

# ECOLABELING OR DECOLABELING?

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**Information about the event**





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## The Event

The event will take place on November 29<sup>th</sup> from 13-16 at Hanken School of Economics (Arkadiankatu 22, 00101 Helsinki).

13:00	Opening words
13:05	Pecha Kucha presentation Students of Hanken School of Economics
13:20	Introductory speech Subhasis Ray, associate professor Xavier Institute of Management
13:30	Panel Discussion
14:30	Questions to the panel
15:00	Summary of discussion and closing of panel

**After the panel** we invite all the participants, members of the panel and audience to join the event's organizers in Aulan for a small serving of coffee and snacks and interesting conversations. There will also be a poster exhibition of student projects covering CSR issues in the agro-food industry. Coffee is provided by Kaffa, a local coffee roastery from Helsinki. The food will be provided by Ruohonjuuri, a Finnish eco market.

### Pecha Kucha, picture presentation

The picture presentation visualizes the students view on eco-labeling as a whole. It shows a "hands on approach" on the subject and deals with the thoughts of students when seeing a label. The Pecha Kucha is meant as a window how university students with different background view the phenomenon known as eco-labeling.

Themes that will be mentioned: Which labels are trustworthy and what do they stand for? Is unlabeled unfair and unecological? Can you trust companies' own labels? Is e.g. fair trade just another brand? What do you actually pay for when you buy a fair trade or an ecological product in comparison to a regular product?

### Twitter Feed

We believe in interaction. Thus, the audience will be given the opportunity to directly influence the panel discussion through a Twitter Feed. Questions and comments submitted to the event's feed will serve as talking points for the panelists and will be moderated by the chairpersons. We believe this real-time interaction will offer the audience a concrete chance to shape the event into their own image and also guarantee that no point of interest is left unanswered. Prior to the event you can follow us @CSRHanken, during the event #CSRHanken will be followed.

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## Panel Discussion

- The first 60 minutes are reserved for discussion amongst panelists without questions from the audience. However during this time the audience will have the possibility to interact via the live Twitter feed.
- The last 30 minutes of the panel discussion are used for direct questions from the audience.
- The panel will be led by two student moderators (Robin Forsberg and Emil Holmström).
- **Themes for the Panel:**
  - Is eco-labeling more than a marketing gimmick?
  - What is the true impact of eco-labels in developing countries?
  - How is the Finnish market affected by eco-labels?

## Panelists

### Tarja Halonen

Former president of Finland and the chairman of the board of Helsinki Sustainability Center Oy. The organization is a non-profit consulting company which helps governments and enterprises to combine sustainable development with business. The goal of the non-profit corporation is to produce information and analysis practices for decision-making on sustainable development. The central idea for the company is to employ number of experts on any given projects. Tarja Halonen has major experience of international affairs. She has been an active member of the UN and her passion seems to be on Global Sustainability. The students are interested at hearing her views on Global Trade and how a sustainable world could look like. She has experience of working on the governmental side as well as working in the corporate world.

### Ulrika Romantschuk

Holds the position as Senior Vice President in Fazer group and is responsible for communication and stakeholder relations, which includes corporate responsibility and Fazer's business and brand identity. Ulrika has been working within the Fazer Group for eight years and is educated in Swedish School of Social Science with degree in Political Science. Fazer Group is a family company founded in 1891. Today Fazer offers meals and bakery and confectionery products, and operates in eight countries. One major topic of the panel discussion will be cocoa and coffee production and the students are interested how Fazer tries to act responsible. Fazer has been a hot topic in media recently.

### Lotta Staffans

The acting executive director of Pro Ethical Trade Finland or Eettisen kaupan puolesta ry. The company is a civic organization focused on fair, socially and ecological responsible world trade and was founded in 2000. Pro Ethical Finland

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DECOLABELING?



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aims at increasing the consumers, companies and public procurers' consciousness on the problems and their solutions. This means promoting socially responsible certification systems, such as Fairtrade, and ensuring that the conventions of International Labour Organization (ILO) and universal Human Rights are respected. The topic of the event matches the aims of the organization. Therefore, the students wanted Lotta Staffans to be a member of the panel.

### **Vappu Kaarenoja**

The editor-in-chief of Ylioppilaslehti and a student of social sciences at University of Helsinki. She is a journalist and wrote a controversial leading article to Ylioppilaslehti where she strongly criticized CSR ethics and different campaigns. The article raised lots of conversation about the ethics of chocolate production in various media. Furthermore, Vappu Kaarenoja can provide a consumers point of view to the panel.

### **Eva Eriksson**

Has worked as quality manager for Löffbergs since 1988. She is now working as sustainability manager with a clear focus on managing and coordinating the business activities to ensure an economically, ecologically and socially sustainable development throughout the value chain. Löffbergs Lila was founded in 1906 and is now one of the biggest coffee roasters in the Nordic region. The company is family-owned and is one of Europe's biggest importers of organic and Fairtrade coffee. Eva Eriksson can give a good insight in how coffee sourcing and production takes place at Löffbergs. The coffee trade is an interesting topic and will be an important theme in the panel.

### **Marja Innanen**

Works at The Ministry of Agriculture and Forestry as a Senior Officer, concentrating on Food Policy. Her main duties include sustainable food production, supply chain transparency and traceability, food quality certification systems and schemes concerning responsibility issues. She participates as a decision maker on the government's sustainable food consumption and production programs and projects, and currently coordinates the Parliaments report on Food Safety. Marja Innanen will provide an interesting governmental perspective to the discussion. She has knowledge on how the issues related to the panel are dealt with on a national level and she will be able to share information about the Finnish food sector as a whole. Marja Innanen can give the ministry's point of view on the food quality in Finland.

### **Minna Mikkola**

Senior researcher at Ruralia Institute. Ruralia Institute is an independently administrated multidisciplinary expert institute at the University of Helsinki. The mission of the Institute is to improve the welfare of rural people and develop the sources of livelihood in the rural areas through research, development, education and training. Minna Mikkola's core interest lies in sustainability studies from business, environmental, emotional and ethical as well as wider societal perspectives, particularly regarding food systems. This research approach includes probing into practice-based translations between the quantitative and

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qualitative system aspects which play along in transition strategies towards increased sustainability by individual professionals, their organizations and supply chains. We believe that her broad knowledge of the subject will be a big asset to the panel discussion.

**Subhasis Ray**

Associate professor Associate Professor in marketing at Xavier Institute of Management, Bhubaneswar, India. Ray works in the broad area of business in society with interest in managerial dilemmas related to sustainability management and corporate social responsibility. Business Ethics and Business & Society are also among topics covered by Ray in his research. He has a broad knowledge of the subject and can give the panel a different perspective as he conducts his research in a different part of the world.