



Knowledge
Economy
Network

ICS Internationalisierungszentrum Steiermark and Knowledge Economy Network, KEN

Supported by:
Slovenian Business & research Association, SBRA Brussels

Graz KEN-2011 Workshop

“The Socially Responsible Entrepreneurship and Business Ethics”

Graz, 21 April 2011

Draft-Program

Chamber of Commerce / Wirtschaftskammer Steiermark
Erzherzog Johann Zimmer

In line with its mission, i.e. to encourage knowledge society developments, European territorial Cooperation, the Slovene-Austrian Project REGIOLAB, and KEN members are involved in **awareness raising** and **exchanging views on conceptual and practical issues of interaction of macro and micro economic policies and their implementation among policy makers and stakeholders from business, academia and government.**

Each year KEN pays particular **attention to one of the areas** of creating knowledge-based competitiveness, and attempts to **assess progress** achieved.

Selection and presentation of **good practice cases** in the KEN domains is a valuable instrument of the Forum.

Within the “Functional platforms” of REGIOLAB will foster sustainable Cooperation of Companies and institutions in Slovenia and Austria.

One of the key issues in the KEN-2011 programme is the role of socially responsible entrepreneurship and business ethics in knowledge economy developments. This will be the topic of the first among four KEN Workshops.



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Feature	Proposed Activities
Venue, Date	Wirtschaftskammer Steiermark Erzherzog Johann Zimmer Körblergasse 111-113; 8011 Graz, Austria Thursday 21 April 2011
Objectives of the Workshop	<ul style="list-style-type: none"> ○ Define the concepts of socially responsible entrepreneurship (CSR) and business ethics in contemporary international environment; ○ Analyse the systemic conditions requiring CSR (environment, scarcity of resources, consumerism, innovation drive, etc); ○ Identify legislative and policy support measures facilitating companies to follow CSR principles; ○ Present advantages and growth opportunities provided by CSR principles for respective companies; ○ Outline role of education in CSR and business strategies for sustainable development ○ Present some good practice cases in CSR.
Profile of participants	<ul style="list-style-type: none"> ▪ National and regional government executives responsible for entrepreneurship, competitiveness and CSR; ▪ Parliamentary deputies; ▪ Chambers and business associations; ▪ NGOs involved with relevant areas (environment, consumer protection, energy policies, etc); ▪ specialized researchers; ▪ Journalists specialized on economic policy issues, including CSR.
Working language	English
Workshop inputs – documentation for participants	<p>In order to facilitate the preparations of participants they will receive the following material before the conference:</p> <ul style="list-style-type: none"> - study prepared by Prof. Matjaž MULEJ - a select bibliography and compendium of earlier studies - an analytical compendium of earlier recommendations on CSR; - draft workshop recommendations - recent documentation on the subject published by EU and international organisations.

<p>Draft schedule of the Conference</p>	<p>Registration (09.00 – 09.30)</p> <p>Introduction (9.30 – 09.45):</p> <ul style="list-style-type: none"> - Welcome – J. Herk, Pres. Chamber of Commerce (invited) - Introduction to the Graz Workshop - M. Azodanloo, ICS - Introduction to KEN - B. Cizelj, KEN Chair <p>Key Note Addresses (09.45 – 10.45):</p> <p>Socially Responsible Entrepreneurship and Business Ethics -- Prof. Matjaž Mulej, IRDO, University of Maribor</p> <p>CSR and Role of Education in Austrian Corporate Community -- Dr. Clemens Mader, RCE Graz-Styria, University of Graz</p> <p>Communicating Corporate Social Responsibility -- Natalie Šarkič-Todd, Europe Matters, Brussels</p> <p>Coffee Break (10.45 – 11.00)</p> <p>Good Practice Cases: to be selected (11.00 – 11.30)</p> <p>Discussion (11.30 – 12.00)</p> <p>Presentation and adoption of draft-of Recommendations (12.00 – 12.45)</p> <p>Press Conference (12.45 - 13.00)</p> <p>Networking Buffet Lunch (13.00 – 14.00)</p>