



Transparency and accountability

**Primer Foro RSE Mercosur
Buenos Aires
23 de setiembre 2008**



The logo for inWent features the word 'inWent' in a blue, sans-serif font. The 'W' is stylized with a thick, curved line that starts under the 'i', goes up and over the 'W', and ends under the 't'.

Capacity Building International
Germany



Contents

- CSR understanding and roots in Germany
- InWEnt programs on CSR and business contributions to sustainable development
- Transparency and accountability - business engagements and initiatives



CSR understanding and its roots in Germany

- The decent merchant of the middle ages
- The 19th and 20th century
- The social market economy



InWEnt CSR Programms and Initiatives in LA

- Strategic Implementation of CSR-Tools in the Mercosur Region
- The Center for Sustainability in Sao Paolo
- The Sustainability Network
- 12th International Business Forum, Washington DC, Oct. 2007 on Business Engagement for Governance



Strategic Implementation of CSR-Tools in the Mercosur Region

- Background
- Target Audience
- Components
 - CSR Training
 - CSR Training of Trainers
 - Dialogue
 - Anti-Corruption component



The CSR-Center for the Mercosur in Sao Paolo

- transfer of best practice projects to the region
- platform for the discussion and further development of overall sustainable competitiveness
- established by German Public and Private Sector



International Business Fora 2005-2007

- 10th, 11th and 12th focused on business contributions to achieving the MDGs
 - 10th: An Active Role for Globally responsible companies
 - 11th: The Business Challenge Africa
 - 12th: Business Engagement for Governance

12th International Business Forum: Business Engagement for Governance

Transparency and accountability

Key examples of business engagement in tackling corruption

- www.businessandmdgs.net

- Business as rule taker

- Business making its own rules

- Collective action: a partnership approach to rule making



Muchas Gracias por su attention!

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