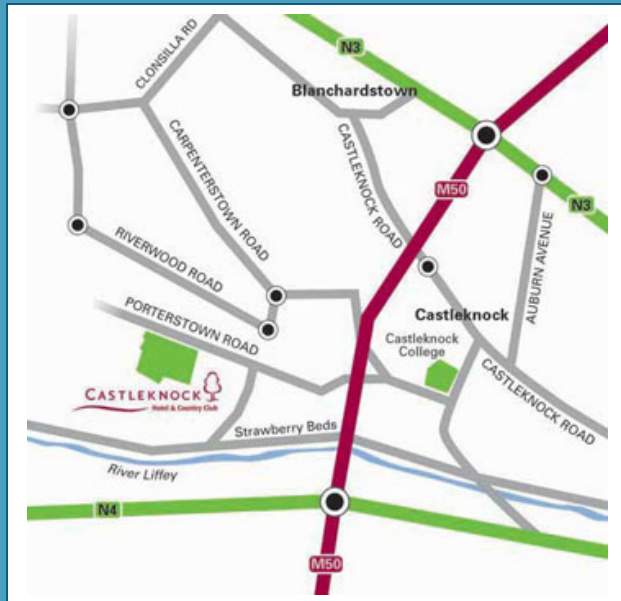


Corporate Social Responsibility (CSR) is defined as a “concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis.”

But how can you integrate CSR into your business operations?

‘CSR4U’ is a conference aimed at answering practical questions on CSR. Learn about the many ways you can make a difference.



CSR 4U

SMEs BUILDING A BETTER SOCIETY
through CORPORATE SOCIAL RESPONSIBILITY

CSR4U - A conference on Corporate Social Responsibility for the SMEs sector

**The Castleknock Hotel & Country Club
Castleknock, Dublin 15.**

Tuesday 13th May 2008



IRISH
exporters association



About CSR4U

CSR4U is a EU funded project whose primary goal is assisting SMEs in building a better society *through* corporate social responsibility.

The CSR4U partners are:

The Irish Exporters Association
The County & City Enterprise Boards
Fingal County Council

The programme is funded by DG Enterprise of the European Commission under the programme 'Mainstreaming CSR among SMEs'.

'CSR4U – a conference on Corporate Social Responsibility for the SME sector' is complimentary but early registration is essential to secure a place. If you are interested in attending this important conference please complete the registration form and return to the conference administration.

For more information on this conference, or to receive an application form, or to return an application form and secure a place, please contact:

CSR4U Conference Administration,
c/o Ken Germaine
BASE Enterprise Centre,
Ladyswell Road,
Mulhuddart,
Dublin 15.

Phone: 00 353 1 8203020
Fax: 00 353 1 8209469
E-mail: info@base-centre.com

For more information on corporate social responsibility and the CSR4U project, please visit <http://www.csr4u.org>

Conference venue: Castleknock Hotel & Country Club

Conference Date: Tuesday 13th May 2008

Provisional Timetable

09.30 Registration
10.00 Conference Opening & Introduction to the day by Joe Lynch, President, Irish Exporters Association

Session One: CSR - The Business Case, Chairperson, John Whelan, C.E.O., I.E.A.

10.20 The business benefits of CSR, Tomás Sercovich, Business in the Community
10.45 Work-life balance for SMEs, Finola McDonnell, IBEC
11.10 Q&A

11.15 Break

Session Two: CSR - Employment Issues, Chairperson, John Whelan, C.E.O., I.E.A.

11.30 Challenges faced by older workers, John Kearns, C.E.O, PARTAS
12.00 Challenges facing ethnic minorities, Chinedu Onyejelem, Editor, Metro Eireann
12.30 Challenges faced by disadvantaged workers, John Murphy, Manager, Speedpak
13.00 Q&A

13.15 Lunch

Session Three: CSR – The Social Issues, Chairperson, P.J. Howell, Director of Services, Fingal County Council

14.30 The Challenges facing children and Families, Fergus Finlay, Executive Director, Barnardos
15.00 Fairtrade and business, Peter Gaynor, Executive Director, Fairtrade Mark Ireland
15.30 Q&A

Session Four: Plenary Discussion & Conclusion, Chairperson Michael Johnson, C.E.O. Dunlaoghaire Rathdown County Enterprise Board.

15.45 CSR – Making Positive Changes, Joe Daly, Waterford Institute of Technology
16.15 Plenary Discussion
16.30 Conference ends

16.30 Networking & Reception