



Good cause with what effect? Measuring the impact of CR on society, companies and the environment

The alumni of Oxford University and LSE hosted an interactive panel discussion on the 29th of September in Berlin, Schwarzkopfstiftung- Junges Europa, highlighting the current issue of companies' CR-activities, which shall ensure a positive impact through their actions on the society and the environment, while still having a core interest of profitability.

By addressing this topical subject, the panelists were discussing, on the basis of their knowledge, what they have learnt from the experience of the recent past lessons and furthermore how indicators and measurement methodologies may be improved.

After a keynote address by Dr. Michael Bürsch (Co-founder of CCCD), Axel Franck (Accenture) and Thimo V. Schmitt.Lord, MBE (Head Foundation and Donations Management Bayer Group Executive Director Bayer Foundations) disputed the above topic and gave all participants insights from the professional practice as well as the academia contemplation.

The lively discussion has been moderated by the LSE Alumni, Dr. Friedrich Thelen (former Berlin Head of Wirtschaftswoche and founder of the consulting firm Thelen-Consult).





With such interesting panelists, it was not surprising that an appealing discussion was followed by a vivacious conversation with the audience. Afterwards there was the chance to communicate also with the approximately 40 other alumni.