

Research workshop “CSR: from responsibility to opportunity?”

organized with the support of two chairs of Ecole Polytechnique

The Chair for Business Economics

The Chair for Sustainable Finance and Responsible Investment

Paris February 6th 2009

9:00 am to 6:00 pm

Hotel Royal Garden

Paris, 75008

Presentation

Is corporate social responsibility becoming a major business opportunity? For a number of years, CSR could be considered as a mode of compliance to social and environmental regulations, eventually as a way to pre-empt such regulations.

Since the 2002 Johannesburg summit, many firms have moved to a more pro-active attitude, claiming to go from shareholder to societal value maximization. A number of their business activities have been impacted by this change.

Opinions vary considerably on whether this move can be considered as a reformulation of the profit maximization paradigm; or if, it is building on a deeper cultural change in societies underlining the recognition of a world in need of more sustainable development.

The workshop will discuss this issue in the light of empirical or field studies taking both an internal (management) and external (stakeholder) approach.

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PROGRAM

- 9:00 9:15 **Welcome:** [Jean-Pierre Ponssard](#) (École Polytechnique)
- 9:15 9:45 **Setting the stage**
- CSR Why and How? A Management Perspective: Bertrand Collomb (member of the Institut of France, Former Chairman of the World Business Council for Sustainable Development)
- 9:45 12:30 **Session 1** – Chaired by Jean-Pierre Sicard (Directeur du Développement Durable, Caisse des Dépôts & Président de Novethic)
- [“Doing Well by Building Green \(?\)”](#): Nils Kok (ECCE & Maastricht University)
 - [BOP: An Investor Perspective](#): Erik-Jan Stork (APG Investments)
 - [Does It Pay to Be Green?](#) A Systematic Overview: Stefan Ambec (Toulouse School of Economics)
 - Discussants : Patricia Crifo (École Polytechnique), Nicolas Mottis (ESSEC), & Bernard Sinclair Desgagné (HEC Montréal & École Polytechnique)
- Lunch*
- 14:00 15:30 **Session 2** – Chaired by Marcel Boyer (Bell Canada Professor of Industrial Economics, Montréal University, VP & Chief Economist, Montréal Economic Institute)
- [CSR Challenges in the Agro-Food Business](#) (Bernard Giraud, Danone)
 - [Driving Strategic Change from Oil Based to Bio Based Technology](#) (Mireille Quirina, DuPont)
 - Discussants: Jean-Philippe Desmartin (Oddo Securities) & Jérôme Le Page (Riskmetrics)
- Coffee break*
- 15:45 17:15 **Session 3** – Chaired by Olivier Kayser (Managing Director Hystra Consulting)
- [Mainstreaming CSR in the Business. The Case of the Lipton Tea.](#): Florence Coulamy (Unilever)
 - [Bringing Electricity to Rural Areas in Africa](#): Christine Heuraux (EDF)
 - Discussants: Jean Loup Feltz (Agence Française de Développement) & François Lett (Ecofi Investissements-Crédit Coopératif)
- 17:15 18:00 **Round Table** – Chaired by Nicole Notat (Chairman & CEO of Vigeo) with Marcel Boyer (Montréal University), Olivier Kayser (Hystra Consulting), Thierry Sibieude (ESSEC), Antoine de Salins (Fonds de Réserve des Retraites) & Jean-Pierre Ponssard (École Polytechnique)