



GIRA© 2010

Corporate Governance, Innovation, Social and Environmental Responsibility

Responding to the Challenges of a Changing World

GLOBAL CONFERENCE

CALL FOR PAPERS

September 09th – 10th 2010

ISCTE-IUL

Av. das Forças Armadas, 1649-026 Lisbon, Portugal

ISCTE - Institute University Lisbon (www.iscte.pt), in collaboration with CPADA – The Portuguese Confederation for the Environment Protection Associations (www.cpada.pt), is organising a global conference on the theme of Corporate Governance, Innovation and Environmental and Social Responsibility – GIRA© 2010. The global conference aims to convene a broad range of academic researchers, practitioners, industrialists, policy makers and civil society representatives to review the state of policy and practice in the broad field of protection of the environment, sustainable development and the economy, corporate ethics and social responsibility, as we look forward into a potentially turbulent 21st Century.

CONFERENCE THEME

Corporate governance, corporate ethics, social responsibility and the environment, including the environmental impact of corporate activity, became core topics to the agenda of both academics and practitioners. The global financial crisis raised the concern about the adequacy of managerial goals and incentives for long term corporate sustainability; global warming and the volatility of energy prices triggered the debate about the sustainability of our economic model as well as the scope for innovation and the search of new business opportunities.

Sustainable development – global and local - is at the forefront of academic and policy concerns, making ISCTE-Lisbon University Institute a caring and committed host for this global conference. The organisers urge the various community players to bring forward their views and insights and contributing for improving business practises for the sake of stakeholders, especially the largest of all – Planet Earth.

Organisation:



Co-Organisation:



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THE CONFERENCE WILL ADDRESS THE FOLLOWING THEMES:

I. CORPORATE GOVERNANCE AND SUSTAINABLE DEVELOPMENT

Corporate governance plays a key role in the economic development. Nowadays, we are witnessing the inevitable connection between corporate governance and sustainable development.

In this theme, conference organisers' aim to explore the most recent developments in the relationship between corporate governance, corporate ethics, the corporate environmental performance and social responsibility:

- (a) To what extent do managers exploit and indeed are making an effort for a deep understanding of the potentially value-generating actions, which result from sustainable development activity management?
- (b) Do different elements of corporate governance influence corporate ethics and environmental performance and how these affect companies' strategy, from a policy and managerial (including shareholder) perspective? How does ownership affect corporate environmental, ethics and social activity?
- (c) How should governments encourage sustainable management of companies and institutions?
- (d) To what extent are the following criteria likely to be relevant for companies' competitiveness across different sectors?
 - Climate change,
 - Occupational and public health issues / diseases,
 - Human labour and political rights,
 - Issues of corporate trust and corporate governance,
 - Corporate ethics, and
 - Social responsibility.

II. ENVIRONMENTAL INNOVATION

We can verify that innovative company initiatives and partnerships have resulted in significant environmental and business benefits, for instance:

- (a) Financial Services – paper management, investing in sustainable projects, change of companies' culture (flexible work arrangements, including telecommuting and teleconferencing);
- (b) Food and Agriculture – packaging, bio-agriculture;
- (c) Health Care – emissions' reduction via better waste management strategies;
- (d) Manufacturing – designing product for efficiency, improving packaging design and materials, waste management and recycling, efficient and sustainable power generation (including micro-generation, geothermal, solar, fuel-cells, algae carbon sequestration);
- (e) Retail and Consumer Goods – electronics waste recycling, fuel saving through more efficient logistic operations management;
- (f) Transportation – car sharing programmes, hybrid mass transportation, flight pattern and fuel efficiency.

III. POLICY MAKING FOR ENVIRONMENTAL PROTECTION

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'Externalities' are the costs of an activity that are not included in its price. These are nevertheless real costs that must be paid eventually, usually by society as a whole.

Governments are begging to realise that they need to take these costs into account when making policy. Today, the EU strategy for sustainable development demands that all new policies take into account the social, economic and environmental costs.

Unfortunately, hard data on external costs is scarce. EU-funded projects have studied externalities, but the research is recent and the data is scarce. Agriculture and industry are under-represented, reflecting the lack of research made in these areas.

It is a fact that informed policy-making requires quantitative external cost data across a wide range of activities and sectors in order to allow an accurate comparison between different options.

A review of worldwide actions taken in the harmonisation and standardisation of such methods is urgent for better policy making.

Furthermore, environmental and social responsibility includes legislative advocacy, public expenditure monitoring, information campaigns and community score cards. Such mechanisms have had mixed results due to external factors - like political, economic, legal and socio-cultural context -, and also to internal factors – like governance and accountability.

What tools can be used to enhance the ability of civil society players to exercise their voice, gain access to transparent information, and interact with public officials to promote environmental and social responsibility?

IV. BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Are the expressions "Business Ethics and Corporate Social Responsibility" contradictory in their terms?

We live in an era of social responsibility deficit. If one compares the life style of a middle class citizen, in a developed country, with, for instance, the life style of an average citizen in a third world country, who often does not have enough to survive, we encounter a serious source of tensions in a Planet whose population doesn't stop growing.

The harsh reality show us third world countries destroying and bargaining their natural resources, while developed countries increase their consumption and often receive government subsidies.

Are politicians and corporate leaders already dealing with the inequalities that are degrading our Planet?

How can we show corporate leaders and politicians that they can profit hugely by becoming more ethical, social responsible and ecological?

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V. SUSTAINABLE ENTREPRENEURSHIP

Sustainable entrepreneurship can be a crucial means for achieving social as well as economic progress. Yet, social entrepreneurs face distinctive challenges. If it is to have lasting, positive and social impact, proponents will have to have a strategy when building a resilient community of practice and knowledge and in strengthening the ecosystem that supports practitioners.

Call for Papers | 4

What are the best opportunities for private sector activity, non-profit and for-profit approaches, and what tools - such as microcredit loans - can best enable sustainable entrepreneurship?

VI. SUSTAINABLE CONSUMPTION

We live in an unprecedented consumer society where less consumption means a sacrifice, which the majority of people is not willing to make.

What we buy comes from supply chains and they all have the same source - nature. We already know that if consumption continues to grow at the same average rate as it has been growing we would need five planets to live in.

The question is how can we protect nature and still ensure our prosperity?

Is it possible to change our lifestyle, have quality of life, and doing so within the Planet's limits?

Addressing sustainable consumption will require innovation, creativity and remaking the way we make things.

VII. MEASURING THE TRIPLE BOTTOM LINE

Companies have always been sensitive to costs reduction, profit increase and maintaining and/or improving a strong image and reputation in the market. An increasing number of companies already attributes part of their business and financial success to their social and environmental commitment. In order to ascertain the impact of that social and environmental commitment, companies must include metrics in the calculations of their success.

Some companies have already realised that metric models change their business and financial perspective. For instance, companies start looking at projects that do not have an immediate return on investment but help meet longer-term goals, such as carbon emission reduction.

Is planning and tracking a global integration of environment, social and corporate governance possible?

Businesses have to find ways to be part of the solution to the Planet's environmental and social crises. And corporate leaders will do so if they find ways to turn this responsibility into opportunity.

VIII. SUSTAINABLE TOURISM

A primary challenge of local governance, both today and in decades ahead, is to steer increasingly external, global forces on local development so that development achieves the shared vision of the local population. In cities, towns and villages throughout the world, the

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primary responsibility for this steering process rests with the institution of local government and its diverse local authorities.

Tourism is one of the many external forces influencing the direction and options for local development. The question of whether tourism can be sustainable, in other words, whether it can contribute to local sustainable development is key to all stakeholders.

Call for Papers | 5

It is our wish to encourage a truly legitimate and practical discussion on sustainable tourism and its stakeholders that are being influenced by tourist industry development.

What role models have we got at our disposal that have created responsibility within the tourism industry and contributed to locally - defined development visions?

IX. ENERGY EFFICIENCY POLICY AND TECHNOLOGY IN BUILDINGS

The current trends are unsustainable. Indeed, if nothing were to change, final energy consumption just in the EU is predicted to increase up to 25% by 2012, with a substantial rise in greenhouse gas emissions.

In order to achieve the ambitious targets set and meet the challenges ahead, the world policy makers need to ensure that proven solutions are available and fully deployed.

With the above in mind, this theme aims to raise awareness of the current and potential impact of energy efficiency policies and building technologies as an enabler for better energy efficiency and green building solutions, stimulating an open debate among the relevant stakeholders in a number of selected areas.

X. SUSTAINABLE TECHNOLOGIES MARKET OPPORTUNITIES

Recently we have seen the introduction of a stronger focus on technologies strategically designed to simultaneously provide business benefits while producing sustainable results. Defining new tools that can be used by industry and aimed at developing better sustainable practises, is presenting technologists and industrialist with opportunities in the following areas:

- (a) Innovations in the supply chain: responding to the consumer demands for sustainable preferable products and raw materials;
- (b) Factoring the environment into the business activity: creating tools that businesses can use as a corporate governance goal (e.g. emissions trading market);
- (c) Sustainable business benefits: conservation projects as showcases for both the environment and competitiveness (land, water & wildlife);
- (d) Protecting critical areas such as oceans: fisheries management and building new markets for sustainable fishing and seafood;
- (e) Healthy Food: reducing the use of antibiotics (poultry and meat), drug preservation for human diseases, reducing pressure on national health systems via better food intake;
- (f) Safer Materials: cutting-edge nanotechnology innovations and the environment.

The global conference GIRA® 2010 will take place on [September 9th and 10th, 2010] and will feature a range of keynote speakers, expert panel debates and paper sessions.

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SUBMISSIONS

Those wishing to participate in the global conference GIRA® 2010 are invited to submit:

Abstract: Abstracts should address the conference themes listed above and can describe a wide range of research including empirical or theoretical studies.

Abstracts are welcome from all of those concerned with the question of sustainable development, whether scholars or students, industry practitioners or policy makers, advocates or others

The work should not have been published elsewhere and should not be intended to be published elsewhere during the review period

Poster: Posters will be display for the duration of the conference and will be displayed on the wall or/and appropriate panels in the session room. There will be a timetabled slot for contributors to stand by their posters so that participants can come and discuss the research, answering any questions that interested viewers of the posters may have.

Call for Papers | 6

SUBMISSIONS DETAILS

Abstracts: All the abstracts must be written in English and should be no more than 350 words long. Please indicate the name of the conference theme to which your abstract most closely applies, including up to five keywords. Abstracts should be submitted by **April, 17th, 2010**. Please read [online guidelines](#)

The abstracts will only be accepted through completion of the [online submission](#) form to conference's website <http://www.giraconference.pt> or by sending an email to giraconference@iscte.pt with the subject title "Registration: Participant Name".

Posters: have to be mounted by the author in time before the poster session. Posters that are not removed by authors will automatically be discarded. Please read to [poster guidelines](#).

CONFERENCE PUBLICATIONS

Participants should indicate if they are interested to have their submissions published and an ISCTE coordinator will contact them directly.

In case of no written objection, papers will be provided to conference participants on a USB Pen.

The best papers presented to the conference will be submitted to international reviews

PARTICIPATION

The global conference GIRA® 2010 aims to stimulate close collaboration and dialogue between academic researchers, policy makers, practitioners, advocates, activists and civilians themselves, and is open to participation by each of these groups. The central aims of the GIRA® 2010 are:

- (a) To provide a meeting ground for academic communities and practitioners concerned with in-depth research on protection of the environment, corporate ethics and social responsibility;
- (b) To take stock of the current theory, debates, and issues of protection of the environment, corporate ethics and social responsibility;

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- (c) To reflect on current practice and identify opportunities for improving sustainable development in practice;
- (d) To involve scholars, practitioners and programme beneficiaries more strongly in debates on protection of the environment, corporate ethics and social responsibility.

Important Dates:

Abstract submission deadline: April 17th 2010
 Notification to authors: May 31st 2010

Registration dates and fees:

	'Early Bird' Registration June 30 th 2010	Registration September 2 nd , 2010
General participants	300€	375€
Students and ONG's	100€	175€
Accompanying Persons	50€	50€

Accommodation:

Accommodation is available for global conference's participants at [preferential rates are being negotiated]. Those wishing to stay elsewhere in Lisbon can find useful information at the following web sites:

- <http://www.atl-turismolisboa.pt/>
- http://www.tripadvisor.co.uk/Hotels-g189158-Lisbon_Estremadura-Hotels.html

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Call for Papers | 8

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