

# Working Towards Sustainable Society: Lessons from Enterprise 2020

**Date:** Wed., 16th November 2011, 14:00-17:00

**Seminar venue:** Lambuth Hall, Kwansei Gakuin University, Tokyo

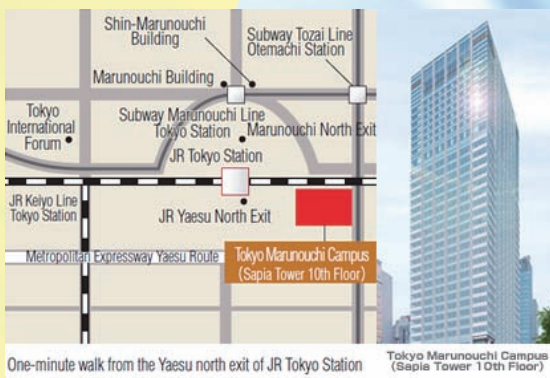
## Marunouchi Campus

Sapia Tower 10th Floor, 1-7-12 Marunouchi Chiyoda-ku Tokyo  
Networking Dinner venue: Restaurant at Sapia Tower 3rd Floor

**Language:** English and Japanese (Simultaneous translation)

**Registration Fee:** Free

**Co-hosted by** EUIJ Waseda and Caux Round Table-Japan



## Themes of the Seminar:

In October 2010, the EU developed its own growth strategy Europe 2020 for the coming decade. Aimed at bringing a smart, sustainable and inclusive economy, the EU set five objectives on employment, innovation, education, social inclusion and climate/energy - to be reached by 2020. Meanwhile, CSR Europe, a leading network for CSR, launched Enterprise 2020 as a company's initiatives to realize a target of Europe 2020.

In this seminar, we focus on lessons from EU strategy towards sustainable society through Enterprise 2020. What is Enterprise 2020? How is CSR managed within European cultural and historical, social contexts? How does each company actively respond to Enterprise 2020 in their corporate CSR framework? How do companies develop their CSR initiatives as competitive strategy?

The seminar is addressed to executives who establish CSR priorities and manage stakeholder relationships, both at Japanese companies which expand their initiatives overseas in Europe, and at European companies in Japan for deep understanding of their headquarters approach towards sustainable society.

## Speakers:

- **Dr. Silviu Razvan Jora**, General Manager, EU-Japan Centre for Industrial Cooperation / European Commission official (DG Enterprise and Industry)
- **Dr. Koji Fukuda**, Director, EUIJ Waseda / Director, Waseda Institute for EU Studies / Professor, Waseda University
- **Hidetaka Shimada**, Corporate Officer, Head of Public Affairs, Head of President Office, sanofi-aventis K.K.

## Facilitator:

- **Hiroshi Ishida**, Executive Director, Caux Round Table-Japan / Associate Professor, Institute of Business and Accounting, Kwansei Gakuin University

For registration, please fax(03-5728-6366) or mail (info@crt-japan.jp) the registration form of the back-page with subject "Seminar Registration 11/16" by 4th Nov. 2011.

For more information, please contact to:

EUIJ Waseda : Emi Kato / Keiko Ohashi Tel : 03-5286-8568 Fax : 03-5286-8579

Caux Round Table-Japan : Miho Okada Tel : 03-5728-6365 Fax : 03-5728-6366

# Programme

Please be informed the programme may be changed due to speakers' convenience.

13:30 **Registration**

14:00 **Opening Remarks**

by Hironori Yano, Chairman, Caux Round Table-Japan / Former Chairman, Central Nippon Expressway Co., Ltd.

14:10 **Europe 2020 and Enterprise 2020**

*Speaker:* Dr. Silviu Razvan Jora, General Manager, EU-Japan Centre for Industrial Cooperation / European Commission Official (DG Enterprise and Industry)

14:40 **Cultural, Historical and Social Background of developing CSR in Europe**

*Speaker:* Dr. Koji Fukuda, Director, EUIJ Waseda / Director, Waseda Institute for EU Studies / Professor, Waseda University

15:10 **A Case Study Initiative : sanofi-aventis K.K.**

*Speaker:* Hidetaka Shimada, Corporate Officer, Head of Public Affairs, Head of President Office, sanofi-aventis K.K.

15:40 **Coffee Break**

15:50 **Panel Discussion and Q&A Session**

*Speakers:* Dr. Silviu Razvan Jora, EU-Japan Centre for Industrial Cooperation  
Dr.Koji Fukuda, EUIJ Waseda  
Hidetaka Shimada, sanofi-aventis K.K.

*Facilitator:* Hiroshi Ishida, Executive Director, Caux Round Table-Japan / Associate Professor, Institute of Business and Accounting, Kwansai Gakuin University

16:55 **Closing Remarks**

by Dr. Koji Fukuda, Director, EUIJ Waseda / Director, Waseda Institute for EU Studies / Professor, Waseda University

Networking dinner at TRATTORIA Papa Milano, Sapia Tower 3rd Floor with the cost of 5,000yen (please pay at the restaurant) from 17:30-19:30 is an optional.

For your registration, please fill out the form below and fax to **03-5728-6366** or mail to **[info@crt-japan.jp](mailto:info@crt-japan.jp)**

-Registrant

First Name	
Last Name	
Organization	
E-mail Address	
Networking dinner participation	<input type="checkbox"/> Yes <input type="checkbox"/> No

-Registrant

First Name	
Last Name	
Organization	
E-mail Address	
Networking dinner participation	<input type="checkbox"/> Yes <input type="checkbox"/> No