

JAPANESE-GERMAN CENTER BERLIN [JDZB]  
Saargemuender Str. 2, 14195 Berlin  
in cooperation with  
INSTITUTE OF EAST ASIAN AFFAIRS, BERLIN FREE UNIVERSITY  
and  
JAPAN FOUNDATION

**TENTATIVE PROGRAM**

for the conference on

**Corporate Social Responsibility (CSR) –  
Japanese and German Approaches and Experiences**

February 19, 2010

at the Japanese-German Center Berlin

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**Thursday, February 18**

20.00 h *Get-together for Speakers and Organizers*  
Hotel Savoy Restaurant Weinrot  
Fasanenstraße 9-10, 10623 Berlin, Tel: 030-311030

**Friday, February 19**

09.00 h *Registration*

09.30 h **Opening**  
Friederike BOSSE (Secretary General JDZB)

**09.35 h Introduction: CSR Strategies and Activities in Germany and Japan**

Verena BLECHINGER-TALCOTT (Berlin Free University)

**10.00 h Panel 1: CSR Rankings and Ratings in Japan and Germany**

- a. **CSR rankings and ratings – practices and challenges**
- b. **CSR rankings and ratings in Japan and Germany compared to rankings and ratings in the US and UK**

**European perspective:** Sam MOUNTFORD (Globe Scan): Perceptions and Expectations: A Consumer Perspective on CSR

**Japanese Perspective:** SAKUMA Kyoko (Solvay Business School, Universite Libre de Bruxelles): Demystifying the mechanism of CSR ratings in Japan

11.00 – 11.15 h *Coffee/tea Break*

**Perspective of companies:**

- Hendrik GARZ (West LB)
- Patrick ALBRECHT (PricewaterhouseCoopers AG)
- Astrid BECKER (Fujifilm Europe GmbH)

12.45 h *Lunch Break*

**14.00 h Panel 2: CSR and Economic Crisis**

- c. Effects of the economic crisis on CSR activities and policies**
- d. CSR and public expectations**

**European Perspective:** Jan JONKER (Nijmegen School of Management):  
Making Sense of a Transition: The impact of the current crisis on the progress  
of SD and CSR

**Japanese Perspective:** TANIMOTO Kanji (Hitotsubashi University, Tokyo):  
CSR and Corporate Governance: Challenges for Japanese Corporations –  
Aftermath of Economic Crisis

**Comparative Perspective:** Uwe HOLTSCHEIDER and Werner PASCHA  
(Duisburg-Essen University)

16.00 h *Coffee/tea Break*

**Perspective of companies:**

- TOMITA Hidemi (Sony Corporation)
- KINOSHITA Yukako (Hitachi Corporate Office, Europe)

**17.30 h Final Roundtable Discussion**

18.00 h *End of Conference / Buffet*