

**Ethical**  
CORPORATION

**BOOK BEFORE MARCH 20TH AND SAVE £300!**

# Europe's Biggest Corporate responsibility Summit

**Ethical Corporation's 5th annual flagship European event**  
**Ethical Leadership - how to communicate and embed values within your organisation**

2 DAY SUMMIT, LONDON, NOVOTEL LONDON WEST, MAY 31- JUNE 1, 2006

**Corporate responsibility in 2006 and beyond**

Two action-packed days • Over 55 high-level speakers  
• 24 interactive roundtables • Over 12 hours of networking...  
Corporate responsibility implementation from every angle!

**Key issues include:**

- **Internal management:** Find out about measurement and accountability, plus how corporate responsibility ties in with Total Quality Management
- **Getting buy-in:** Grasp the necessity of engaged corporate leadership and executive buy-in
- **Sustainability:** Understand how to keep ethics relevant in tough economic or operational times
- **Internal culture and communications:** Discover how to communicate your values to employees and how to use language to break down barriers
- **Replicating your vision:** Learn how to replicate your strategy across a worldwide organisation
- **Supply chain management:** Learn how decisions impact the supply chain, how to tackle corruption and the best way to structure compensation

*Plus*

- **Reach out:** Use communications to gain employee trust
- **Measure:** Find out how effective your internal communication strategies are
- **Benchmark:** See how your efforts compare with Europe's leading players
- **Improve:** Fix what's not working and fine-tune what is
- **Comply:** Discover what ISO 26000 is and how it will affect your organisation... and much, much more!

Key insights from top companies and NGOs including:



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**Turn the page for complete agenda and full line-up of speakers**

# Europe's Biggest Corporate Responsibility Summit: the only corporate responsibility event you need to attend

- Learn from Europe's leading corporate responsibility experts
- Share best practices with your peers

- Connect with top-level players
- Discover the secrets of successful corporate responsibility strategies

- Create a plan for effective implementation



**Now in its fifth year**, this event brings it all together. It's *the* place to get answers to the most pressing questions in this complex and ever-changing arena.

It's the most important corporate responsibility gathering in Europe, assembling top-level speakers from across the continent for lively debate and a frank exchange of views.

There's no padding, no waffle, no 'filler sessions'. Every debate and discussion is rigorously researched and carefully put together – but never predictable. Our aim, as always, is to spark spontaneous, lively, real-world debate.

This year, we go right to the heart of the matter: embedding your core values in your organisation. **How to implement corporate responsibility internally** was THE most-asked question at last year's event. And that's why we've made it one of our main focuses this year.

**“The conference brought together impressive people from business and non profit organisations. The workshops and case studies were packed with transferable learnings.”**

*ReckittBenckiser*

## Corporate Responsibility. An unstoppable force

It was once said that 'the business of business is business'. Not any longer. Companies are being forced to clean up their act, behave responsibly and engage with stakeholders. Corporate responsibility is not a luxury – it's a necessity, and may be the key to a 'licence to operate' in the 21st century.

And 'greenwashing' – an ethical make-over for publicity purposes – is a dangerous game to play. The yawning gap between image and reality means companies are just one step away from scandal. The key to ethical success is simple. Devastatingly simple. Corporate responsibility begins at home.

**“Vision comes from the board, values come from the people.”**

*Richard Barratt, Author “Liberating The Corporate Soul”*

## We've been listening to you

As ever at Ethical Corporation, we've been doing exhaustive research to deliver content that's topical, relevant and targeted to your needs. For months, we've been conducting interviews and asking feedback to tailor our conference to the questions you want answers to.

You'll get a conference that is:

- practical and informative
- tailored to today's fast-moving environment
- aimed at the right level for busy professionals
- a chance to meet your peers and network with other experts
- the ideal forum for sharing best practices
- full of practical examples and real-life scenarios

It's the must-attend CSR conference of 2006. Places are limited - Don't delay, book your seat today!

## Corporate responsibility: from inside to outside

The most successful ethical companies are those whose image is not an image at all: it's reality. They live and breathe their values from top to bottom inside the organisation. Their dealings with the outside world mirror how they work internally. Every external contact is based on ethical principles because it's instinctive and natural: like breathing or walking.

And it makes a huge difference. Companies that embody an ethical approach are in a strong position to face the challenges of the 21st century.

Employees can be the best ambassadors or can ruin reputations and bring companies down through poor customer service and engagement. They engage and treat others as they themselves are engaged and treated.

And everybody in the supply chain is

similarly impacted. It's a virtuous circle – or a vicious one, depending on a company's ethical credentials.

Recent survey figures make gloomy reading:

- Over **30%** of UK employees **couldn't care less whether their company succeeds or fails**, as long as they get their pay cheque at the end of the month
- **25%** of managers **wouldn't delegate important tasks** or customer relationships

If there's no culture of trust and engagement internally, what hope is there for one externally?

One thing is clear: the companies that will survive are the ones that implement and communicate their values effectively – inside, as well as outside, their organisation.

**“We can and must move from value to values, from shareholders to stakeholders, and from balance sheets to balanced development.”**

*- Kofi Annan, Secretary General, UN*

## Real solutions to corporate responsibility challenges

Sometimes, the biggest obstacles are internal. And it can seem as if there are more questions than answers.

How do you get buy-in from board level? Can a common culture be implemented on a global basis, or are local factors too strong to overcome? How do you measure ethics and values internally, and should people be held accountable for meeting targets? Can a company's values cascade down the supply chain? And what career opportunities are there in corporate responsibility?

Ethical Corporation's Corporate Responsibility Summit is the only event that tackles these and other crucial questions head-on. But it's about more than questions. It's about answers that work for you.

If you're thinking fancy theories and untested hypotheses, think again. This event is firmly rooted in the practical – the things that work in the real world.

**PLUS, you'll gain exceptional access to some of Europe's top CEOs.**

- **Tony Hayward, CEO of Exploration and Production at BP** will examine the pivotal role of the CEO in corporate responsibility programmes. BP recognises that engaged corporate leadership is crucial to success. Its global code of conduct, rolled out in 2005, tracks performance of managers and ensures annual compliance.

- **John Varley, CEO, Barclays** will discuss the role of corporate responsibility in the new Europe, and will ask just how involved governments should be. Barclays is engaged in the fight against HIV/AIDS in Africa and in 2004 was given the National Business Award for Corporate Social Responsibility.

- **Stephen Hester, CEO, British Land** will discuss how environmental and social considerations can be integrated into working practices and embedded into corporate values. The British Land Environment and Society Policy sets the framework for the way they manage the impact on the workplace, the marketplace, the environment and in the communities in which they operate – Hear Stephen's views on how the CEO can effectively be engaged in these programmes.

- **Colin Maund, CEO of Achilles** will examine how global companies build CSR programmes into their risk management efforts and the issues that need to be addressed. Colin has worked for many major public and private sector organisations including HM Treasury and the CBI where he specialised in EC Procurement Legislation. More recently he has become a member of the European Commission Advisory Committee on the Opening-Up of Public Procurement.

**Michael Bremens, Managing Director of Ecover** will discuss how they view conducting business in an ethical manner and the practicalities of being honest and open, with respect for people, animals and the environment. For more than 20 years, this has been the basis of Ecover

operations and has become second nature to all employees and is part of their company culture – how has this been achieved and what are the issues that will arise for the future?

Plus, you'll hear the latest from **Adnams, BP, Phillips International, Adecco, 3M, Intel, SAP, Scottish Power, Nokia, SABMiller, HVB Group, Novo Nordisk, Microsoft, HP, BG Group ...and many more.**

It's an unmissable opportunity to get the inside track on corporate responsibility implementation across the organisation – and the world.

### Invaluable corporate responsibility insights for your organisation

- ▶ **Purpose, value and vision:** what you do, how to align your company, who to involve and how to gain commitment
- ▶ **Policies and procedures:** business principles, codes of conduct, corporate governance and management systems
- ▶ **Putting it into practice:** empowerment, setting guidelines, training staff, transforming culture
- ▶ **Ethical leadership:** clear positioning, combating corruption, encouraging advocacy...And much, much more!

### EXCELLENT FORUM!

**“...Ethical Corporation proved an excellent forum for us to communicate our work to corporate business, gain up-to-date information and interact with the CSR community.”**

Dan Ramsay, WWF

### The conference designed by YOU

No Ethical Corporation event happens in a vacuum. It's the result of months of research and detailed feedback from previous and potential delegates and speakers.

We tailor the content and improve the format so that it works - for you. Last year, the most popular sessions were the interactive ones. It was a great opportunity to connect with peers, learn from experts and share best practices with the top players across Europe.

### NEW roundtable format!

This year, we've extended the interactive approach to make the summit more hands-on than ever. Our roundtables are the ideal forum to roll your sleeves up and get involved, to make your voice heard and ask important questions.

The roundtables are:

- **completely off-the-record**, so you get honest and open discussion
- **highly interactive**, so it's not just pre-packaged PowerPoint presentations that don't allow interruptions or questions
- **limited to small, manageable groups**, for hands-on debate around the issues that really matter

### No spin – just the facts

Ethical Corporation events are unique: they strip away the hype and hyperbole, the marketing messages and newspeak, and get to the heart of the matter. And they do it FAST.

We know you're busy, and that your time is precious. You have questions and you want answers - now. And that's what we deliver every time.

PLUS, at the end of Day 2, we'll put the entire event under the spotlight and identify **best practices, lessons learned and practical tips, which you can take back to your office and use right away!**

### Book your place TODAY!

**Ethical Corporation events fill up fast** so make sure you book your seat early. This summit is the agenda-setting corporate responsibility event you don't want to miss.

With high-level speakers, topical issues and real-life solutions. Book your place today and make sure you're inside the conference hall - not on the waiting list.

Conference starts 9.00am

## Chairperson's Opening Address

Gay Haskins, *Director, External Relations*, London Business School

## Keynote speeches and panel: The Challenges of Effective Ethical Leadership

If CSR is pointless without engaged corporate leadership, what do we expect from the **Good CEO**?

Our top-level speakers and panellists will share first-hand, practical insight into the role of top level management in CSR programmes, the importance of ethical leadership and how it's developed in the real world.

- Hear about the link between board vision and issue management: How CEOs can better engage executive and non-executive directors in CSR issues
- The relationship between CEOs and Corporate Responsibility Directors can make or break CSR progress. Hear fresh, top level perspectives on how to get this relationship right
- If it doesn't come up in investor road shows, some say it's not important! How fast are institutional investor attitudes evolving and what should corporate leaders be saying to them?
- How to embed ethical leadership as corporate procedure – Hear about the increasing importance of succession planning and the changing expectations of board room expertise

**Chair:** Colin Maund, *CEO, Achilles* John Varley, *Group CEO, Barclays*  
Tony Hayward, *CEO E&P, BP* Stephen Hester, *CEO, British Land*  
Alistair Baker, *Managing Director, Microsoft Ltd*

## REFRESHMENTS AND NETWORKING

## Panel discussion: Communicating and Working with Executive Management

Good communication between board level Directors and corporate responsibility department heads is vital. Hear how engagement strategies are evolving:

- Find out about the effective ways that CSR directors and senior management identify and clarify short term goals and longer term objectives
- Learn about the communication methods that work: what can you and your team do to ensure sustainable engagement with the board?
- Discover successful techniques for persuading colleagues in other divisions: How to win the support of executives clinging to traditional business beliefs? Techniques to help change minds – and behaviours!

**Chair:** Gay Haskins, *Director, External Relations, London Business School*  
Gabriele Zedlmayer, *VP, Head of Corporate Marketing, EMEA, HP*  
Edward Bickham, *EVP External Affairs, Anglo American*  
Gareth Llewellyn, *Group Corporate Responsibility Director, National Grid*  
James Farrar, *VP Corporate Citizenship, SAP*  
Henk de Bruin, *SVP, Head of Corporate Sustainability*  
**Phillips International (tbc)**

## NETWORKING LUNCH

## CONFERENCE SPLITS INTO INTERACTIVE ROUNDTABLE SESSIONS

These roundtables are interactive, off the record in a highly focussed, small group environment. Each lasts 60 minutes and will be led by speakers and a moderator. If the roundtable of your choice is overbooked, you will be able to take part in the informal networking sessions running throughout the afternoon, as well as visiting the focused Summit exhibition.

### INTERACTIVE ROUNDTABLE SESSION 1

#### 1. Internal Management and Standards

##### Corporate responsibility and Total Quality Management

Is there a link and how much progress is being made at leading companies?

What works, and what doesn't?

Hear about how to benchmark best practice from organisations that have experienced the challenges in matching these disciplines

Learn how top companies are building CSR excellence into daily management and fitting corporate responsibility with strategic and business planning  
Sandrijn Weites, *SVP Sustainable Strategy & Reporting, ABN Amro*  
Mick Bremans, *Managing Director, Ecover*

Jacqueline Coté  
*Senior Advisor Advocacy & Partnerships*  
**World Business Council for Sustainable Development**

#### 2. Internal Culture and Communications

##### Building a united global culture

Pursuing a common, lawful, ethical and responsible corporate culture across the globe is a daunting task

This session examines the challenges faced by global companies as they navigate differing laws and cultural traditions

Hear how you can respect local ways and still build global commonalities in your management approach

And what to do when conflicts cannot be easily resolved

John Stoxen, *Director of Business Conduct and Compliance, 3M*

Alisia Grenville, *International Compliance Officer, Serono S.A*

Andrew Vickerman,  
*Head of Communication & Sustainable Development, Rio Tinto*

Adam Turtletaub, *Corporate Relations Executive, LRN*

#### 3. Supply Chain

##### Addressing reputation and financial risks through informed supplier management

Given the right framework can stakeholder engagement really serve as a risk countermeasure? Colin and colleagues from diverse industries will discuss: How global companies build CSR programmes into their supplier management efforts When supplier management means raising standards: the opportunities in CSR performance management The role of supplier management in the fight against corruption – including case study examples of real-world anti-corruption initiatives

Colin Maund  
*CEO*  
**Achilles**

Presenting with CSR directors from the **utilities, oil and gas, construction** and **IT** industries

#### 4. Stakeholder Engagement

##### That awkward conversation

"It pains me to say this, but I am becoming less cynical about CSR". Is this remark by a prominent journalist characteristic of a sea-change in media attitudes towards responsibility or sustainability?

What can companies do to better cater to journalists' needs and expectations?

In turn, what kind of communications work best in terms of demonstrating genuine progress to editors and writers?

Kaevan Gazdar  
*Head of Reporting*  
**HVB Group**

Simon Caulkin  
*Management Editor*  
**The Observer**

Tobias Webb  
*Editor*

**Ethical Corporation**

## REFRESHMENTS AND NETWORKING

INTERACTIVE ROUNDTABLE SESSION 2

<p><b>1. Internal Management and Standards</b></p> <p><b>ISO 26000: How will the ISO Social Responsibility standard affect you?</b></p> <p>2 weeks after the ISO working group's 3rd meeting, this session provides an essential standards update for all who weren't present</p> <p>This is the CSR community's chance to discuss progress made on the standard with key government, consumer, labour and NGO players</p> <p>Understand what the ISO will mean in practise and how your company will need to react</p> <p>Dwight W. Justice, <i>Multinational Enterprises, ICFTU</i></p> <p>Elisabeth Dahlin, <i>Swedish Ambassador - Global Responsibility</i>, and former Acting Director General at the <b>Swedish National Board of Trade</b></p> <p>Paul Hohnen, <i>Associate Fellow Chatham House</i></p> <p>Tom Rotherham, <i>Associate, IISD Trade and Investment Programme</i></p>	<p><b>2. Internal Culture and Communications</b></p> <p><b>How to get employees To engage in the brand Experience?</b></p> <p>If your employees don't understand the vision and values being espoused at the top you can't expect CSR success</p> <p>This session takes a detailed look at how to ensure vision and values are understood and embraced by employees - turning them into brand ambassadors!</p> <p>It will be a pragmatic assessment of how vision and values-based plans can be designed to be achievable at all levels within your organisation</p> <p>Simon Loftus <i>Chairman Adnams</i></p> <p>Andy Wood <i>Managing Director Adnams</i></p>	<p><b>3. Supply Chain</b></p> <p><b>Your buyers and your suppliers</b></p> <p>What are the emerging ways to make buyers understand how their actions impact multiple parties along the supply chain?</p> <p>How far down the chain should you be looking? Take on too much, costs balloon and actions become too complex</p> <p>Getting the balance right is difficult!</p> <p>Speakers will discuss what you can reasonably expect from buyers and suppliers as awareness grows</p> <p>Alastair Camp <i>CSR, Director Barclays</i></p> <p>Alan Knight, <i>Co-Chair of UK Government's Roundtable on Sustainable Consumption, Head of Corporate Accountability, SABMiller</i></p> <p>Dr. David Ladipo <i>Lecturer, Birkbeck College University Of London</i></p>	<p><b>4. Stakeholder Engagement</b></p> <p><b>Convincing the sceptical</b></p> <p>If staff don't, or won't read CSR reports, what will they read and how do you get them to feed their views back?</p> <p>What other communication channels have worked when dealing with real-world employee reticence?</p> <p>Find out here how to identify the critical steps and factors involved in developing effective communication channels</p> <p>What tangible results and benefits should you be looking for and how can you measure them?</p> <p>Frank Welvaert, <i>CSR Director Europe - Middle East, Johnson &amp; Johnson</i></p> <p>Bronwyn Kunhardt, <i>Head of Corporate Reputation and Diversity, Microsoft Ltd</i></p> <p>Thorsten Arndt, <i>Manager, Communications, World Business Council for Sustainable Development</i></p>
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INTERACTIVE ROUNDTABLE SESSION 3

<p><b>CSR, career progression and pay</b></p> <p>How do you structure ethics assessments with staff performance reviews?</p> <p>Discover how leading companies are delivering effective and workable ethical guidelines that all staff can work within</p> <p>Understand the legalities and practicalities involved when implementing ethical work practices</p> <p>Sandrijn Weites <i>SVP Sustainable Strategy &amp; Reporting, ABN Amro</i></p> <p>Andrew Dunnett <i>Director, CSR Academy DTi</i></p>	<p><b>Tactics and tools</b></p> <p>Establishing mainstream management competencies required for CSR - how are these defined, communicated and taught effectively?</p> <p>Explaining complex CSR issues can be tough: What games, training tools and interactive ideas have been used at companies?</p> <p>Which worked well and which will be talked about at staff parties for years to come... for all the wrong reasons?!</p> <p>Prof. Gilbert Lenssen, <i>President, European Academy of Business in Society</i></p> <p>Andrew Wilson, <i>Research Director, Ashridge</i></p>	<p><b>Supplier and buyer incentives</b></p> <p>Is compensation the way to go at all and, if not, how else do you get suppliers and buyers to make ethical purchasing decisions?</p> <p>How much more does ethical procurement cost, and what should you do about it?</p> <p>Valuable best practice tips will be shared on how companies can manage the trade offs, make consistent progress and move towards sustainable procurement ideals</p> <p>Ian Gearing, <i>Corporate Responsibility Manager, National Grid</i></p> <p>Mick Bremans <i>Managing Director Ecover</i></p>	<p><b>Stakeholder engagement</b></p> <p>How can NGOs help define and refine your CR strategy?</p> <p>Find out here how companies get useful input as a result of engagement strategies</p> <p>What are the NGO views on specific engagement processes used so far by companies - and how can they be improved?</p> <p>Tristan Wilkinson, <i>Director, Public Sector Intel Corporation, EMEA</i></p> <p>Jonathan Andrews <i>Head of Corporate Partnerships Age Concern England</i></p>
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NETWORKING RECEPTION

**Sponsorship and exhibition opportunities**

Does your company have expertise and services that will be of interest to top level CSR decision makers?

Are you looking to showcase CSR initiatives in front of the most influential industry gathering of the year?

If the answer to either of these questions is yes then visibility at the Summit is an absolute must!

To receive full information about advertising, branding and sponsorship opportunities call the event director today on

 **+44 (0)20 7375 7575**

**Who will you meet at the show?**

The following delegate types will be prioritised for attending this limited-space event:

- Chief Executive Officers
- Company Board Members
- Corporate Responsibility Directors
- Heads of Corporate Responsibility
- Corporate Responsibility Managers
- Strategy Managers
- Corporate Social Responsibility/Corporate Citizenship Executives
- Professional Managers with responsibility for aspects of CSR
- Procurement, Training, Planning Managers

## 9.00am: Chairperson's Opening Address

Gay Haskins, *Director, External Relations, London Business School*

## Keynote speech and panel session: Corporate responsibility in the new Europe - policy, encouragement and real action!

If Europe's main powers are heading back towards the centre-right, what does this mean for future social policy and corporate responsibility encouragement?

In this session, leading thinkers will outline their vision of the responsible company, its role in society, how it fits into a vision of Europe and what government ought to do to be enabling responsible business in the 21st century. The panel will then debate the proper role of government in CR in the current and future political and economic climate

- What should government do, and how can companies support CR with 'good' lobbying?
- How can government play a catalysing role in CR, walk the talk itself and not simply be about more, or less regulation? And what role will social responsibility and the corporate role within it, be likely to play in forthcoming elections and policymaking?
- What do the leading companies want from regulators - on the regulation side and in particular on the notion of creating a "level playing field" for companies so that laggards do not gain a competitive advantage?

**Chair:** Peter Lacy, *Executive Director European Academy of Business in Society* Caroline Lucas, *MEP, Green Party* Robert Napier, *Chief Executive, WWF-UK* Alan Knight, *Co-Chair of UK Government's Roundtable on Sustainable Consumption, Head of Corporate Accountability, SABMiller*

### REFRESHMENTS AND NETWORKING

#### INTERACTIVE ROUNDTABLE SESSION 1

1. Internal Management	2. Internal culture and communications	3. CSR and your Career	4. Business Performance Tools
<p><b>Internal accountability: Carrot vs. Stick</b></p> <p>So how do you get the correct balance between staff reward and censure on CSR issues?</p> <p>Hear how to set the rules and devise principles on the issue of staff/manager CSR targets and measurements</p> <p>Discover how companies overcome internal resistance to targets and implement useful measurement techniques</p> <p>Take away best practice guidelines used by leading companies to ensure both clear methodology and successful results</p> <p>James Farrar <i>VP Corporate Citizenship SAP</i></p> <p>Susanne Stormer, <i>Senior Advisor, Corporate Stakeholder Relations, Novo Nordisk</i></p> <p>Andrew Dunnett <i>Director, CSR Academy, DTI</i></p>	<p><b>Breaking down CSR: Getting it understood</b></p> <p>This session will address the importance of language and its internal use on CSR issues</p> <p>What kind of terms should you use in communications, codes and in training sessions?</p> <p>Get your approach right - Hear what you must avoid and learn key tips on how to stay away from mistakes</p> <p>In addition discussions will touch on communication channel selection when working to raise awareness</p> <p>Anne Klemetti, <i>Senior Manager, Corporate Social Responsibility, Nokia</i></p> <p>Gabriele Zedlmayer, <i>VP, Head of Corporate Marketing, EMEA, HP</i></p> <p>Christian Lawrence, <i>Global Head of Communications, Allianz Global Investors</i></p> <p>Dr. David Ladipo, <i>Lecturer, Birkbeck College, University Of London</i></p>	<p><b>CSR Directors and Managers: Globally Responsible Leadership</b></p> <p>21 companies, business schools and learning institutions have taken the initiative to change the way we develop business leaders for the future.</p> <p>They are asking themselves one fundamental question: How do we develop a next generation of globally responsible leaders?</p> <p>Hear how thinking on this issue is progressing at the top levels, and how member companies are working to ensure their leaders are more CSR aware and active</p> <p>You'll hear practical lessons you can take away for your own leadership initiatives</p> <p>Dr. Anders Aspling, <i>Chair, the Global Responsibility Initiative, European Foundation for Management Development</i></p> <p>Mark Drewell, <i>CEO, Barloworld</i></p>	<p><b>Improving your company's performance</b></p> <p>The "RESPONSE" project, led by INSEAD Business School, creates new knowledge, understanding and learning to tackle CSR integration challenges and improve all-round business performance on corporate responsibility.</p> <p>Get access to the results of this leading academic project. Hear how you can apply key findings in your business and what these changes are likely to deliver in practical terms</p> <p>Dirk Leroy, <i>Project Manager, "RESPONSE Project"</i></p> <p><b>INSEAD</b></p> <p>Prof. Maurizio Zollo <i>Academic Director, "RESPONSE Project", INSEAD</i></p> <p>Peter Lacy <i>Executive Director, European Academy of Business in Society</i></p>

### NETWORKING LUNCH

#### INTERACTIVE ROUNDTABLE SESSION 2

1. CSR and your Career	2. Internal Culture and Communications	3. Business Performance	4. Case study: Nestle and CSR
<p><b>Career paths and getting hired – and staying relevant!</b></p> <p>How does a corporate junior manager become a corporate responsibility director?</p> <p>What does the emerging career path for CSR people look like?</p> <p>Discussions will cover 'next steps' and look at how current leading executives have progressed within their companies and the broader CSR field</p> <p>Hear how to address key challenges and strategies in raising the profile of CSR work</p> <p>Paul McKelvie OBE <i>Corporate Responsibility Director Scottish Power</i></p>	<p><b>Thinking about impacts</b></p> <p>How do you get people across your company to think about decisions and their resulting impacts?</p> <p>What methods can you use to encourage impact awareness and does anything really work in practise?</p> <p>Take away best practice advice on engaging colleagues from different and conflicting departments in your ethics plans</p> <p>Matthew Gitsham, <i>Researcher, Ashridge</i></p> <p>Mike Kelly <i>Deputy Chair The Corporate Responsibility Group</i></p> <p>Margaret Mogford <i>Head of Corporate Responsibility Policy BG Group</i></p>	<p><b>Training overseas manager</b></p> <p>Your country managers and champions of CSR are obvious targets for being trained on social environmental issues.</p> <p>How do you organise it effectively - where do you do it, and how much should you spend?</p> <p>Find out how some companies are beginning to measure the outputs of training, and the results it can have in your overseas operations!</p> <p><i>Speakers tbd - Visit <a href="http://www.ethicalcorp.com/europe">www.ethicalcorp.com/europe</a> for speaker updates</i></p>	<p><b>Can ethical policies really be a differentiator for business in society?</b></p> <p>Together with people from the Harvard Business School and Kennedy School, Nestle have been developing their own concept of CSR for social benefit</p> <p>Dr Christiansen will discuss how ethical policies will impact business as well as the theory behind Nestlé's approach</p> <p>In addition he will give case study and statistical insight into the progress made and the value delivered</p> <p>Dr. Niels Christiansen, <i>Vice President, Public Affairs, Nestlé</i></p> <p>Dr. David Ladipo, <i>Lecturer, Birkbeck College, University Of London</i></p>

### CLOSE OF CONFERENCE

## Key Speakers Include

- Barclays PLC**, John Varley, *Group Chief Executive*  
**British Land**, Stephen Hester, *CEO*  
**BP**, Dr. Tony Hayward, *CEO E&P*  
**WWF-UK**, Robert Napier, *CEO*  
 Elisabeth Dahlin, *Swedish Ambassador and former Acting Director General at the Swedish National Board of Trade - Global Responsibility*  
**Green Party**, Caroline Lucas, *MEP*  
**Nestlé**, Dr. Niels Christiansen, *Vice President, Public Affairs*  
**Adnams**, Simon Loftus, *Chairman*  
**ABN Amro**, Sandrijn Weites, *SVP Sustainable Strategy & Reporting*  
**Anglo American**, Edward Bickham, *EVP External Affairs*  
**HP**, Gabriele Zedlmayer, *VP, Head of Corporate Marketing, EMEA*  
**Dell**, Lena Pripp-Kovac, *Head of EMEA Corporate Responsibility*  
**BG Group**, Margaret Mogford, *Head of Corporate Responsibility Policy*  
**Microsoft Ltd**, Bronwyn Kunhardt, *Head of Corporate Reputation and Diversity*  
**Rio Tinto**, Andy Vickerman, *Head of Communication & Sustainable Development*  
**SABMiller**, Alan Knight, *Co-Chair of UK Government's Roundtable on Sustainable Consumption, Head of Corporate Accountability*  
**HVB Group**, Kaevan Gazdar, *Head of Reporting*  
**Intel Corporation, EMEA**, Tristan Wilkinson, *Director, Public Sector*  
**ScottishPower**, Paul McKelvie OBE, *Corporate Responsibility Director*  
**Microsoft EMEA**, Alistair Baker, *Managing Director Microsoft Ltd, VP*  
**Adnams**, Andy Wood, *Managing Director*  
**Levi Strauss**, Manuel Baigorri, *Director, Codes of Conduct*  
**Barclays**, Alastair Camp, *Corporate Responsibility Director*  
**Johnson & Johnson**, Frank Welvaert, *CSR Director Europe - Middle East*  
**3M**, John Stoxen, *Director of Business Conduct and Compliance*  
**Nokia**, Anne Klemetti, *Senior Manager, Corporate Social Responsibility*  
**SAP**, James Farrar, *VP CSR*  
**Novo Nordisk**, Susanne Stormer, *Senior Adviser, Corporate Stakeholder Relations*  
**Serono S.A.**, Alisia Grenville, *International Compliance Officer*  
**LRN**, Adam Turteltaub, *Corporate Relations Executive*  
 ...and many more

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- Website** [www.ethicalcorp.com/europe](http://www.ethicalcorp.com/europe)  
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**Fax** This form to +44 (0) 20 7375 7576  
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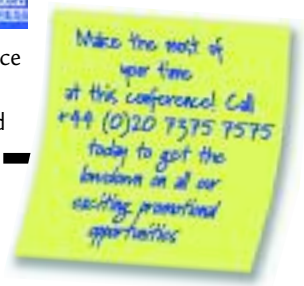
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### Cancellation policy

Full cancellation policy details can be found on the event website. However, please note: Cancellations after 27th March 2006 will incur an administrative charge of 25%. If you cancel your registration after 24th April 2006 we will be obliged to charge the full fee.

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