

PHILANTHROPY SERIES

Philanthropy is increasingly a topic of keen interest to individuals and companies alike, particularly in Geneva, a canton with a long tradition of giving. Proactive thinking about the framework conditions conducive to philanthropic initiatives can only benefit such momentum. For this reason, in line with the actions already engaged by SwissFoundations, the Canton of Geneva and Fondation Lombard Odier, the Faculty of Law of the University of Geneva launches a *Philanthropy series*.

Initiated under the impulse of Professor Xavier Oberson and Professor Henry Peter, the *Philanthropy series* is comprised of four conferences throughout the university year 2014-15. The objective of these half-day sessions is to debate different aspects of philanthropy from an academic standpoint, with a view to providing policy makers and practitioners with concrete recommendations.

#1 Philanthropy and Taxation

Comparative perspectives, cross border issues
and recommendations for Switzerland

Moderated by **Professor Xavier Oberson** | 2 October, 2014

#2 Philanthropy and Art Law

Art donations to museums: Comparative
perspectives and recommendations for Switzerland

Moderated by **Professor Marc-André Renold** | 29 January, 2015

#3 Philanthropy and Intellectual Property

Access to drugs for developing countries

Moderated by **Professor Jacques de Werra** | 13 March, 2015

#4 Philanthropy and Corporate Social Responsibility

Utopia, duty or opportunity?

Moderated by **Professor Henry Peter** | 28 May, 2015

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SwissFoundations

FONDATION
LOMBARD ODIER



FACULTY OF LAW



UNIVERSITÉ
DE GENÈVE

PHILANTHROPY SERIES

#4 Philanthropy and Corporate Social Responsibility Utopia, duty or opportunity?

Moderated by **Henry Peter**
Professor at the Faculty of Law, University of Geneva

Thursday, 28 May, 2015 | 9:00 - 12:30

Under the chairmanship of Professor Henry Peter, an international panel of specialists (including professors, practitioners and investors) will discuss the topic of Philanthropy through the prism of Corporate Social Responsibility. The aim will be in particular to better understand whether taking into account interests, that are not only those of shareholders, is a utopia, a duty or an opportunity. Presentations by the panelists will be followed by a discussion addressing various aspects of this challenging and very topical issue. The objective will be to set best practice recommendations for all stakeholders.

PROGRAMME

09:00 Welcome address and introduction

09:10 Presentations by the panelists

Jean-Luc Chenaux, Professor, Lausanne University; Partner, Carrard & Associés;
Board member of companies and foundations
CSR: Legal or Political Concept in the Swiss Approach?

Judd Sneirson, Professor, Savannah Law School, Georgia
Corporate Law and CSR in American Firms

Yola Biedermann, Head of Corporate governance and Sustainability, Ethos foundation
CSR: a License to operate. The approach of a long-term Socially Responsible Investor

Georg von Schnurbein, Professor, Basel University, Head of the Center for Philanthropy Studies (CEPS)
Scaling-up or crowding out? The relationship of CSR and Corporate Philanthropy

Marc Pfitzer, Managing Director, FSG
The Strategic Role of Corporate Philanthropy

Benoît Merkt, Partner, Lenz&Staehelein; Expert in Corporate Philanthropy
Beyond CSR: How to Enhance Corporate Philanthropy through Impact Investment

10:50 Coffee break

11:15 Debate and discussion

Presentations in English, no translation provided.

REGISTRATION AND VENUE

Registration required before Monday, 18 May 2015 at <http://www.unige.ch/philanthropy-csr>

Maison des Fondations - Auditorium Louis-Jeantet. Entrance Route de Florissant 77, Genève | Bus 8 or 21 - Stop Louis-Aubert

www.unige.ch/philanthropy-csr