

UNGC Platform for Swiss Companies: An initiative of



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CCRS | Center for Corporate Responsibility
and Sustainability
at the University of Zurich

Book Launch
in the presence of Mr. Luc Zandvliet, author of
Getting It Right: Making Corporate-Community Relations Work

Friday, 15 May 2009, 4.30pm-6.00pm
Center for Corporate Responsibility and Sustainability
University of Zurich
Künstlergasse 15a
8001 Zurich

The United Nations Global Compact Platform for Swiss Companies and Swisspeace would like to invite you to the launch of the book *Getting It Right: Making Corporate-Community Relations Work*.

The book will be presented by **Mr. Luc Zandvliet**, co-author (along with **Mary B. Anderson**, "*Do No Harm*") and director of the Corporate Engagement Project at the Collaborative for Development Action, in Cambridge, Massachusetts. The book's presentation will be followed by an open discussion and by a short reception.

The event will take place at the offices of the **Center for Corporate Responsibility and Sustainability at the University of Zurich**, on Friday 15 May 2009 at 4.30pm.

Getting It Right: Making Corporate-Community Relations Work intends to help private corporations make better use of the relationship with one of their key stakeholder groups: local communities. Based on a study of over sixty international companies operating in poor and unstable countries including BP, ChevronTexaco, Barrick, Shell, Total, and Newmont, the book draws practical lessons on how company representatives can run their operations successfully, while ensuring that local communities gain from their presence. We hope you will be able to participate. We would appreciate it if you could confirm your participation before 4 May 2009 to Ms. Deborah Mancini by email at deborah.mancini@sustainability-zurich.org.

We are looking forward to seeing you.

Yours sincerely,

Dr. h.c. Jürg Krummenacher
Senior Consultant
United Nations Global Compact
Platform for Swiss Companies

Dr. Ulrike Joras
Project Coordinator
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Swisspeace

Dr. Hans-Peter Burkhard
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