

THE HAGUE/NETHERLANDS

# CSR and Change: a shift in responsibilities

13TH MAY, 2009 • 16:00 • KPN ROYAL DUTCH TELECOM

## SCHEDULE

16:00 – 16:10

### Welcome and presentation of the EACD

16:10 – 16:40

### The meaning of CSR in the repositioning of KPN

Presentation by Hans Koeleman

16:40 – 17:10

### Changing track in communicating climate change

Presentation by Donald Pols

17:10 – 17:20 Break

17:20 – 17:50

### CSR in times of economic downturn

Presentation by Giuseppe van der Helm

17:50 – 18:30

### Panel discussion

Moderated by Koenraad van Hasselt

18:30 – 19:30

### Get-Together



**Hans Koeleman**  
Director Corporate Communications  
KPN Royal Dutch Telecom

Hans Koeleman has been Director Corporate Communications at KPN since June 2007. Prior to this position, he held various key positions in corporate communications in different sectors such as retail, financial services and transport. Hans Koeleman has also been active as an advisor and teacher in various institutes for education in PR and corporate communications. Furthermore, in 2004 he was nominated 'communications-manager of the year' by the Dutch PR Association.



**Donald Pols**  
Head of the Climate Program  
WWF Netherlands

Along with his position at WWF, Donald Pols is also member of the Board of Climate Action Network Europe. He has been working on sustainable finance since 2000 including being part of the civil society team that negotiated the Equator Principles with leading project financiers, introducing the concept of "climate conscious banking". As well as his experience in official negotiations about Climate, in 2008 he was also part of the official Dutch government team at the climate negotiations.



**Koenraad van Hasselt**  
Director  
Reputation Matters

Koenraad van Hasselt is owner and managing consultant of Reputation Matters. He started his career in the chemical industry, and moved on to the ICT sector to assume the position of Senior General Manager at Canon Europa. From 2000-2004 he was Global Vice-President Corporate Communications for Philips Consumer Electronics, and from 2004-2007 Director of Corporate Communications at KPN. Koenraad van Hasselt is also Vice-Chairman of the Dutch PR Association.



**Giuseppe van der Helm**  
Vice President  
European Social Investment Forum

Prior to his current position, Giuseppe van der Helm was the director of the VBDO, the Association of Investors for Sustainable Development in The Netherlands. He started his career as a marketer with chemical company DSM, where he worked for 10 years in various positions. From there on, he held many positions which contributed in shaping his experience in sustainability amongst them as President Europe with motor oil company Valvoline. He also teaches Philosophy of Life at Montessori Lyceum Flevoland.

## THE HOST



KPN Royal Dutch Telecom  
Maanplein 55

2516 CK Den Haag

## ABOUT THE REGIONAL DEBATES

By addressing and discussing the communications profession in both a pan-European and a regionally-specific context, the EACD Regional Debates strengthen the network connecting our members, further promote the EACD's vision, and give Communication professionals the chance to share their experience and knowledge.

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## REGISTRATION

Fax +32 (0)2 219 22 92



- Yes, I would like to confirm my attendance
- No, unfortunately I will not be able to attend the event
- Please send me further information on the European Association of Communication Directors (EACD)

Please fill in:

Surname

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First Name

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Company/Organisation

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I will be accompanied by

Email

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Please register by the 11<sup>th</sup> of May, 2009  
by fax or by email to [regionaldebates@eacd-online.eu](mailto:regionaldebates@eacd-online.eu)