



Global Compact
Network Switzerland



Let's make Global Goals Local Business

Corporate Social Responsibility and Sustainable Development Goals
A Factor of innovation for the Swiss economy?

2nd of February 2017, 10.00 to 17.30
Swiss Post, Wankdorfallee 4, Berne

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Welcome to our Swiss Global Compact Dialogue!

Responsible and sustainable Business seems to become a main stream in the global economy. Is this just a short time phenomenon or will it really change the global markets? What will be the impact for Switzerland and why should Swiss companies, towns, and institutions engage into Corporate Social Responsibility (CSR) and the 17 Sustainable Development Goals (SDGs)?

We are thrilled that you get involved in these topics. By participating in the dialogue, you will learn from small and large companies, business schools, NGOs and media. You will also contribute to a better understanding and promotion of sustainable and responsible business.

We hope that you will be able to take a few concrete and new ideas into your professional life. Economic, social and environmental sustainability can be the key to economic success and a livable society. It is up to us to shape it.

Your Global Compact Team

Programme

09.30 | **Registration / Coffee**

Moderator: **Markus Mugglin**

10.00 | **Welcome**

Dr. Ruth Blumer Lahner, President Global Compact Network Switzerland (GCNS)

Marco Imboden, Head of Communications, Swiss Post

Ambassador Dr. Manuel Sager, Director-General Swiss Agency for Development and Cooperation (SDC)

PART I: DOES SUSTAINABLE BUSINESS MAKE A DIFFERENCE?

Corporate Social Responsibility und SDGs as a factor of innovation for companies.

10.20 | **INTRODUCTION**

Antonio Hautle, Senior Programme Leader, GCNS

KEYNOTE 1:

Sustainable Economy – there is no other option for the future

Prof. Dr. Katrin Muff, Professor, Business School Lausanne

KEYNOTE 2:

Sustainable Development Goals – the new business model?

Ole Lund Hansen, Head of Local Networks, UN Global Compact

The private sector and the SDGs

KEYNOTE 3:

Swiss CSR Strategy and National Action Plan on Business and Human Rights

Alex Kunze, Senior CSR Advisor, State Secretariat for Economic Affairs (SECO)

Rémy Friedmann, Responsible of the desk for human security and business at the Human Security Division, Swiss Federal Department of Foreign Affairs (FDFA)

PART II: CORPORATE SOCIAL RESPONSIBILITY UNDER OBSERVATION

11.30 | **PANEL:**

CSR and SDGs are a factor of success: voices from the business

Michael Heim, Head CSR, Swiss Post

The role of sustainable investors in promoting CSR and SDGs

Robert Heinzer, Global Head HR, Victorinox Group

Companies have to do more

Sabine Döbeli, CEO, Swiss Sustainable Finance (SSF)

Critical reflections on CSR and SDGs

Laurent Matile, alliance sud

12.15

DIALOGUE:

CSR as success factor and the SDGs as opportunity for an innovative economy

Sabine Döbeli, Swiss Sustainable Finance

Joanna Hafenmayer, Board member of öbu, RECOL/öbu

Michael Heim, Swiss Post

Robert Heinzer, Victorinox Group

Laurent Matile, alliance sud

13.00 | **Lunch / Networking**

PART III: CHALLENGES AND BEST PRACTICES

How companies implement CSR policies and SDG in their business models.

1	CSR Speed-Dating: Learn from other companies' practices	14.15 – 15.30 Workshops (see next page for the details). No translations will be available during workshops.
2	Verbesserung der Arbeitsbedingungen in Zulieferketten mit BSCI (für KMU und Grossfirmen)	
3	Nachhaltige Lieferketten ergeben nachhaltigen Geschäftsgewinn Unternehmen zeigen wie nachhaltiges Lieferkettenmanagement sowohl Business als auch die SDGs fördert	
4	Partnering for Success: Private sector & NGO collaborate to promote young women's economic empowerment - featuring	
5	Roadmap 2030: Financing and implementing the Global Goals in Human Settlements and City-Regions	
6	Corporate Happiness® als Führungssystem: Sind positive Psychologie und Neurobiologie der Schlüssel für mehr Sinnhaftigkeit?	
7	Rooted Sustainability: Building bridges with Eigenland®, game for the evaluation of sustainability	

PART IV: THE VIEW OF LEADERS

SDGs and CSR: Window-dressing or business necessity for a sustainable future?

16.00	CEO HIGH LEVEL PANEL: Corporate social responsibility and the SDGs: Window-dressing or business necessity for a sustainable future?	Susanne Ruoff , CEO, Swiss Post Bernard Mathieu , Head of Sustainable Development, LafargeHolcim Gilbert Ghostine , CEO, Firmenich Josef Maushart , CEO, Fraisa
17.00	RESPONSIBLE SWISS ECONOMY: What the Swiss Government expects from companies	State Secretary Marie-Gabrielle Ineichen-Fleisch Director SECO
17.30	Closing Remarks	Thomas Pletscher , GCNS Focal Point, ICC Switzerland Antonio Hautle , Senior Programme Leader, GCNS
17.40	Networking-Apero	

Workshops

WORKSHOP 1 (D/E/F): CSR Speed-Dating with GCNS Board Members and Michael Heim.

WORKSHOP 2 (D): Verbesserung der Arbeitsbedingungen in Zulieferketten mit BSCI

Jürg von Niederhäusern, Leiter Sozialstandards und stellvertretender Leiter Nachhaltigkeit & Qualitätsmanagement, Migros-Genossenschafts-Bund. Vorsitzender der Foreign Trade Association (FTA) / Business Social Compliance Initiative (BSCI) Kontaktgruppe Schweiz. Langjährige internationale Berufserfahrung im Supply Chain Management.

Pierre Strub, Schweizer Koordinator der «FTA Sustainability and Business Social Compliance Initiative BSCI», Besitzer von "nachhaltig wirkt".

WORKSHOP 3 (D): Nachhaltige Lieferketten ergeben nachhaltigen Gewinn

David Weiss, Projektleiter Lieferketten und Beschaffung, öbu

Martin Stäheli, Head Sustainability Strategy and Supply Chain, BSD Consulting. Martin Stäheli begleitet seit 10 Jahren Unternehmen bei der Entwicklung und Umsetzung von Strategien für nachhaltige Wertschöpfung. Er ist zertifizierter GRI-Praktiker sowie ausgebildeter SA8000-Auditor und doziert zu Umwelt- und Sozialstandards.

Bettina Wyciok, Leiterin Corporate Sustainability für die Weleda Gruppe. Studium der Betriebs- und Volkswirtschaftslehre mit den Schwerpunkten Umwelt- und Ressourcenökonomie sowie Personal- und Unternehmensentwicklung.

WORKSHOP 4 (E): Partnering for Success: Private sector & NGO collaborate to promote young women's economic empowerment - featuring Plan International, XL Catlin and Credit Suisse

Andreas Herbst, National Director, Plan International Switzerland

Allison Fingerhuth, Director Communications and Marketing International, XL Catlin

Laura Hemrika, Global Head Corporate Citizenship & Foundations, Credit Suisse

Suba Umathevan, Head of Programs and Partnerships, Plan International Switzerland

WORKSHOP 5 (E): Roadmap 2030

Prof. Peter Head, Founder & Chief Executive Officer, Ecological Sequestration Trust. A recognised world leader of sustainable development in cities and regions, with his experience in infrastructure delivery and finance and integrated planning.

WORKSHOP 6 (D): Corporate Happiness als Führungssystem

Dr. Oliver Haas, Finance & Controlling, Dozent angewandtes Management, Gründer Corporate Happiness

WORKSHOP 7 (D/E): Nachhaltigkeit verankern mit Eigenland

Remo Rusca, Gründer der SMART Identiy und Mitgründer von VillageOffice. Marketing- und Nachhaltigkeitsfachmann.

Michael Klöfkorn, Personalentwickler und Head of Corporate Sustainability, Bahlson Group. Spezialist für Nachhaltigkeitsmanagement, intuitive Analysen und Stakeholderdialoge

Moderator of the day



Markus Mugglin

Markus Mugglin, freelance journalist and economist. Until his retirement, he worked 25 years at Swiss Radio SRF as EU Correspondent and lastly as Leader of the Newsmagazine "Echo der Zeit". Author of the Book "Konzerne unter Beobachtung, Was NGO-Kampagnen bewirken können" (Rotpunktverlag, Zurich 2016).

Speakers



Ruth E. Blumer Lahner

Dr. Ruth E. Blumer Lahner, President of the Board of the Global Compact Network Switzerland, Member of the Board of öbu. At Kolb Group, responsible for Regulatory Affairs, Sustainability and SHEQ. Long experience in industry in line and staff functions. Dr. sc. Nat. ETH, dipl. Chem. ETH, BA in Economics, Safety engineer, Certified Internal Auditor CIA.



Sabine Döbeli

Sabine Döbeli, CEO Swiss Sustainable Finance, an association promoting sustainability in Swiss finance. Previously, she was Head of Corporate Sustainability Management at Vontobel. Masters in Environmental Sciences, ETH Zurich, post-graduate degree in business administration University Basel.



Rémy Friedmann

Rémy Friedmann, Senior Advisor and responsible of the desk for human security and business at the Human Security Division of the Swiss Federal Department of Foreign Affairs since 2011. Extensive experience in the humanitarian field, human rights and peacebuilding, a.o. with the European Commission and for the Swiss Government as a special envoy for peace policy in Colombia and as coordinator of the Swiss Mine Action Policy worldwide.

Speakers



Michael Heim

Michael Heim, Head CSR, Swiss Post. He has a long-time experience in international supply chain management at Swatch and PepsiCo International.



Gilbert Ghostine

Gilbert Ghostine, CEO Firmenich since 2014. Building on Firmenich's legacy of world-class research and creativity, he is firmly focused on shaping winning solutions for his customers. Determined to enable more sustainable lifestyles, he places sustainability at the core of Firmenich's strategy and acts as co-chair of the World business council for sustainable development (WBCSD) Sustainable Lifestyles Cluster. Master Degree in Business Administration, Harvard Business School Advanced Management Program.



Joanna Hafenmayer

Joanna Hafenmayer, Author, entrepreneur, coach. Board member of öbu. Founder of MyImpact and RECOL. "Leadership and Sustainability: lots of sympathy, little system".



Ole Lund Hansen

Ole Lund Hansen, Chief Local Networks UN Global Compact. At UN Global Compact leading the work on the Sustainable Development Goals, Breakthrough Innovation, Board Programme, Responsible Investment and Global Compact LEAD 2009-16. Before he was a Consultant for companies in sustainability and international business Development.

Speakers



Antonio Hautle

Antonio Hautle, Senior Programme Leader & Network Representative Global Compact Network Switzerland since 2015, 2001 Director Fastenopfer (NGO). Lic. theol. and MBA HEC Geneva.



Robert Heinzer

Robert Heinzer, Global Head of Human Resources since 2007 at Victorinox Group. Before he was Head of HR. 1988-1993 Chief Competitive Sports / Technical Director at Swiss Athletics. Diploma Human Resources, Diploma of vocational training from Swiss Olympic.



Marie-Gabrielle Ineichen-Fleisch

State Secretary Marie-Gabrielle Ineichen-Fleisch, State Secretariat for Economic Affairs SECO and Director of the Foreign Economic Affairs Directorate since 1 April 2011. From 2007 Federal Council Ambassador and Delegate for Trade Agreements, Switzerland's chief negotiator at the World Trade Organisation (WTO) as well as member of the SECO Board of Directors. MBA from INSEAD. Law degree University of Berne qualifying as an attorney.



Alex Kunze

Alex Kunze, Senior CSR Advisor. He works since 2013 at the State Secretariat for Economic Affairs SECO in the field of responsible Business and Mediation (National Contact Point). Engineer EPFL, Mediator SDM, EMBA Integrated Management. Before he was in the Management of Neosys AG.

Speakers



Bernard Mathieu

Bernard Mathieu is Head of Sustainable Development at LafargeHolcim. He was appointed Senior Vice-President for Sustainable Development at Holcim in 2012. He started his career as Technical Advisor on the environmental applications of cement for HeidelbergCement before becoming environmental engineer in several cement plants. MSc in Chemical Engineering at the University of Liege, Belgium (1995), Masters in Management at the ICHEC Business School in Brussels, Belgium (2002).



Laurent Matile

Laurent Matile, alliance sud. He worked for Seco, was a member of the board of directors at the Asian Development Bank (ADB) in Manila and with IDEAS Center. Law degree University of Neuchâtel, attorney-at-law, LL.M. European Legal Studies (Exeter).



Josef Maushart

Josef Maushart, CEO Fraisa SA. Engineer in Machinery and trained in management. 1995 CEO and since 2005 owner of the Fraisa Group. President of Volkshochschule Solothurn and of the Industry association Solothurn INVESO, member of the counsel to the Swiss Central Bank and board member International School Solothurn AG.

Speakers



Katrin Muff

Dr. Katrin Muff is a thought leader in the transformative space of sustainability and responsibility at Business School Lausanne, where she acted as Dean from 2008-2015. Under her leadership, the school focused its vision on entrepreneurship, responsibility and sustainability in education and research. She has large business experience in international companies.



Susanne Ruoff

Susanne Ruoff has been CEO of Swiss Post since September 1, 2012. She completed a number of studies in economics, telecommunication and management both in Switzerland and abroad. For over 20 years she occupied various leading positions at IBM Switzerland, most recently in the executive board. From 2009 to 2012 she headed British Telecom Switzerland Ltd.



Manuel Sager

Dr. Manuel Sager, Director-General of Swiss Development Cooperation within Federal Department for Foreign Affairs FDFA since 2014. In 1988 he joined the FDFA's diplomatic service. 2010 to 2014 he was the Swiss ambassador to the United States. PhD in law University of Zurich, Master of Laws and Letters (LL.M.) from Duke University Law School in North Carolina, USA, Attorney.

The Ten Principles of the UN Global Compact

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.