

EASY-ECO Budapest Conference 2009

16–18 October 2009

Stakeholder Perspectives in Evaluating Sustainable Development



Central European University

This event is sponsored by



MARIE CURIE ACTIONS



EASY-ECO has been awarded an Official Decade Project by the German Commission for UNESCO.

EASY-ECO – Evaluation of Sustainability European Conferences and Trainings

EASY-ECO is a conference and training programme on evaluation in the specific context of sustainable development (*SD evaluation, sustainability evaluation*). Several European top-class research institutions are collaborating with the common aim of building SD evaluation capacity (for further details please see www.easy-eco.eu).

Thematic outline

Stakeholders are increasingly empowered, engaged and have an impact on social expectations, new market tendencies and consumers preferences. New stakeholder activism influences corporate affairs and the traditional pyramid of corporate authority is often replaced by a sphere of cross-scrutiny and corporate transparency demanded by external stakeholders. Stakeholders are influential forces in partnerships between corporations, governments and NGOs.

The relevance of stakeholders' influence is shaping also the evaluation agenda. Sustainable development has become a prime example of multi-stakeholder strategies. Evaluating local, national and supranational programs of sustainability is a task in which the impact of stakeholders is a key variable. Yet we have rather limited knowledge of how to measure the impact of various stakeholders on sustainability projects, not to speak about their impact on corporate strategies, competitiveness and corporate responsibilities. A particularly challenging task is to evaluate the impact of stakeholders on business sustainability. The primary focus of the Budapest conference is to contribute to this relatively less-researched field of sustainability evaluation.

Program outline

The event will feature parallel sessions, plenary talks as well as interactive and participatory group work. Networking and informal discussions with experts and peers will be supported by an attractive social programme.

Thursday, 15 Oct.: arrivals and informal meetings

Friday, 16 Oct.: official opening

Friday, 16 Oct. – Sunday, 18 Oct.: conference with keynote speeches, plenary, parallel and poster sessions and social programme

Sunday, 18 Oct.: closing ceremony

The thematic outline given above will be reflected in the topics of the parallel sessions. The papers presented at the parallel sessions reflect the topics in general terms or in the context of a case study. The preliminary topics for parallel sessions are as follows:

- Multi-stakeholder strategies and competitiveness: Challenges for evaluation
- Corporate stakeholders: evaluating CSR and changes in corporate governance
- Consumer stakeholders: Evaluating the impact of consumer satisfaction and changes in consumer preferences
- Community and NGO stakeholders: Assessing their impact on corporate practices
- Embedded values and the ethics of evaluation
- Researchers as stakeholders: Developments in evaluation methodologies.



Keynote speakers

We have the pleasure to have the following leading authorities on the topics of SD, CSR and stakeholder management as keynote speakers:

Alan AtKisson

*President & CEO, AtKisson Group, Sweden
President, International Network of Resource Information Centers (a.k.a. the Balaton Group), USA*

Regine Barth

*Head of Environmental Law & Governance Division,
Institute for Applied Ecology, Germany*

David Berry

*Sustainable Water Resources Roundtable, Advisory Committee on Water Information, USA
Former Director, Inter-Agency Working Group on Sustainable Development Indicators, USA*

Aleh Cherp

*Director of Research, Central European University, Hungary
Associate Professor, International Institute for Industrial Environmental Economics (IIIEE), Lund University, Sweden*

Marc J. Epstein

Professor, Jesse H. Jones Graduate School of Management, Rice University, USA

Peter Hardi

Professor and Director, Center for Business and Society, CEU Business School, Hungary

Jochen Jesinghaus

Institute for the Protection and Security of the Citizen, Joint Research Centre, European Commission, Italy

Máté Kriza

Executive Director, Business Council for Sustainable Development Hungary

André Martinuzzi

Associate Professor, Head of the Research Institute for Managing Sustainability (RIMAS), Vienna University of Economics and Business, Austria

Laszlo Pinter

Director, Measurement and Assessment Program, International Institute for Sustainable Development, Canada

Marta Szigeti Bonifert

Executive Director, Regional Environment Center for Central and Eastern Europe (REC), Hungary

Katalin Szomolányi

Head of Corporate Sustainability Department, Magyar Telekom, Hungary

Diana Urge-Vorsatz

Professor and Director, Center for Climate Change and Sustainable Energy Policy (3CSEP), CEU, Hungary

Thomas Widmer

*Institute of Political Science, University of Zurich, Switzerland
Chair, Ethics Committee, American Evaluation Association*

Please keep visiting www.easy-eco.eu for news on keynote speakers, conference venue, transportation, accommodation and social programme, as well as for on-line registration.

The organizers

The conference is organized by the **Center for Business and Society** of the **Central European University (CEU) Business School** in Budapest, Hungary.

For further information, please contact the Conference Administrator, **Ms. Katalin Hárskuti**, (harskutik@ceubusiness.org).

As the realisation of the project requires additional funding, further institutional sponsors will be welcomed. Please contact the Chair of the Organizing Committee **Prof. Peter Hardi** (hardip@ceubusiness.org) for details.

For regular updates on the event, please visit the project website at www.easy-eco.eu.

The project coordinator is the **Research Institute for Managing Sustainability (RIMAS)** at the Vienna University of Economics and Business, which has successfully coordinated the EU-project **EASY-ECO - Evaluation of Sustainability** (funded within FP5 and FP6) since 2002.

To contact the coordinators please send an e-mail to **Mr. Michal Sedlacko** (michal.sedlacko@wu.ac.at) or **Mr. André Martinuzzi** (andre.martinuzzi@wu.ac.at), or visit the website at www.sustainability.eu.

