



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



Society for International Development

Austrian  
Development Agency



## WORKSHOP

### **"SOCIAL & ENVIRONMENTAL RESPONSIBILITY OF BUSINESS:**

### **THE ROLE OF SMALL AND MEDIUM SCALE ENTERPRISES IN ADVANCING THE GLOBAL SUSTAINABLE DEVELOPMENT AGENDA"**

27-29 October 2010

Vienna International Centre  
P.O. Box 300, 1400 Vienna Austria

### Programme of Work

#### Day 1:

<b>08.00 – 09.30</b>	<b>Registration of participants</b>
<b>OPENING SPEECHES</b>	
09.30 – 09.40	Mr. D. Piskounov (Managing Director, Programme Development and Technical Cooperation Division, UNIDO)
09.40 – 09.50	Mr. U. Schubert ( Vice President, SID)
09.50 – 10.00	Ms. F. Babinsky (Management Director, INEX)
<b>INTRODUCTION – challenges and issues (chair: Mr. Uwe Schubert)</b>	
10.00 – 10.30	<i>"Corporate Social...what? Setting the context: "Origin, approaches, drivers and institutional leaders in a socially responsible corporate setting"</i> Mr. A. Martinuzzi (Vienna University of Economics and Business) <sup>i</sup>
10.30 – 11.00	<i>"The institutional backcloth: Compacts, standards, norms and certification schemes – A blessing or a curse for developing country entrepreneurs?"</i> Ms. M-F. Houde (OECD) <sup>ii</sup>
<b>11.00 – 11.30</b>	<b>Coffee break</b>
11.30 – 12:00	<i>"Scaling-up – or why the integration of small businesses in developing country contexts is crucial in view of the MDGs"</i> Ms. N. Weisert (UNIDO) <sup>iii</sup>

12:00 – 12.45	<b>Panel -Questions and Answers</b>
<b>12.45 – 14.00</b>	<b>Lunch</b>
<b>INTRODUCTION – challenges and issues, continued</b> (chair: Mr. Michal Vlasak)	
14.00 – 14.30	“CSR- SME’s approaches from around the world” Ms. O. Panfil (Consultant for UNIDO) <sup>iv</sup>
14.30 – 15.00	“CSR, corruption and crime-the challenge of smaller firms, on how to be responsible without being pushed out of business” Ms. T. Santucci (UNODC, Vienna) <sup>v</sup>
<b>15.00 – 15.15</b>	<b>Coffee break</b>
15.15-15.45	“CSR and education-the integration into the curricula of business schools and vocational training bodies” Ms. S. Ascigil (Middle East Technical University, Ankara) <sup>vi</sup>
15.45– 16.15	“CSR and public policy- the role of policy makers in tapping the potential of business” Mr. R. Steurer (University of Life Sciences, Vienna) <sup>vii</sup>
16.15- 17.00	<b>Panel -Questions and Answers, Wrap-up and closure</b>

## **Day 2:**

<b>OPENING</b> (chair: Ms. Natascha Weisert )	
09.00 – 09.30	“Responsible supply chain management- the sphere of influence or how far it could go?” Mr .G. Palazzo ( University of Lausanne) <sup>viii</sup>
<b>WORKING GROUPS</b>	
09.30 – 13.00 (incl. 30 minutes coffee break)	<u>Working Group 1:</u> “Different company approaches to CSR based on SME's- case studies” Chair: G. Schall (Austrian Development Agency) <sup>ix</sup>
	<u>Working Group 2:</u> “Responsible Supply Chain Management and Innovation” Chair: M. Hauser (University of Life Sciences, Vienna) <sup>x</sup>
	<u>Working Group 3:</u> “Education – The integration of CSR into the curricula of business schools, universities and vocational training bodies” Chair: U. Brändle (University of Vienna) <sup>xi</sup>
	<u>Working Group 4:</u> “CSR & public policy – The role of policy makers in tapping the potential of businesses to contribute to sustainable development objectives” Chair: W. Tertschnig (Ministry of Agriculture, Forestry and the Environment, Vienna) <sup>xii</sup>

<b>13.00 – 16.00</b>	<b>Lunch and poster show by participating companies and organisations, networking</b>
<b>REPORTING-BACK TO THE PLENARY</b> (chair: Mr. Uwe Schubert)	
16.00 – 16.15	<i>“Working Group 1”</i> Rapporteur
16.15-16.30	<i>“Working Group 2”</i> Rapporteur
16.30 – 16.45	<i>“Working Group 3”</i> Rapporteur
16.45 – 17.00	<i>“Working Group 4”</i> Rapporteur
17.00 – 17.15	<b>Wrap-up and closure</b>

### **Day 3:**

Visits in Austrian companies by participants from emerging economies will be organized during the first two days of the event .

### **SPONSORS:**

- Austrian Development Agency
- Verein für Wirtschaft und Umwelt
- Wirtschaftsuniversität Wien

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#### <sup>i</sup> **ANDRE MARTINUZZI**

Holds a doctorate from the University of Economics and Business in Vienna, Austria at which he also holds the *venia docendi*. He is presently Associate Professor at this University and director of RIMAS (Research Institute of Managing Sustainability) at the same institution. He specialises in sustainable development policy, environmental management, evaluation and monitoring as well as knowledge brokerage. He coordinated projects in FP5 and FP6 and is currently work package leader in two FP7 projects (CORPUS and IMPACT). On behalf of DG Research and Eurostat he designed and implemented internet-based monitoring and information systems.

#### <sup>ii</sup> **MARIE-FRANCE HOUDE**

Senior Economist in the investment division of the OECD Directorate for Financial and Enterprises Affairs. She is currently the lead manager of the OECD Investment Committee’s work on corporate responsibility and the OECD Guidelines for Multinational Enterprises and Cooperation with APEC and Latin America. Previously, she was the lead manager for OECD Investment Policy Reviews and Analysis of International Investment Agreements. Prior to coming to the OECD, Ms. Houde worked at the Central Bank of Canada and the Canadian Ministry of Finance. She is an Economist trained at Laval University in Quebec, Canada and holds an M.A.L.D. degree from the Fletcher School of Law and Diplomacy.

#### <sup>iii</sup> **NATASCHA WEISERT**

is the Industrial Development Officer with UNIDO's Clusters and Business Linkages Unit and manages a global project portfolio in the area of supplier and enterprise network development, responsible competitiveness and CSR.

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She has previously worked as an Associate Expert for the International Trade Centre and gained work experience with the International Monetary Fund, the German Association for Technical Cooperation, as well as the UN Regional Commissions for Asia-Pacific and Europe. She holds a BA in Philosophy, Politics, and Economics from the University of Oxford and a Master's degrees from the Kiel Institute for the World Economy and the Graduate Institute for International and Development Studies in Geneva.

<sup>iv</sup> **OLIMPIA PANFIL,**

Expert in product development and marketing, who has been involved in the private sector for over 12 years in the USA and Germany. Her consulting assignments with UNIDO (United Nations Industrial Development Organisation) focused on project management as well as the development of design product supply chains mainly in East and West Africa. Numerous of these projects concentrated on the development of the private sector and its environment, simultaneously raising awareness about responsible business practises and CSR. She holds an MBA from ESCP-EAP in Paris.

<sup>v</sup> **TANJA SANTUCCI**

is the Programme Officer in the Corruption and Economic Crime Branch at the United Nations Office on Drugs and Crime (UNODC). She has seven years of experience as an attorney advising on national and international anti-corruption and compliance issues. Ms. Santucci previously held the position of Inspector General and Associate General Counsel at New York City's anti-corruption agency and also worked as an attorney in the private sector. She has a Juris Doctor degree from Columbia University in New York.

<sup>vi</sup> **SEMRA FERİHA NALÇACI AŞÇIGİL**

holds a Ph.D. in Sociology from the Middle East Technical University (METU) in Ankara, Turkey. She studied at Loyola University in Chicago in the USA where she graduated with a master's degree in the Program on Quality Management. Additionally Ms Ascigil holds a degree in Business Administration from METU where she currently works as an associate professor. Her numerous professional activities include work on CSR at the World Bank.

<sup>vii</sup> **REINHARD STEURER**

holds a Doctoral and Master's degree in political science from the University of Salzburg/Austria, and a Master's in Public Policy from the University of Maryland/USA. His research and teaching is concerned with sustainable development policies and governance, the role of governments in the context of Corporate Social Responsibility (CSR), and climate change policies (mitigation and adaptation). He has directed numerous research and consulting projects which were commissioned by a variety of research funds, the European Commission (DG Employment), UNDP Turkey and several federal ministries in Austria and other European countries. At present he is an assistant professor at the University of Life Sciences in Vienna, Austria.

<sup>viii</sup> **GUIDO PALAZZO**

is Professor for Business Ethics at the University of Lausanne. Visiting Professor at the Universities of Nottingham und Oxford. Reseach focus: the consequences of globalization for corporate responsibility..

<sup>ix</sup> **GUNTER SCHALL**

works at the Austrian Development Agency, the operational unit of the Austrian Development Cooperation. As head of the "private sector and development" unit he is amongst others responsible for ADA's business partnership program. Prior to that, he worked as a Policy Advisor for the Federation of German Industries. Gunter holds a PhD of the University of Freiburg.

<sup>x</sup> **MICHAEL HAUSER**

holds a doctorate from the University of Resources and Life Sciences in Vienna Austria. His research includes studies on organic agriculture, poverty reduction and sustainable rural development in emerging economies, innovation and change management. He serves on several committees and commssions, among them the "Commission for Development Issues" at the Austrian Academy of Sciences. He currently heads the "Centre of Development Research" at the University of Resources and Life Sciences in Vienna.

<sup>xi</sup> **UDO BRÄNDLE**

heads currently the section on Corporate Governance and Compliance at RaifeisenLandesbank Oberösterreich. He is an external lecturer at the University of Vienna. In 2004 he introduced courses on coporate governance and corporate social responsibility in Vienna. In 2006 he was responsible for the introduction of a postgraduate L.L.M. stream in corporate governance in the law school of the University of Manchester.

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<sup>xii</sup> **WOLFRAM TERTSCHNIG**

a systems ecologist by training (with a doctor's degree of the University of Vienna), has held various responsibilities at the Environment Ministry in Austria. He has been in charge of environmental technology policies, R & D coordination, environmental subsidies schemes, and long-term environmental planning. For the past 10 years, he has been managing the national Sustainable Development Strategy and related processes at federal level.

He is currently involved in a number of CSR-related activities, including ISO 26.000 - where he served as the Austrian Government representative- and related national standard-setting