

Programme: CSR Research Seminar / CSR Forum

Time: 15. December – 16. December

Place: F5, Gamle Fysikk

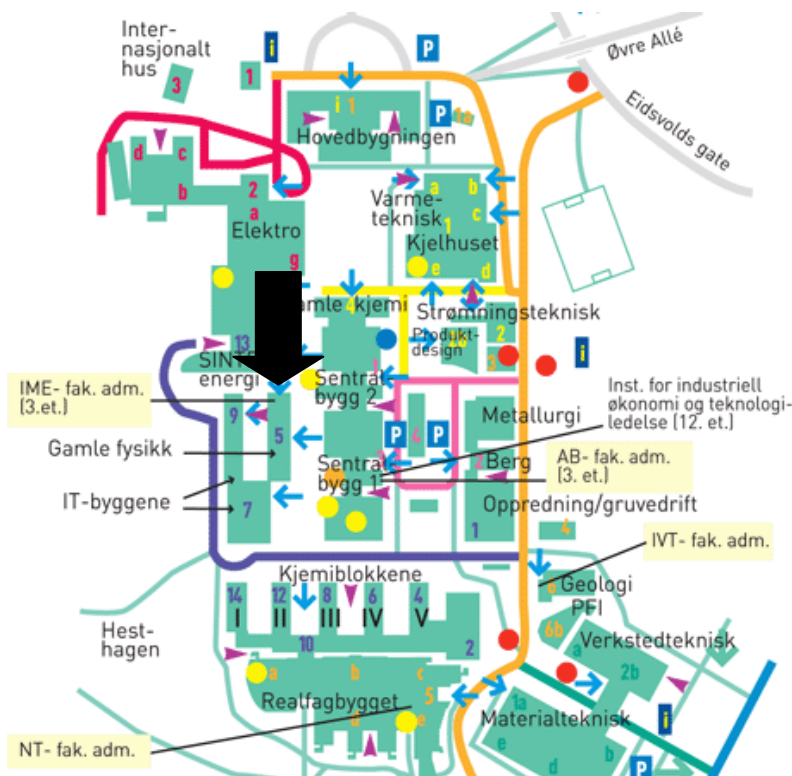
Registration: Send an e-mail to skaar@iot.ntnu.no

The CSR Research Seminar and the CSR Forum have joined forces and are arranging a joint seminar on the 15th and 16th of December. Two topics will be discussed in a lunch to lunch seminar. Thursday's topic is *Social responsibility – between branding and organisational development* and Friday's topic is *CSR in a global perspective*. Status and future activities of the CSR research initiative at IØT will be discussed at the opening of the seminar.

Registration is necessary if you wish to participate in the lunch on Thursday. Send an e-mail to skaar@iot.ntnu.no to register.



Guest speaker on Thursday the 15th of December is associate professor Arild Wæraas from the University of Tromsø. His fields of interest include New Public Management in the public sector, identity development in the public sector, and reputation and branding in the public sector.



The black arrow on the map marks the location of Gamle Fysikk.

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Thursday, 15th of December: Social Responsibility – Inbetween Branding and Organisational Development

- 12:00 Lunch
- 12:30 Intro: Annik Magerholm Fet / Øivind Hagen
- 12:45 *Organisational legitimacy and branding.* Arild Wæraas, Associate Professor UiTø
Dept. of Political science
- 14:00 Break
- 14:15 *Making industrial ecology a saleable story – A case study of environmental
innovation.* Øivind Hagen, PhD student SINTEF/NTNU Dept of Psychology/Progr. for
industrial ecology
- 14:45 *Introduction of Net Impact to NTNU.* Robert Strand, U.S. Fulbright Fellow at NTNU
- 15:15 *Pattern Languages in CSR.* Cecilia Haskins, PhD student Dept. of industrial
economics and technology management
- 15:45 Summing up
- 16:00 End of session

Friday, 16th of December: CSR in a global perspective

- 09:00 *Status of CSR activities at IØT.* Annik Magerholm Fet, Professor NTNU Dept of
industrial economics and technology management
- 09:15 *CSR web activities at IØT.* Christofer Skaar, research assistant Dept. of industrial
economics and technology management
- 09:30 *CSR and implications for education – experiences from Poland and Australia.* Annik
Magerholm Fet, Professor NTNU Dept. of industrial economics and technology
management
- 10:00 *Report from a Beijing seminar: Sustainable Entrepreneurship and Corporate Social
Responsibility – Towards a Green Executive Development Programme.* John
Hermansen, Associate Professor Dept. of industrial economics and technology
management
- 10:20 Break
- 10:30 *Highlights from the BSR annual conference.* Alexander Dahlsrud, PhD student Dept.
of industrial economics and technology management
- 10:50 *CSR experiences from Africa.* Rolf Lunheim, Professor II Dept. of industrial
economics and technology management
- 11:20 *The role of Governmental authorities for promoting CSR .* Uno Abrahamsen,
Direktoratet for Arbeidstilsynet
- 11:30 Discussion: Strategy over the next years for the thematic initiative
Environmental management and corporate social responsibility at IØT
- 12:45 Discussion / Coffee Break
- 13:00 End of seminar

- 14:00 IØT Christmas Lunch. NB! The Christmas lunch on Friday the 16th of December is
open to IØT staff only.