

CSR Research Seminar Monday 25 May

Communicating CSR: Enhancing or inhibiting socially responsible business practice?

Organized by CSR Forum NTNU

Where: Seminar-room 217 (F5), 1st floor (2. etg.) Gamle Fysikk at Gløshaugen Campus

When: Monday 25 May, 0900 – 1130

The seminar will be rounded up with a free lunch in Realfagskantina. For lunch-registration please mail oivind.hagen@sintef.no by noon Friday 22nd May.

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| 0900 – 0915 | Øivind Hagen, coordinator CSR Forum NTNU: <ul style="list-style-type: none">- Welcome- CSR Forum at NTNU: Ambitions and plans |
| 0915 -10 | Juan Miguel Rey, associate professor University of Granada: “When evil firms play the game of CSR: The case of Altadis’ ”For... 0’7% social campaign in Spain”” |
| 1015- 11 | Øivind Hagen, researcher at SINTEF(/NTNU): “Do Socially Responsible Brands Lead to Socially Responsible Companies?” |
| 11-1130 | Christofer Skaar, PhD-scholar at The department of Industrial Economics and Technology Management: “Communicating objective environmental information: experiences with Environmental Product Declarations” |
| 1130 | Øivind Hagen: Wrapping up |
| 1145-1230 | Lunch in Realfagskantina |

About the presenters:

- Juan Miguel Rey is associate professor in social marketing at the University of Granada in Spain. He is now taking part in a project on the international tobacco industry and tobacco packaging.
See:<http://tobaccocontrol.bmj.com/content/vol17/issue6/> (editorial)
- Christofer Skaar is a PhD-scholar at NTNU's Department of Industrial Economics and Technology Management. In his project he is developing a framework for communicating CSR in global value chains.
- Øivind Hagen is researcher at SINTEF and coordinator of CSR Forum NTNU. He recently defended his doctoral dissertation "Do Socially Responsible Brands Lead to Socially Responsible Companies? Understanding Change in Expressive Organizations" (Dept of Psychology/Programme for Industrial Ecology).