

CSR in Europe Today

- Lessons for Australia



Cateljne Wessels
Senior Director, Membership Services
CSR Europe
Sydney March 30
Melbourne April 5



CSR in Europe and lessons for Australia

Two seminars, hosted by NAB and presented by ACCSR and ARTD in Sydney and Melbourne.

Cateljne Wessels will describe the current practice of CSR by companies in Europe, the challenges and opportunities they face within European and global political and economic blocs. For Australia, the European experience presents lessons at organisation, national and regional level: maintaining ethical international business practice, governance across different cultures and huge distances, supply chain integrity, environmental and social practice of business partners, legislative and reporting frameworks and variant stakeholder interests. And is there a role for a business-led organisation like CSR Europe? Catelijne's visit will enable informed comparison and discussion with the benefit of ten years of CSR Europe's experience, both similar to and different from that of the UK, USA or our own region.

Australian CSR Summit 2005 and 2006

The seminars will also feature updates from the Australian CSR Summit 2005 and plans for the next CSR Summit from Director Anne-Maree Huxley

Cateljne Wessels

Cateljne holds an Executive Masters in Corporate Communications from the Rotterdam School of Management, where she won the EU innovation award for her research on the link between CSR and corporate reputation management. She has over a decade of experience in various CSR roles, with a special focus on corporate reputation management and communications. At CSR Europe, she has been responsible for marketing and communications and currently directs the array of membership services such as research, education, advisory and training. She also works directly with members on their business case for CSR, and develops member's educational and program initiatives. She has been a frequent guest lecturer in Europe, Japan and Canada. Catelijne is the keynote speaker at the IQPC third annual CSR Conference Sydney March 28-29

CSR Europe

CSR Europe (www.csreurope.org) is the peak European business network for corporate social responsibility. It is solely financed and governed by its 60+ corporate members, many operating in Australia, e.g., BP, Coca-Cola, IBM, Johnson & Johnson, McDonalds, Microsoft, Nike, Shell, Toyota or Vodafone. Since 1995 the mission of CSR Europe has been to help companies integrate corporate social responsibility into the way they do business. This includes advisory services, facilitation of stakeholder dialogue, research, education and training. The 'European Roadmap for Business – Towards a Sustainable and Competitive Enterprise' stresses the integration of business, social and environmental success.



Registration Form and Tax Invoice

CSR in Europe with Catelijne Wessels

Locale	Time	Place	Tick: Sydney or Melbourne
Sydney	Thursday March 30 1-5pm	National Australia Bank NAB House 255 George St.	
Melbourne	Wednesday April 5 1-5pm	National Australia Bank Room 3615 Docklands 800 Bourke Street	
Registration fees ___ attendees @ \$275.00 (inc \$25.00 GST)			\$____.00
Total amount			\$____.00

Attendee details

1) Given name _____ Family name _____
Organisation _____
Position _____
Postal address _____
Phone _____ Email: _____

2) Given name: _____ Family name _____
Position _____
Phone _____ Email _____

Please forward a completed copy of this form together with your registration fees to Janet Kidson, Accounts Manager, fax 02 9716 4300; email janet.kidson@artd.com.au. ARTD Pty Ltd ABN 75 003 701 764.

Payment by cheque to:
ARTD Pty Ltd
PO Box 216
Haberfield, NSW 2045

Payment by EFT:
BANK: Commonwealth Bank of Australia
BSB 062 178
Account 00164159