

# College of Law & Business Corporate Social Responsibility (CSR) Institute

in cooperation with

## Konrad Adenauer Stiftung

**June 24, 2013**  
**CSR in Israel**  
**& Germany:**

The Benefits of  
Good  
Corporate  
Citizenship

Recent years have seen the slow emergence of a CSR field in Israel. Formerly, CSR discourse and practices were “imported” to Israel through the expanding number of local affiliations of multinationals. Today, one can note an increase of CSR awareness among regulators, academy and civil society- changing societal expectations from Israeli corporations.

The symposium will explore the way CSR in Israel and Germany can become more embedded within the contemporary market economy and more responsive to public scrutiny. A special emphasis will be devoted to the European comparative context, particularly the German concept of “Social Market Economy”.

**Symposium Organizers:** Dr. Ofer Sitbon, Ms. Susi Doring Preston, Ms. Evelyn Gaiser

- 09:00-09:30 Greetings  
Prof. **David Menashri**, President of the College of Law and Business  
State Secretary (ret.) **Michael Mertes**, Country Representative of the Konrad-Adenauer-Stiftung in Israel
- 09:30-11:00 **Free Market vs. Social Justice? – Israeli and German Answers**
- 11:00-11:30 Coffee break
- 11.30-13:15 **How to Foster CSR – The Legal Framework and Government Incentives**
- 13:15-14:15 Lunch
- 14.15-15.45 **CSR and Sustainability**
- 15.45-16.15 Coffee break
- 16:15-17.45 **Shareholders vs. Stakeholders?**  
**The Benefits of Employees’ Co-Determination**
- 17:45-18:15 Conclusion and Final Remarks

**The College of Law & Business** 26 Ben Gurion St, Ramat Gan, room 001, first floor

Please RSVP: [Susi.Doring-Preston@kas.de](mailto:Susi.Doring-Preston@kas.de) Tel: +972 2 5671830

Workshop open to invitees - For detailed workshop program - [click here](#)