



EABIS
European Academy
of Business in Society

ESADE
Business School

Colloquium Engagement Guide for Business Representatives

This document is intended to help Business Representatives contribute to the Annual Colloquium and explain opportunities. As a reminder, there are four principle benefits to involvement in Barcelona:

- High-level forum to profile your company's leadership and innovation
- Excellent opportunity for networking with other innovative companies
- Access to the latest research and thought leadership around governance
- Unique multi-stakeholder platform to receive feedback and insight

Reminder of Key Information

WHEN: 6th Annual Colloquium, September 20-21, ESADE Business School, Barcelona
WORKING THEME: "Global Governance and the Role of Business in Society"

Interpreting the Call for Contributions

The Call invites companies to submit presentations that demonstrate new insight and/or innovation in its internal or external governance activities. This broadly fits into four categories:

- The company and global / international bodies (UN, ILO, WBCSD, EU, etc)
- The company and its industry sector (codes of conduct, reporting, environmental and labour standards, etc)
- The company with stakeholders at a national or regional level (NGO partnerships, communities, SMEs)
- Inside the company – internal strategy and processes

How to Contribute

Business Representatives can get involved in the Colloquium in two main ways:

- Submit a paper outlining a company governance insight or initiative
 - If accepted after review, you will present this in a Parallel Session
 - See the more detailed set of [Guidelines](#) for tips and advice
- Get internal buy-in for relevant colleagues to attend, either as presenters or as conference participants

NOTE: there will also be an opportunity to profile company initiatives around executive learning and development in an Education & Training Exchange Forum, but that event has not been officially launched yet.

Past Examples

Please click on the links below to see good examples of company submissions in previous years. Some of these have been fully developed into articles in our Special Issues of *Corporate Governance Journal*:

Global / International Initiatives

"Developing the Wider Role of Business in Society: The Experience of Microsoft in Developing Training and Supporting Employability" (2005)

Elena Bonfiglioli, Microsoft – link to [Full Article](#) & [Presentation](#)

"Dealing with a Global Issue: Contributing to Poverty Alleviation" (2004)

Vincent Denby-Wilkes, EDF – [Abstract](#) and [Full Paper](#)

Industry Sector Initiatives and Multi-stakeholder Partnerships

"The Role, Responsibility and Experiences of Pharmaceutical Companies in Human Capital Development on Healthcare in Central and Eastern Europe" (2005)

Frank Welvaert, & Esther A. Agyeman-Budu, J&J – [Presentation](#) and link to [Full Article](#)

"CSR and *Financial Performance*" (2004)

Wim Vermeir, Eveline Van de Velde and Filip Corten, Dexia – [Presentation](#) and [Full Article](#)

Regional / National Initiatives

"The Value of Learning in New Partnerships Between International Business and Civil Society Organizations" (2006)

Gavin Neath, Unilever, Peter Senge, MIT, and Michelle Dow, Corporate Citizenship Company – link to [Article](#)

"Investing in Healthcare Management: " (2006)

Michael Bzdak, J&J – [Abstract](#) and [Full Paper](#)

Inside the Firm

"Hard-wiring and Soft-wiring CR – An Essential Combination for Lasting Change" (2005)

Monique de Wit, Mark Wade & Esther Schouten, Shell – [Presentation](#) and [Full Paper](#)

"Delivering the Business Case for Corporate Responsibility" (2004)

John Swannick, Lloyds TSB – [Presentation](#)

A Reminder of the Timetable for Contributions

- Submission of Summary / Abstract **21 May 2007**
- ESADE Review Feedback and Final Decision **22 June 2007**
- ESADE Confirmation of Participation **9 July 2007**