

**CDR Conference: Corporate responsibility in practice:  
Shaping the twin transformation**

Tuesday, 5 July 2022, 9:30 a.m. – 12:00 p.m.

**Programme**

*(as of 1 July 2022)*

**9:30 a.m.      Opening**

**9:35 a.m.      Keynote by Dr. Christiane Rohleder**

State Secretary for Consumer Protection at the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV)

**9:45 a.m.      Panel: Corporate responsibility for a sustainable future: How can companies create sustainability in the digital transformation?**

- **Dr. Christiane Rohleder** (State Secretary at BMUV)
- **Dr. Martin von Broock** (Chairman of the Board of the Wittenberg Centre for Global Ethics e.V.)
- **Lena-Sophie Müller** (Managing Director of Initiative D21)
- **Alexander Birken** (Chairman of the Executive Board of Otto Group)
- **Dr. Christian Lautermann** (Head of the research field "Enterprises, Value Chains and Consumption" at the Institute for Ecological Economy Research)

**10:35 a.m.      „From ‚CDR Code‘ to Code“ – CDR in corporate practice**

Short interview with the academic consultancy of the CDR Initiative, **Prof. Dr. Dr. Alexander Brink** (University of Bayreuth, concern GmbH) and **Dr. Frank Esselmann** (concern GmbH) as well as **Prof. Dr. Christian Thorun** (ConPolicy-Institute)

**Insights into the CDR reports 2022** with the member companies of the CDR Initiative: BARMER, Deutsche Telekom, ING Germany, Telefónica Germany and Zalando

**11:05 a.m.      Panel: Shaping digitalisation sustainably: What political and social framework conditions do we need?**

- **Christian Kühn** (Parliamentary State Secretary at BMUV)
- **Jakob Wößner** (Manager Organisational Development and Digital Transformation, Weleda AG)
- **Birgit Riess** (Director Sustainable Social Market Economy at the Bertelsmann Foundation)
- **Prof. Dr. Hannah Trittin-Ulbrich** (Professor of Business Ethics at Leuphana University Lüneburg)
- **Dr. Nicola Brandt** (Director of the OECD Berlin Centre)

**11:55 a.m.      Wrap Up**