

Program of the CSR Meeting between LSM and the Chinese delegation

When? Friday October 29, 2010

**Where? Room B017, Ground Floor, Doyen Building
Louvain School of Management, 1 Place des Doyens
1348 Louvain-la-Neuve**

INTRODUCTION

9.00 – 9.15 CSR at the Louvain School of Management
By Philippe de Woot (LSM)

CSR DEVELOPMENTS IN EUROPE AND IN CHINA

9.15 – 9.30 CSR developments in Europe and in Belgium
By Valérie Swaen (LSM and IESEG) and Jan Noterdame (CSR Europe and LSM)

9.30 – 9.45 ISO26000: definition, scope and future development
By Vincent Carbonnelle (Cap'Conseil)

9.45 – 10.00 CSR developments in China
By Johnny Kwan (BASF)

10.00 – 10.15 Discussion

CSR EDUCATION: INNOVATIVE EXPERIENCES

10.15 – 10.30 CSR Education at the LSM: Learnings from blended learning
By Valérie Swaen and Jan Noterdaeme

10.30 – 10.45 CSR Education at the ICHEC
By Manal El Abboubi (LSM, ICHEC and Belgacom)

10.45 – 11.00 CSR Education in China
By Zhen Jiang (China WTO Tribune)

11.00 – 11.15 Discussion

11.15 – 11.30 COFFEE BREAK

RESEARCH IN CSR

11.30 – 11.45 The LSM Research Institute
By Per Agrell (LSM)

11.45 – 11.50 Brief introduction to CSR research at the LSM
By Valérie Swaen (LSM and IESEG)

- 11.50 – 12.00 The impact of CSR on employees
By Kenneth De Roeck (LSM)
- 12.00 – 12.10 CSR communication campaigns towards the consumer
By Catherine Janssen (LSM)
- 12.10 – 12.30 Brief introduction to CSR research at China WTO Tribune
By Gefei Yin (China WTO Tribune)
- 12.30 – 12.45 Discussion

CONCLUSIONS

- 12.45 – 13.00 Concluding comments
By Jan Noterdaeme (CSR Europe and LSM)

13.00 – 13.45 LUNCH-SANDWICHES

List of participants

Name	Title
Jonny KWAN	Vice Chairman, China GoldenBee CSR Council Chairman, BASF Greater China Country Board
Rena GUI	Manager, Corporate Social Responsibility, BASF Greater China
Feng LIU	Founder, Save-Forest Writing Instruments Co., Ltd
Gefei YIN	Director, International Research Center for Social Responsibility & Sustainable Development, Peking University Vice President, China WTO Tribune
Weizheng CHEN	General Manager, China WTO Tribune
Zhen JIANG	Manager, GoldenBee Social Responsibility Education Center, China WTO Tribune
Per AGRELL	Full professor and head of the LSM Research Institute, LSM
Kenneth DE ROECK	Teaching and research assistant and member of the Louvain CSR Network, Marketing Department, LSM
Philippe DE WOOT	Emeritus Professor, Strategy Department, LSM
Manal EL ABOUBI	Post-doc researcher, Marketing Departement, LSM, ICHEC and Belgacom
Catherine JANSSEN	ICM Fellow, Marketing Department and member of the Louvain CSR Network, LSM
Valérie SWAEN	Associate professor, Marketing Department and head of the Louvain CSR Network, LSM
Jan NOTERDAEME	Consultant, CSR Europe; Lecturer and head of the Louvain CSR Network, LSM
Vincent CARBONNELLE	Consultant, Cap' Conseil