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Corporate Social Responsibility

Hanasaari – Swedish-Finnish Cultural Centre

Friday 15 October 2010, 2–4 pm

More and more companies want to operate in a socially responsible manner. Corporate social responsibility is roughly divided into three areas: financial, social and environmental responsibility. The primary purpose of responsible business is to prevent, or at least reduce, the negative impacts that company operations have on society. However, it has been discovered that strategically led responsibility activities can also be a significant competitive edge and a way of developing business, managing risks and ensuring the continuity of company activities in the future.

The activities and operating methods of Finnish and Swedish companies are very important in terms of development in the Global South, such as influencing the economy and promoting human rights. The price that we consumers pay is primarily based on production costs, but the true cost of company activities can only be determined by examining things like environmental impacts.

Research shows that young people are basing more of their choices on their concepts of responsibility. Are these future consumers ready to add an “ethical supplement” to price tags? What does this mean for companies? What risks do companies take when investing in developing countries? What concrete steps can companies take to promote positive development in developing countries? How do our consumer habits influence development in the Global South?

Welcome

Gunvor Kronman, Director, Hanasaari – the Swedish-Finnish Cultural Centre

Key notes

Attiya Waris, Assistant Lecturer, University of Nairobi

Sasja Beslik, Director, Nordea

Panel discussion

Olli Alanen, Researcher, Demos Helsinki

Pekka Haavisto, Member of Parliament

Attiya Waris, Assistant Lecturer, University of Nairobi

Sasja Beslik, Director, Nordea

Mikko Routti, Director, Finnish Business and Society

Moderator: *Petteri Väänänen*, Senior Advisor

Language: English

Participation is free, but participants must register beforehand no later than October 12. Register at

www.hanasaari.fi.

Tina Riih , Executive Programme Coordinator, will answer any questions you may have

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Organizers: Hanasaari – the Swedish-Finnish Cultural Centre, Globsol, Finnish Business & Society