INTERNATIONAL CONFERENCE
ON
CORPORATE SOCIAL RESPONSABILITY
EFFECTIVE MANAGEMENT OF CSR
COMMUNICATION STRATEGIES AND SOCIAL REPORT

FEBRUARY 2003, 25 & 26
EFFECTIVE MANAGEMENT OF CORPORATE SOCIAL RESPONSABILITY.

COMMUNICATION STRATEGIES AND SOCIAL REPORT.

February 25:

9:30-10:30 Javier Arenas, Minister of Presence and 2nd Vicepresident of Government. To be confirmed
Daniel Sada, Chancellor of Universidad Francisco de Vitoria
José Manuel Entrecanales, President of Vodafone España, S.A
Jose Maria Cuevas, President of CEOE
Xavier Vives, INSEAD.

10:30-12:00 Introduction. Understanding the context of CSR

Speakers:

Kai Hockerts, Research Programme Manager at INSEAD’s Centre for the Management of Environmental Resources (CMER). Professor at INSEAD. To be confirmed
Tomás Calleja, Professor at IDDI, Universidad Francisco de Vitoria.
Gonzalo Garnica, Communications Director of CEOE

- The new role of business in society
- The generators of change to CSR:
  ▪ The credibility crisis and the need of managing confidence
  ▪ The transparency of corporate actions
  ▪ The new citizens and consumers expectations
  ▪ The globalization

12:00-12:30: Coffee-break

12:30-13:45.- How to integrate the CSR in business strategy.

Speakers:

Bradley Googins, executive Director of the Center for Corporate Citizenship at Boston College, (EEUU).
Xavier Vives, profesoar at INSEAD(France)
Aldo Olcese Santonja, President of Fundación de Estudios Financieros, Madrid (Spain)
- The thinking on corporate values
- The CSR as a tool for implementing corporate values
- The value proposition of CSR:
  - For business
  - For stakeholders
  - For risk management
  - The opportunities
- The debate among “shareholder value” and “stakeholder society”
- Corporate Governance and Corporate Responsibility
- The strategic opportunities of CSR. The impact and results of CSR
- The barriers for CSR
- The formulation of an strategic plan of CSR
- Embedding the CSR into operations and business process.

13:45-14:30 Cases:

**VODAFONE. José Manuel Sedes García**, Director of Environment and Corporate Social Responsibility

**MRW. Francisco Martín Frías**, President and Managing Director of MRW

14:30-16:30 Lunch

**16:00-17:40 The internal dimension of CSR: a powerful tool to achieve personal commitment.**

**Speakers:**

Jaime Pereira, Human Resources consultant  
Manuel Carneiro, Professor at University Francisco de Vitoria

2. The CSR as a tool for talent management. How to achieve commitment. The attraction and retention of human talent.  
3. The coherence of internal CSR management as a key factor. The corporate values and the leadership standard.  
4. Internal communication as a very important tool.  
5. Corporate volunteer practices. Some innovative experiences.

17:40-19:00. Cases:

**Grupo VIPS. Miguel Angel García**, Human Resources Manager at Grupo VIPS  
The experience of IBM. Ana Garcia Oliveros, Marketing Director of IBM, Spain  
The experience of Iberdrola. Tomás Pereda, Director of Human Resources Development at Iberdrola, Spain
February, 26

9:30-10:30.- The external aspect of CSR. The Corporate Social Programs.

Speakers:

Jose Miguel Udaondo, Corporate Relations Manager at Vodafone
Pascual Montañes, Professor at Instituto de Empresa, Madrid, Spain.

1. The impact and profit of corporate social programs: its effects on corporate image and reputation. Its effect on client’s loyalty.
3. The results of social programs
4. Identifying the most adequate social programs
5. Measuring and evaluating the results of social programs.
6. Effective management of social programs.
7. Choosing the best strategic partner for implementing the social programmes.

10:30-11:45 Round table:

Caja Madrid, Obra Social. Carlos María Martínez Martínez, Manager of Obra Social
Fundación Paideia, Rosalía Mera, President of Fundación Paideia
Universidad Francisco Vitoria. Susana Alonso, Operations Manager at IDDI, Universidad Francisco de Vitoria
Fundación IUVE. Miguel Osorio, Managing Director at Fundación Iuve

11:45-12:15.- Coffee-break


Speakers:

Klaus-Peter Wiedmann, Reputation Institute & Professor at the University of Hanover.

– CSR as a key factor for building reputation. Reputation risk
– Building corporate confidence
Communication strategies for CSR practices.
Adding social value to your brand. The impact of CSR practices on brand’s valuation.
The social report.
The stock market indexes of CSR.

Cases:

**BBVA. Angel Alloza.** Director of Corporate Reputation at BBVA
**Unión Fenosa. Gemma Giner,** Marketing and Corporate Responsibility at Unión Fenosa
**Telefonica. Alberto Andreu.** Director of Reputation Management in Telefonica

14:30-16:30. Lunch

16:30 - 17:40 The measurement of the impact of social programs. The challenge of measuring the return of CSR investment.

**Speaker:**

Steven Rochlin, Director of Research and Development Policy. Center for Corporate Citizenship at Boston College, EEUU.

- The different measuring tools for evaluating the CSR strategy. How to choose the adequate standards.
- Understanding how to use the different types of measurements in the field of CSR
- How to overcome the different obstacles for CSR results measurement.
- Identifying different approaches for measurement.

17:40-18:15 Case:

**Grupo DKV. Josep Santacreu,** CEO at DKV Seguros.

18:15-19:30 - Closing and conclusions:

Daniel Sada Castaño, Chancellor at Universidad Francisco de Vitoria
Francisco Román Riechman. CEO, Vodafone.
Ana Pastor, Minister of Public Health. To be confirmed