DRAFT AGENDA

Expert Group Meeting on “CSR and Public Policy – Reaching out to Small and Medium Sized Enterprises (SMEs)”

Vienna International Center
20-21 November 2007
Conference Room: E-0702

Tuesday, 20 November 2007

9.00 – 9.45  Welcoming Remarks
Ms. Zeynep Taluy Grossruck, Director, Private Sector Development Branch, UNIDO [confirmed]
Ms. Pamela Hay, Senior Trade Commissioner, Embassy of Canada to Austria [confirmed]
Ms. Ira Lardinois, Advisor to the Belgian Federal Secretary of State on Sustainable Development [confirmed]

9.45 – 10.00  Introduction – Purpose and objective of the meeting
Mr. Edward Clarence-Smith, Senior GEF & CSR Coordinator, UNIDO [confirmed]

10.00 – 10.45  Presentation: Promoting sustainable industrial development: CSR, SMEs, and public policy - the way towards responsible competitiveness
Mr. Alex MacGillivray, Head of Programmes, AccountAbility (Responsible Competitiveness Index) [confirmed]

Presentation: 20 minutes
Discussion: 25 minutes

10.45 – 11.00  Coffee Break

11.00 – 12.30  Session 1: Specific government interventions to foster the uptake of CSR in the sphere of small and medium businesses
Chair: Mr. Thomas Dodd, CSR Coordinator, European Commission, DG Enterprise and Industry [confirmed]

Presentation “Public policies to promote CSR amongst SMEs – particularities and challenges” (20 minutes)

Case Study – Denmark: CSR Compass, People and Profit, Cross-Ministerial Strategy and Action plan – Effectiveness in the sphere of SMEs and reliability in developing countries (15 minutes)
Mr. Ole Lund Hansen, Danish Centre for CSR - Commerce and Companies Agency (under Ministry of Economic and Business Affairs) [confirmed]

Discussion: 50 minutes
12.30 – 13.15  Group Photo and Lunch Break (at own expense)

13.15 – 14.30  **Session 2: CSR vs. philanthropy - The limits of voluntary Corporate Social Responsibility**
*Chair:* Mr. Thomas McInerney, Director of Research and Policy, International Development Law Organization (IDLO)  [*confirmed*]

*Presentation* “Putting regulation before responsibility: Towards binding norms of CSR” (*20 minutes*)

*Case Study* – Indonesia: The first law on CSR – failure or success?
- Problems, criticism and shortcomings (*15 minutes*)
Mr. Utama Kajo, Chairman, Standing Committee on Public Policy, Indonesian Chamber of Commerce and Industry (KADIN) [*confirmed*]

*Discussion: 40 minutes*

14.30 – 15.30  **Session 3: The need for standards and common approaches**
*Chair:* Mr. Martin Neutreiter, ISO 26000 Working Group Chairmen [*confirmed*]

*Presentation:* The role of governments in the ISO 26000 process (*15 minutes*)

*Case Study* – Israel: National Guidance for Social Responsibility: Standard 10000 (*15 minutes*)
Ms. Tami Zilberg, Israel Centre for Social Responsibility (ICSR) [*confirmed*]

*Discussion: 30 minutes*

15.30 – 15.45  Coffee Break

15.45 – 17.00  **Session 4: Capacity building for CSR – what institutions to strengthen, and how to increase the outreach to SMEs?**
*Chair:* Mr. Antonio Vives, Manager Sustainable Development Department, Inter-American Development Bank [*confirmed*]

*Presentation:* 20 minutes

*Case Study* – El Salvador: Attempts to foster the uptake of CSR in SMEs (*15 minutes*)
Mr. Ernesto Samayoa, Advisor to the Minister, Ministry of Economy of El Salvador [*confirmed*]

*Discussion: 40 minutes*

17:00  Closure of the first day

19.00  Joint Dinner (Restaurant Salzamt)
9.00 – 9.05

Introduction

9.05 – 10.45

Session 1: CSR Policies – From patchwork strategies to a coordinated approach
Chair: Ms. Halina Ward, Director, Business and Sustainable Development Programme, International Institute for Environment and Development [confirmed]

Presentation: The challenge of coordinating CSR initiatives between regional, national and local levels, as well as between public sector, business community and civil society. (20 minutes)

Case Study – Spain: The Vaderegio Network - Public policies for promotion of CSR at regional level (15 minutes)
Ms. Ana Diaz - Noviasalcedo/Vaderegio member institution [confirmed]

Case Study – Singapore: National Tripartite Initiative – Joining forces in formulating CSR strategies (15 minutes)
Mr Phua Boon Leng, Senior Assistant Director (Employment Standards), Ministry of Manpower of Singapore [confirmed]

Discussion: 50 minutes

10.45 – 11.00
Coffee and Tea Break

11.00 – 12.30

Session 2: "Public Sector Support in the Implementation of CSR in Global Supply Chains"
Chair: Ms. Diane Osgood, Vice President, CSR Strategy, Business for Social Responsibility (BSR) [confirmed]

Presentation: (20 minutes)

Case Study – Moving the Agenda on SME and Social Upgrading: Linking Clusters, CSR and Public Policies (15 minutes)
Mr. Jose Antonio Puppim de Oliveira, Associate Professor, Brazilian School of Public and Business Administration (EBAPE) [confirmed]

Discussion: 50 minutes

12.30 – 13.30
Lunch Break (at own expense)

1 Platform for public policies for promotion of CSR at regional level - Europe
2 Steering committee to review and formulate broad CSR strategies, taking a tripartite approach to include the key stakeholders including business, unions and the government.
Session 3: CSR and UNIDO’s mandate to promote sustainable industrial development

Chair: Mr. Kazuki Kitaoka, Strategic Planning Officer, UNIDO
Mr. Edward Clarence-Smith, Senior GEF and CSR Coordinator, UNIDO [confirmed]

Presentation: How can UNIDO support governments in promoting CSR amongst SMEs? (20 minutes)

Discussion: 70 minutes

Closure