

## Forum European Union - Latin America and the Caribbean

Corporate Social Responsibility (CSR) and multi-sectoral alliances:  
Contributions to competitiveness, innovation and sustainable development  
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**Working Table IV** "Multi-sectoral alliances that promote training, research and development of sustainable technologies with the objective of social inclusion and development"

**Peter Kromminga**, UPJ-German National Corporate Citizenship and CSR Network, Germany

Born 1957, protestant Theologian and Social Worker by profession, Peter acts as CEO of UPJ, the German National Corporate Citizenship and CSR Network of engaged medium sized and large businesses like Arcelor Mittal, BMW, E.ON Energy, Intel, KPMG, Manpower and Telefónica O2 as well as local non-profit intermediary organizations.

UPJ's projects and programmes create new connections between businesses, civil society organizations and public authorities thus contributing to solve societal challenges and to shape sustainable communities. Moreover UPJ, a registered charity under German law, provides organizations from the business, community and public sectors with information and consultancy to improve their Corporate Citizenship and Corporate Social Responsibility activities and performance.

Peter is in charge of the UPJ-business network as well as national and international programmes like the EU-funded INCLUDE project, which UPJ runs in partnership with Business in the Community, the German Federal Ministry on Labor and Social Affairs and five other European NPO's to identify, communicate and transfer good examples and tools on how to initiate collaborative and cross sectoral business initiatives which contribute towards employability and local social inclusion.

To further develop Corporate Citizenship und CSR he also carries out different national and international mandates e.g. as a member of the European Expert Group on CSR at SME's convened by European Commission's DG Enterprise and Industry, or as appointed member of the German CSR Forum which advices the German government developing a national CSR strategy.

*Nacido en 1957, teólogo protestante y asistente social de profesión. Trabaja como director ejecutivo de la UPJ, la Red Nacional Alemana de Ciudadanía Corporativa y Responsabilidad Social Corporativa, con la que se comprometen empresas medianas y grandes como Arcelor Mittal, BMW, E.ON, Energy, Intel, KPGM, Manpower y Telefónica O2, así como organizaciones intermediarias locales sin fines de lucro.*

*Miembro del Grupo Europeo de Expertos en RSC de pequeñas y medianas empresas reunidas por la Dirección General de Empresas e Industria de la Comisión Europea, o como miembro designado del Foro Alemán de RSC, que asesora al gobierno alemán en el desarrollo de una estrategia nacional de responsabilidad social corporativa.*