

## Y-CSR Forum 2010: investing in real change, not just PR slogans

- What:** A one-day working conference on CSR  
**Where:** Ecole hôtelière de Lausanne, Switzerland ([www.ehl.edu](http://www.ehl.edu))  
**When:** Thursday, 6 May (8:30-17:00)  
**Who:** University students, staff and faculty, professional in middle management or higher  
**Costs:** Conference, F&B and conference materials are complimentary; sponsorship opportunities available for coffee breaks and other parts of program; parking at EHL is 1 CHF per hour; donations to student initiatives welcome but not obligatory

**Hosts and special guests:** Malmaison/Hotel du vin Group, ILO, Pepperdine University, AEHL and EHL

### Program Overview (all except Breakout Sessions in Aula):

- 8:30-9:00** Welcome Coffee and opening of Mini-Fair, Aula II  
**9:15-9:25** Opening Talk: *How Gen Y Defines CSR* (Ian Scarth, EHL faculty; TBD)  
**9:30-10:00** *Importance of Social Dialogue* (Dr. Wolfgang Weinz, ILO)  
**10:00-10:45** Live case study: People-first orientation presented by Malmaison/Hotel du vin  
**10:45-12:00** Panel Discussion: Why CSR? Making it real—moving from buzzwords to implementation (Five or six panel members from education, industry and NGO's; ILO and Malmaison confirmed: Pepperdine tentative)  
 Panel Moderator: Dr. Demian Hodari, EHL faculty (confirmed)  
**12:00-13:00** Networking Lunch and Mini-Fair, Aula II  
**13:00-13:45** **Breakout Sessions I:**  
 CSR & Human Rights in Business (Maître Mary Mayenfisch-Tobin, LL.M., Pepperdine University)  
 Fair Trade as Smart Practice (Fair Unterwegs; TBC)  
 CSR & Hotel Management: Adult channels, Tipping, and Cheap Labor - Not polite topics at the dinner table (THISD; Tourism and Hospitality Institute for Sustainability Development)  
**13:45-14:30** **Breakout Sessions II:**  
 Tripartite Agreements (Yukiko Arai, ILO),  
 Hotel Green Certification Schemes - The Good, Bad, Ugly and Future Perspectives (THISD; Tourism and Hospitality Institute for Sustainability Development)  
 ILO-UNTWO Statement: history + implications (Elvira Goetz, ILO)  
**14:30-15:00** Coffee Break + Mini-Fair, Aula II  
**15:15-16:00** Closing Session: the ways forward (Members of panel + EHL hosts; TBD), Tschumi Auditorium  
**16:00-17:00** Malmaison Wine demo/Cocktail reception, Aula (with EHL; details TBD)  
**17:00-17:45** Tours of Campus (meet at Reception)  
 Consultations (industry and/or students with ILO or EHL faculty)

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Interviews with guests by campus and industry media

**18:30-21:00** Thank-you dinner for Sponsors and Presenters, Berceau de Sens Restaurant, EHL

*The “Y-CSR Forum 2010” will bring together Y- generation leaders of tomorrow , with academic and industry decision makers of today, in order to get behind the buzzwords and lip service to elucidate why and how to effectively implement CSR in their own organizations.*

*Industry leaders will be asked to share some of their best practices, with support from the educational partner, EHL, and the global intergovernmental partner, ILO. While proprietary information will not be made public, the opportunity for positive PR and access to top students and peers should prove to be of mutual benefit.*

*Industry and other media will be invited to participate, and the suggestions and insights generated will be incorporated into the worldwide work with governments and the industry undertaken by ILO, as well as for teaching and research purposes by EHL. Next steps will also be outlined for participants.*