

# Socially responsible investments in a changing sustainability context

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PricewaterhouseCoopers and Danske Capital have the pleasure of inviting you to a one-day seminar on Socially Responsible Investments (SRI) and active ownership.

Investors, asset managers and companies are facing increasing pressure from stakeholders and legislators to demonstrate responsibility in relation to environmental, social and governance issues. To take an active approach to SRI can be a means for the investor side to demonstrate responsibility towards the society. However, challenges are often faced regarding the investor demands posed on companies and the manner in which companies meet and accommodate these demands.

The seminar will discuss active ownership as the way forward regarding SRI and several aspects of this approach will be examined. The latest status of the SRI agenda and the initiatives taken by investors and companies related to the issue will be discussed by leading Nordic actors within investor responsibility. Focus will be directed towards how companies accommodate the pressure that investors pose on them on disclosure of efforts related to responsibility, and how SRI can be used as a strategic advantage for both investors and companies.

We look forward to seeing you in Copenhagen on 24 November.

Best regards

PricewaterhouseCoopers and Danske Capital

PRICEWATERHOUSECOOPERS 

Danske Capital

# Programme

- 8.30 **Breakfast and networking**
- 9.00 **Opening remarks**  
Henrik Bak, Head of Institutional Business, Danske Capital
- 9.15 **Setting the scene of SRI**  
Ole Buhl, Secretary to Committee on Social Responsibility, ATP
- 9.45 **UN PRI**  
Lorenzo Saa, Assessment Manager, UN PRI
- 10.30 **Interpretation of UN PRI – principle 2, Active ownership**  
Hans Petter Graver, Professor, University of Oslo  
Magdalena Lönnroth, SRI Project Manager, The Central Church Fund of Finland  
Anders Pabian, Head of Investment Operations, PenSam
- 11.30 **Panel debate: Media's impact on SRI development**
- 12.00 **Lunch**
- 12.45 **Why SRI matters to companies**  
Jessica Nyman, Consultant, PricewaterhouseCoopers
- 13.15 **Business as usual?**  
Steen Juul Jensen, Danish Investor Relations Society
- 13.45 **How do asset managers evaluate companies?**  
Esther Gilmore, Associate, Generation Investment Management
- 14.30 **Companies' responses to investors on SRI – a matter of strategic opportunity or compliance?**  
Ben Peachey, Communication Director, International Council on Mining & Metals  
Lars Jagd, CEO, Stirling Denmark
- 15.30 **Panel debate**
- 16.00 **Concluding remarks**
- 16.15 **Networking reception**

**Moderator: Ulrika Hasselgren, Ethix, Sweden**

## **Time:**

Tuesday, 24 November, 2009  
from 08.30 – 16.15 followed by a reception.

## **Location:**

PricewaterhouseCoopers  
Strandvejen 44  
2900 Hellerup

## **Registration:**

Please register for the seminar at  
[www.pwc.dk/arrangementer](http://www.pwc.dk/arrangementer) no later than  
17 November, 2009.  
Attendance at the seminar is free.

## **Further information:**

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