>Prof. Dr. Rainer Schlegel</i> , Director-General, Head of Directorate-General „Labour Law, Occupational Safety and Health“, Federal Ministry of Labour and Social Affairs
from 14:00	<b>Get Together</b>