

Social Responsibility: Multi-Stakeholder Perspectives on Finance & Standards Theory, Practice and First Experiences with ISO 26.000

TIME	
13-14 h	Company presentations for students in the field of CSR
14-15 h	CSR, sustainability and social business as drivers in finance?
	PLENARY DISCUSSION Pietro Veglio (World Bank) John Tobin, Head of Sustainability Affairs Department (Credit Suisse) Stefano Montobbio, Vice President Investment Advisory (BSI-Lugano) Samantha Caccamo, Founder & CEO (Social Business Earth) Chair: Peter Seele (USI)
15-16h	PRESENTATION AND OPEN DISCUSSION Input-Statement: Experiences with ISO 26.000 (Yvonne Maciéczyk) Chairs: Christoph Weber-Berg (HWZ) & Peter Seele (USI)
16-17h	APERITIVO Foyer AUDITORIUM

LSF: Lugano Sustainability Forum 2011

The idea for LSF was initiated by Master and Bachelor students of USI Lugano and Franklin College already in 2010. It took place in November 2010 for the first time under the roof of AIESEC, aiming to bring together business professionals, academics and students that would discuss some of the most important current trends in sustainable business practice. This year's event is a follow up, initiating a row of further events addressing the emerging CSR trends. Present in over 107 countries and territories and with over 50,000 members, AIESEC is the world's largest student-run organization.

Discussion on ISO 26000: Y. Maciéczyk; 15-16

ISO, the International Organization for Standardization, has launched an International Standard providing guidelines for social responsibility (SR) named ISO 26000 or simply ISO SR, it was released on 1 November 2010. The standard is supposed to "encourage voluntary commitment to social responsibility and will lead to common guidance on concepts, definitions and methods of evaluation." (ISO, 2009) The standard describes itself as a guide for dialogue and language, not a constraining or certifiable management standard.