



## **iNTeg-Risk Workshop III.3 on New Technologies and CSR (Corporate Social Responsibility):**

### **Integrating answers to engineering, social and financial aspects of sustainability**

**June 17, 2010**

**Stuttgart**

Haus der Wirtschaft, Room Ulm  
Willi-Bleicher-Strasse 19, 70174 Stuttgart

Hosted by



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Quality In Everything We Do

Event organized by

**DOKEO**

[Reputation, Image]



**Steinbeis-Hochschule  
Berlin SHB**

## **Concept of the workshop**

### **Workshop Committee**

*A. Jovanovic*, European Virtual Institute for Integrated Risk Management, Germany

*R. X. Ruter*, Ernst & Young, Germany

*W. Scheunemann*, Dokeo GmbH, Germany

### **Contact & Organization**

*N. Ghavami*, Steinbeis Advanced Risk Technologies GmbH, Germany

*M. Löscher*, European Virtual Institute for Integrated Risk Management, Germany

### **About the workshop**

FP7 project iNTeg-Risk ([www.integrisk.eu-vri.eu](http://www.integrisk.eu-vri.eu)) is dealing with early recognition, monitoring and integrated management of emerging, new technology related risks. Over 60 organisations and more than 350 persons have committed themselves to develop a harmonised EU-answer to these emerging risks, which are considered as one of the major problems for the competitiveness of the EU innovation industry. One of the important pillars in the interdisciplinary approach of iNTeg-Risk project is the involvement of social aspects and corporate responsibility throughout the whole life cycle of new technologies covered by the project.

In this workshop, we would like to bridge the gap between different CSR-relevant groups, who might already work according to CSR-related concepts, but are not in-line with other units; like differences in comprehension and application of CSR-concepts among engineers and businessmen.

As the target group for this workshop is, apart from invited externals, the project consortium itself with persons mostly having technical background, this event (and the iNTeg-Risk project itself) is a one of the kind opportunity to address an interested and dedicated group of persons (engineers), whose work within the project can be considered as a test bed for CSR concepts and approaches, which will find their application within the project and its results. Main expected benefits for the participants are:

- Learning from application of sustainability concepts in other sectors (engineering vs. business/financial).
- Get in touch with experienced global players in sustainability reporting in order to elaborate appropriate concepts for New Technologies and its related emerging risks.

Foreseen participants for this workshop are project members and CSR/Sustainability responsible persons of companies and public authorities.

## Agenda

**14:00 – 14:15 Opening**

**14:15 – 15:15 Session I**

1. Regulation in the Field of Corporate Sustainability - Barrier or Stimulation? (A. Vu, Ernst & Young)
2. Media coverage of Emerging Risks related to New Technologies and its impact on public perception (C. Kolmer, Media Tenor)

**15:15 – 15:45 Break**

**15:45 – 16:45 Session II**

3. CSR instruments for reputation risk management (J. Löhr, Dokeo)
4. The relationship between CSR and innovation in textile industry (M. Battaglia, Scuola Superiore Sant'Anna, MAIN Laboratory)

**16:15 – 17:30 Open Discussion**

**17:30 End of the workshop**