

Corporate Social Responsibility in Conflict and Post-Conflict Scenarios: From Risk Management to Value Creation

Thursday, 21st October, 2010, from 9 am to 2 pm, ESADE Madrid

Programme

9.00 am: Welcome address

- **Josep M. Lozano**, Professor and senior researcher (CSR). Institute for Social Innovation (ESADE).
- **Maria Prandi**, Head of the Company and Human Rights Programme, *Escola de Cultura de Pau* (Universidad Autónoma de Barcelona) and ESADE collaborator
- **Silvia Consuegra**, Head of the *Fundación ICO* Economic Area.

9.30 am: Opening session: What does it mean to be responsible in complex settings?:

- **Salil Tripathi**, Co-Director, Institute for Human Rights & Business, London
- **Eugenio Marulanda**, Former Executive President of the Colombian Confederation of Chambers of Commerce, and consultant

10.30 am: Coffee break

11.00 am: Session 1: The role of companies in post-conflict scenarios: From risk management to value creation:

- **Maria Prandi**, *Escola de Cultura de Pau*
- **Diana Klein**, Project Manager, International Alert, London
- **Angela Rivas**, Coordinator, Business, Conflict and Peace-building Area, *Fundación Ideas para la Paz*, Colombia

12.30 pm: Session 2: Company-side experiences and lessons learnt:

- **Jorge Silva**, General Manager, Microsoft Colombia
- **Luz Angela Zuluaga**, Head of Vulnerable Population Assistance, Almacenes Éxito S.A., Colombia
- **Katinka C. van Cranenburgh**, Coordinator, Heineken Africa Foundation
- Moderated by: **Sonia Navarro**, Associate Director, ESADE Institute for Social Innovation

2.00 pm: Networking lunch

Place: ESADE Madrid. C/ Mateo Inurria 27, 28036, Madrid

Date and time: Thursday, 21st October, 2010, at 9.00 am

Confirmation of attendance: This event is open to the public. Places are limited. Please confirm attendance via the Events section in the ESADE Institute for Social Innovation website: www.innovacionsocial.esade.edu

For further information: innovacionsocial@esade.edu

This event is partially in English; simultaneous interpretation services will be available.

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