



## Invitation to Taste the Latest Trends in Corporate Social Responsibility

The European MarketPlace on CSR, 29 November 2007, Brussels

Are you interested in

- business attitudes towards **sustainable development**?
- getting insight into some of the most innovative **corporate social responsibility initiatives** today?
- directly engaging with **leading political and business figures** in the realm of CSR?
- first hand information on the steps taken by European businesses and the **European Commission** in working together to advance CSR?
- interview possibilities with Mr. **Günter Verheugen**, Vice-President of the European Commission responsible for Enterprise and Industry and/or Mr. **Vladimir Spidla**, European Commissioner for Employment, Social Affairs and Equal Opportunities?

On behalf of **CSR Europe, the leading European business network for corporate social responsibility**, I would like to invite you to our upcoming event where more than 600 select participants from the world's leading companies and their stakeholders jointly tackle and develop solutions to pressing societal challenges.

**What:** **The European MarketPlace on Corporate Social Responsibility  
hosted by CSR Europe**

**Where:** **Tour & Taxis, Brussels, Belgium**

**When:** **29 November 2007**

The event aims at initiating and promoting innovative approaches to CSR through new co-building sessions and the exchange of best practice. Companies present their solutions to challenges such as

- how to reduce the **environmental impact** of their products (Toyota, STMicroelectronics, Suez...)
- how to embed sustainable development principles across the **supply chain** (Unilever, Sanofi-Aventis...)
- how to help older workers, migrants and women to take up **employment** (BASF, IBM, Novozymes...)
- how to **improve access** to new technology and services for disadvantaged communities (BT, Intel, Vodafone...)
- how to promote **health and wellbeing** among employees and customers (Danone, Johnson & Johnson, Casino...)
- how to **cooperate with other companies and stakeholders** to tackle key issues in today's society in the new "CSR Laboratories" launched across Europe

The event will be opened by CSR Europe's President Viscount **Etienne Davignon** and **Frank Welvaert**, CSR Director for Johnson & Johnson EMENA and Chair of CSR Europe, together with European Commissioners **Günter Verheugen** and **Vladimir Spidla**.

For further information, visit [www.csreurope.org/ourevents/marketplace2007/press](http://www.csreurope.org/ourevents/marketplace2007/press) and see the attached **press pack** including the

- invitation brochure
- press registration form
- background information on "CSR Laboratories", new business-driven and action-oriented projects involving companies and stakeholders

Please do not hesitate to contact us for more information or with any questions you may have. We hope you can join us on November 29<sup>th</sup>.

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