



## INVITATION

To a roundtable on  
CSR challenges of  
international food  
sector



### The Italian Embassy and Ferrero invite you to the roundtable: "CSR as a business practice: The Ferrero model"

More and more often consumers, institutions and business stakeholders demand that food companies take clearer positions while sourcing raw materials, protecting animal welfare and respecting the environment all along the value chain.

All companies face vast and exciting challenges in successfully combining their CSR objectives with economic growth and high product quality.

The Ambassador of Italy to Denmark and Ferrero would like to invite scientists, politicians, collaboration partners, journalists, CSR managers and others with an interest in this topic for a discussion of these challenges and their potential solutions.

The conference will be held at the residence of the Ambassador of Italy in Fredericiagade 2, 1310 Copenhagen K, Friday 30 November 2012, 10:30 am.

At the conference, Associate Professor Esben Rahbek Gjerdum Pedersen from the Center for Corporate Social Responsibility at CBS will open the debate by touching upon the challenges faced by multinational companies as they try to reach complex and ambitious CSR objectives.

Next, Ferrero will share their goals, experiences and challenges in meeting specific and ambitious CSR objectives by 2020. Finally Coop will touch upon the expectations and demands of today's consumers and retailers regarding the CSR policies of food suppliers.

The conference will be wrapped up by an open debate and an Italian lunch.

*Carlo Tripepi*  
Ambassador of Italy to Denmark

*Amb. F. P. Fulci*  
Vice-President of Ferrero International

## SCHEDULE

- 10:30** Coffee and welcome by the Ambassador of Italy to Denmark in the ballroom
- 10:50** Presentation by Esben Rahbek Gjerdum Pedersen, Associate Professor at Center for Corporate Social Responsibility, CBS
- Future demands for the CSR objectives of multinational companies and typical challenges in working with them
- 11:10** Presentation by Francesca Poggiali, Global CSR responsible at Ferrero
- Ferrero's Corporate Social Responsibility Report 2011 and the challenges of working with 10 concrete CSR goals until 2020 related to all aspects including purchase of raw materials, production and consumers.
- 11:45** Presentation by Sascha Amarasinha, CSR responsible at Coop
- The expectations and demands of today's consumers and retailers towards the CSR policies of food suppliers.
- 12:05** Questions and debate followed by a light lunch with Italian specialties

