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Haute Ecole Spécialisée de Suisse occidentale
University of Applied Sciences
Western Switzerland

EVENT VENUE
École hôtelière de Lausanne
Route de Cojonnex 18 | 1000
Lausanne 25 | Switzerland
www.ehl.edu

Microsoft teams (register for link)

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Corporate Social Responsibility (CSR) has become a top priority for business around the world. Firms often look at CSR using an institutional and an economic lens with the purpose of meeting shareholders’ expectations. In the last year, Dr Alessandro Inversini and Dr Giovanni-Battista Derchi have been engaging in a funded project examining how organizations in travel and leisure industries can make use of social media communication to improve the managing of their social and environmental issues.

First, findings from this research provide empirical evidence of structural delays across travel and leisure companies in implementing CSR strategies and highlight key management difficulties in incorporating environmental and social issues in business and organizational processes. Second, social media is found to represent a strategic tool used by organizations to create direct and engaging dialogues with a selected set of stakeholders and therefore be able to unlock (at least in part) CSR management and improvements. Last, results lead to a broader reflection on how travel and leisure organizations may foster their CSR strategy and communication as travel and leisure firms are in a unique position to establish meaningful dialogue with stakeholders and generate positive impact on society.

All these arguments and reflections have resulted into the design of an interactive event to share knowledge and improve our understanding about the role of CSR in service (and more specifically, travel and leisure) within the wider community to act as regeneration cornerstone.
## PROGRAM

### BEYOND SUSTAINABILITY: IMPACTFUL SERVICE COMPANIES

<table>
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<th>Time</th>
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| 10:00-10:05| Welcome and Introduction  
Dr Alessandro Inversini (EHL)  
Dr Giovanni-Battista Derchi (EHL) |
| 10:05-10:15| Corporate Social Responsibility in Services  
Dr Giovanni-Battista Derchi (EHL) |
| 10:15-10:25| What Hinders Successful CSR Communication on Social Media  
Dr Alessandro Inversini (EHL)  
Ms Anna Hew (Yova Impact Investing) |
| 10:25-10:50| The Future of CSR in Travel  
Mr Nicola Simionato (Travel Google.com) |
| 10:50-11:00| Coffee break                                                            |

### THINK TANK PANEL: (RE)ACTIVATE SUSTAINABILITY

<table>
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<th>Time</th>
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| 11:00-11:20| Think Tank Introduction  
Prof. Laura Zoni (Università Cattolica del Sacro Cuore & SDA Bocconi School of Management) |
| 11:20-12:00| Panel  
Discussants:  
- Mr Nicola Simionato (Travel Google.com)  
- Dr Giovanni-Battista Derchi (EHL)  
- Dr Carlos Martin-Rios (EHL)  
Moderator  
- Prof. Laura Zoni (Università Cattolica del Sacro Cuore & SDA Bocconi School of Management) |
PARTICIPANTS

PROF. LAURA ZONI
Full Professor in Accounting and Management Control at Università Cattolica del Sacro Cuore and Affiliate Professor of Accounting and Control at SDA Bocconi School of Management

MR NICOLA SIMIONATO
Director Business Development, Travel Google.com

MS ANNA HEW
CS Specialist, Yova Impact Investing

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DR ALESSANDRO INVERSINI
Associate Professor at Ecole hôtelière de Lausanne
Event Co-Host

DR GIOVANNI-BATTISTA DERCHI
Assistant Professor at Ecole hôtelière de Lausanne
Event Co-Host
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