

CSR is one of the catchwords currently everybody is talking about – whether it is in Europe, the U.S. or Japan. The concept of Corporate Social Responsibility covers a broad range of aspects – it is applied as a risk management tool or to enhance the corporate image in the public. Because it includes many facets, the definition on what is the core of CSR differs widely between companies and countries.

In order to deepen the mutual understanding about CSR and learn from each other, TÜV Rheinland Japan Ltd. and the German Institute for Japanese Studies are organizing a joint workshop. The objective of the workshop is to illuminate trends and activities in the different regions and identify the driving forces behind the CSR activities. Differences in focus and CSR implementation should be detected. By bringing together participants from different national backgrounds as well as from the academic and the business world, we expect an open discussion about current issues and future trends. This could include for example the discussion what activities are part of CSR, how CSR can lead to more efficiency in both for-profit and not-for-profit organizations, or how CSR can become more credible by introducing measurements.

This workshop is a closed event, limited to a small group of person or company representative, which are willing to share their experience.

The workshop is planned as a 1-day event on Wednesday, **12th of November 2008** at the **German Institute for Japanese Studies (ドイツ-日本研究所) Tokyo**. (Please see the details of the location on the last page). The participants should be a mixture of academic experts and business practitioners, representing different national backgrounds. Short presentations will be followed by extensive discussions to exchange opinions, experiences, best practices etc.

Time	Planned Agenda	Speaker	
10:00-10:30	★ Welcome and Introduction	Mr. R. Lorenzoni Dr. Florian Kohlbacher	TÜV Rheinland Japan DIJ
15min	★ CSR in Japan; its Historical Perspective	Prof. K. Tanimoto	Hitotsubashi University
15min	★ Comparative Perspective -a Social Scientist's View	Prof. Dr. Verena Blechinger-Talcott	Free University of Berlin
15min	★ Do CSR conscious firms perform better? Evidence from a sample of German, Austrian and Japanese firms	Dr. Jörg C. Mahlich	Austrian Federal Economic Chamber
11:15-11:30	Break (15 min)		
15min	★ CSR in an Era of Demographic Change	Dr. F. Kohlbacher	DIJ
15min	★ Sustainability at Henkel	Ms. Grünschloss	Henkel Japan Ltd.
15min	★ Contribution to Achieve the Millennium Development Goals	Mr. Minoru Matsuzaki	Olympus Corporation
15min	★ Corporate Social Responsibility - Canon Marketing Japan Group	Mr. Hironori Kawaguchi	Canon Marketing Japan Inc.

12:30-13:30	Lunch break (60min)		
15min	★ NEC Group's CSR Practices	Mr. Suzuki	NEC Corporation
15min	★ Diversity through the lens of social innovation -creating value through our stakeholder partnerships	Mr. Tom Pedersen	Shinsei Bank, Limited
15min	★ Anatomy of a volunteer committee	Mr. William van Alstine	Dresdner Kleinwort (Japan) Ltd.
14:15-14:45	Break (30 min)		
15min	★ Can CSR be measured?	Marco Pagels	TÜV Rheinland Japan
15min	★ Nissan CSR management way	Mr. Sproule	Nissan Motor Company Ltd.
15:15-15:30	Break (15 min)		
120min	★ Discussion of the presented topics	All	
17:30	END – Buffet		

Details the organizer	
<p>TUV Rheinland Group</p> <p>The TÜVRheinland Group is one of the leading providers of technical services in providing inspection, testing and certification services world wide. Since the foundation in 1872, it has been developing safe and sustainable solutions for the challenges arising from the interaction between man, the environment and technology. As an independent, neutral and professional organization, TÜV Rheinland is committed to working towards a future that can fulfill the needs of both mankind and the environment in the long term. It recognizes the increasing importance of CSR and wants to support customers and partners with solutions to assure a sustainable development in harmony with environment and society.</p> <p>www.tuv.com www.tuv-star.com</p>	
<p>German Institute for Japanese Studies (ドイツ-日本研究所)</p> <p>The German Institute for Japanese Studies (DIJ) stands in a long tradition of German research institutes abroad. It is part of the Stiftung Deutsche Geisteswissenschaftliche Institute im Ausland, a foundation, governed under public law and directly responsible to the Federal Government. By deepening knowledge of both contemporary Japan - cultural, economic, and social - and of Japanese-German relations, the foundation seeks to contribute to mutual understanding. The DIJ also sees itself as an "on-the-spot" center for research on Japan, actively and intimately involved in relevant international and intercontinental exchange.</p> <p>www.dijtokyo.org</p>	

Profile of Speakers
Prof. Kanji Tanimoto - Graduate School of Commerce and Management, Hitotsubashi University
Verena Blechinger-Talcott is Professor of Japanese Politics and Political Economy in the Institute of East Asian Studies, Berlin Free University. She earned her M.A. in Japanese Studies and her Ph.D. in political science from Munich University. A native of Germany, she lived in Japan for seven years, five of them as a research fellow and later deputy director at the German Institute for Japanese Studies in Tokyo. Blechinger-Talcott has served as a lecturer at Munich, Muenster and Tokyo universities. Prior to joining the faculty at Berlin Free University in 2004, she served as an Advance Research Fellow in the Program on U.S.-Japan Relations at Harvard University and as Assistant Professor in the Department of Government at Hamilton College (Clinton, NY, USA). Her research interests include Japanese and East Asian politics and government-business relations. Currently, she is developing a new project on Japanese CSR in comparative perspective.
Mr. Hitoshi Suzuki – General Manager Customer Satisfaction Promotion Division & CSR Promotion Office, CSR Promotion Unit, NEC Corporation He is in charge of overall control of CSR activities at NEC Group. He is currently promoting "Business in order to solve digital divide in developing countries".
Ms. Carolina Gruenschloss is currently working with Henkel Ltd. in Yokohama, Japan. At the same time, she is completing her dissertation with the topic of “CSR Policy Modeling of European companies in Japan as a Strategic Tool”. After graduating with a Master’s Degree in Business Management and Economics in 2006, she has been working for 1.5 years at the Chair of Corporate Environmental Management at the University of Duesseldorf as a PhD research associate.
Mr. Simon Sproule - Corporate Vice President Global Communications, CSR and IR Division Nissan Motor Co., Ltd.
Mr. William van Alstine - Managing Director, Head of Operations, Asia Pacific, Dresdner Kleinwort. Co-chairman of the Dresdner Kleinwort Japan Volunteer Committee. He has over 20 years experience in the securities industry in Asia.
Mr. Tom Pedersen is a Group Head of People and Communications Group and the Chief Learning Officer for Shinsei Bank, where he focuses on organizational change initiatives, learning, and leader development. He is working on several initiatives at the Bank and with subsidiaries on sustainable human capital development, strategy, and cultural integration. Tom previously worked at Morgan Stanley, where he led the Asia Workforce Effectiveness team, focusing on leader development, staffing, organizational development, and team learning interventions. Prior to his work with Morgan Stanley, Tom taught international business courses at the International Center, Keio University, Tokyo, Japan. Tom serves on the Global Corporate Advisory Board for Saba, and is on the Board of Directors for the Tokyo English Life Line/Community Counseling Service and an active volunteer in Tokyo and Asia.
Mr. Minoru Matsuzaki - Manager, Corporate Social Responsibility Division, Olympus Corporation. Minoru Matsuzaki assumed his current post in July 2007. He joined Olympus Optical. Co. Ltd. and worked for 19 years in camera technology development. In 1997, he became a Senior R&D Liaison and Senior Engineering Manager in the Olympus US business unit, where he started social marketing initiatives. He then worked as General Manager of Marketing Planning and Global Sponsorships and in 2006 became Manager of the Global Marketing & Planning Department, Olympus Imaging.
Mr. Hironori Kawaguchi - Advisory Director, Senior General Manager CSR Promotion Headquarters, Canon Marketing Japan Inc. He is in charge of planning and promotion of CSR activities such as ethical compliance, information security, environmental issues in Canon Group though he belongs to overall controlling company for domestic sales.
Dr. Jörg C. Mahlich , Economic Policy Department, Austrian Federal Economic Chamber

Dr. Florian Kohlbacher is a research fellow at the German Institute for Japanese Studies in Tokyo. He is currently coordinating a research project on the business implications of demographic change, which also includes examining the associated subject of corporate social responsibility.

Roberto Lorenzoni is the Public Relations & Business Development Director for the TÜV Rheinland Group in Japan. He is responsible for the development of new services (e.g. TÜV Rheinland STAR), promotion of third party inspection programs, and communication with Japanese ministries and accreditation bodies. He has been actively involved in international committee work like the International Accreditation Forum (IAF) and the Pacific Accreditation Cooperation (PAC). He is the Chairman of the Asian Accredited Certification Body Federation, and a member of the PAC Executive Committee and PAC Multilateral Recognition Arrangement (MLA) Management Committee.

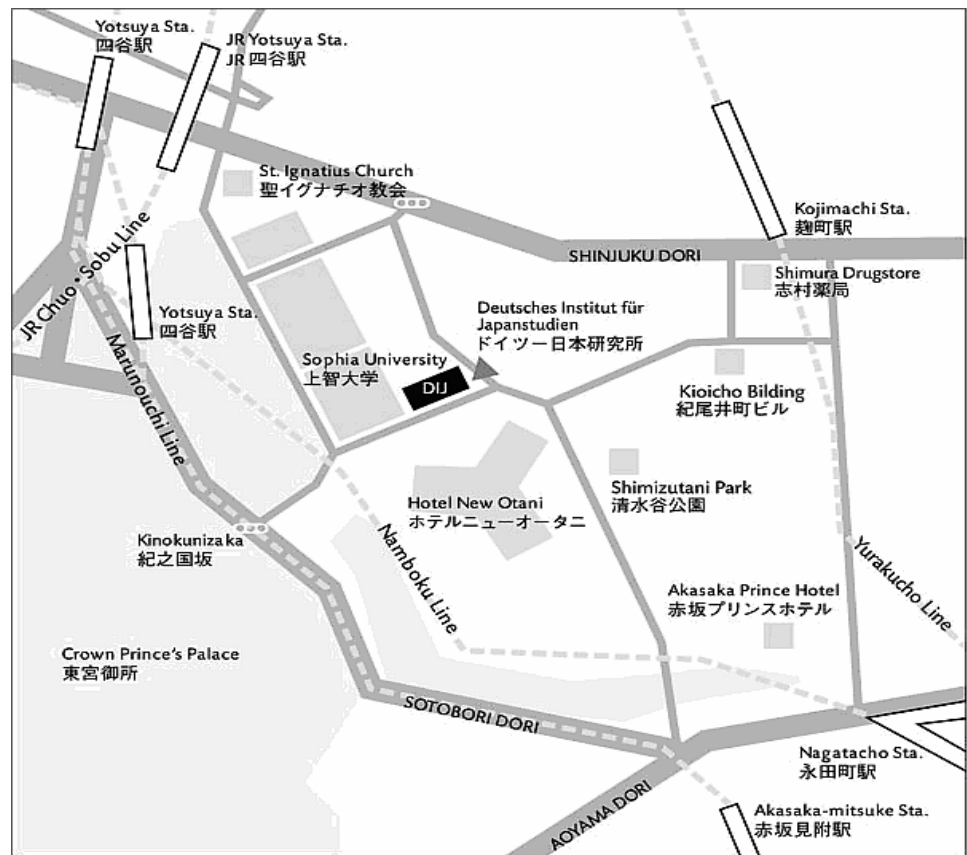
Dipl. Ing. Marco Pagels has been working for five years at TÜV Rheinland in Japan. He is currently addressing the subject of global supply chain and its associated corporate social responsibility. His main focuses are the further development of existing services, carrying out company evaluations and developing local competencies in Asia.

Location details:

DIJ Tokyo

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From Akasaka Mitsuke Station Exit D (Hotel New Otani)

Cross Benkei Bridge and follow the road with Hotel New Otani left hand for about 400m. Jochi Koizaka Building is across the street from BVLGARI. Walk up the steps to the entrance (B3) and take the elevator to the 2nd floor.

From Kojimachi station (Yurakucho Line, Exit 2)

Turn left as you get to the sidewalk and left again at the first corner. After 50 m at a T-junktion cross the street, turn right and go straight for about 200 m, cross over to the other side at the pedestrian light and walk up the steps to Jochi Koizaka Building. Take the elevator to the 2nd floor.

From Nagatacho Exit 9a (Hanzomon Line, Exit 7)

Walk straight and cross the street, go right across Benkei Bridge and follow the road with Hotel New Otani left hand for about 400m. Jochi Koizaka Building is across the street from BVLGARI. Walk up the steps to the entrance (B3) and take the elevator to the 2nd floor.

From Nagatacho (Nanboku Line, Exit 9a, from Meguro at the head of the train)

Turn left as you get to the sidewalk. Turn left again before reaching the Family Mart and follow the dead-end-road to the end. Walk down the stairs along a park to your right. Cross the street at the bottom, walk right to the traffic light. Jochi Koizaka Building is across the street from BVLGARI. Walk up the steps and take the elevator to the 2nd floor.

From Yotsuya Station, Akasaka exit (Maronouchi line, Nanboku line, JR Sobu and Chuo line)

Go right to the intersection and turn right in front of St. Ignatius church. Go straight for ca. 5 minutes until you reach the Hotel New Otani, then turn left and go down the hill. Turn left just in front of the intersection, walk up the steps to the entrance and take the elevator to the 2nd floor.