



United Nations Development Programme and partners

Invite you to the workshop:

CSR AS VALUE PROTECTION AND VALUE CREATION

March 7, 2008, h. 12.30 – 16.00

Ministry of Economy, 3/5 Trzech Krzyży Sq., A and B Hall

Coach: Nigel Roome*

Language: English

Deadline for registration: March 3, 2008

Maria Shmel'ova: maria.szmelova@undp.org

During the workshop we'll try to answer

why is CSR increasingly important, how it is described by academics/other commentators, how it is practiced by managers and companies, what is a modern view of CSR, how does CSR link to sustainable development, what supports good practice in CSR in companies.

We'll practice in

distinguishing between CSR as value protection and value creation, promotion CSR in terms of value protection and value creation, identification of policies, actions and interventions by stakeholders.

* Nigel Roome holds the Daniel Janssen Chair in Corporate Social Responsibility at Solvay Business School, Free University of Brussels and the University Chair in Corporate Global Responsibility and Governance at TiasNimbas Business School, Tilburg University, Netherlands. He is widely published on topics that relate business strategies, innovation and technology to issue of corporate responsibility, sustainable development and global change. His books include *management education for sustainability and corporate environmental management* (1994); *sustainability strategies for industry* (1998); and *the ecology of information and communications technologies* (2002). Professor Roome's career has involved innovations in both education and research. His achievements as a European Faculty Pioneer over 20 years were acknowledged by The Aspen Institute in 2006.

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