

in cooperation with BMW, Hitachi, Metro, Salzgitter, ThyssenKrupp Steel and Volkswagen

8 May 2008 – Dialogue Forum and Preview

# “Facing Demographic Challenges in Europe – the Demographic Risk Map”

Rheinland-Pfalz Permanent Representation  
to the European Union, Brussels, Belgium



## Registration

Please register by 30 April 2008!

Dialogue Forum and Preview "Facing Demographic Challenges in Europe – the Demographic Risk Map", at the **Rheinland-Pfalz Permanent Representation to the EU 60, Avenue de Tervuren, B-1040 Brussels, Belgium** by E-Mail: [info@econsense.de](mailto:info@econsense.de) or by Fax: +49 (0)30 – 2028-2474  
econsense | Forum for Sustainable Development of German Business, Breite Str. 29, 10178 Berlin, Germany  
[www.econsense.de](http://www.econsense.de)



Name and Title .....

Position .....

Company / Organisation .....

Adress .....

Post Code / City / Country .....

Phone/Fax .....

E-Mail .....

8 May 2008, Brussels

## “Facing Demographic Challenges in Europe – the Demographic Risk Map”

Demographic change in Europe is already predictable. It is not a future scenario with an unknown probability of actually occurring, but a forecastable trend: the population is ageing across Europe, and populations are shrinking at a local level. But what does it mean for business, society and politics? What are the effects on business locations in regions across Europe?

Answers to these and many other questions will be presented by the Laboratory Demographic Change with its new online tool “Demographic Risk Map”. BASF, Evonik and SAP working together with econsense and other cooperation partners established the Laboratory to face the demographic challenges from a business perspective. The multilevel working process of the Laboratory is embedded in the European Alliance for CSR, an alliance of politics and business for promoting CSR in Europe.

On behalf of the Laboratory, the Rostock Center for the Study of Demographic Change analysed the impact of demographic change in 264 regions across Europe on the basis of selected location factors. The study is the first to provide a direct comparison between time frames, regions and countries.

With its Risk Map the Laboratory opens a so far unique perspective for company and stakeholder motivation. We would like to warmly invite you to the exclusive preview of the Risk Map.

We very much look forward to your attendance at our dialogue forum in Brussels!



**Michael Hoelz**  
Chairman of the Board, econsense

### Programme

12:00 am Lunch Buffet

1:00 pm **Welcome**

**Michael Hoelz**

Chairman of the Board, econsense

**Key Note Speech:**

**“Demographic Change – the Political Perspective”**

**Vladimir Spidla**

Commissioner for Employment, Social Affairs and Equal Opportunities

**Key Note Speech:**

**“Demographic Change – the Business Perspective”**

**Dr. Harald Schwager**

Member of the Board of Executive Directors, BASF SE

**Preview:**

**“Mapping Demographic Location Risk”**

**Prof. Dr. Thusnelda Tivig**

Rostock Center for the Study of Demographic Change

**Panel Debate:**

**“What pictures are painted by the Demographic Risk Map?”**

**Hartmut Hillebrand**

Senior Vice President Human Resources, SAP AG

**Dr. Harald Schwager**

Member of the Board of Executive Directors, BASF SE

**Vladimir Spidla**

Commissioner for Employment, Social Affairs and Equal Opportunities

**Prof. Dr. Thusnelda Tivig**

Rostock Center for the Study of Demographic Change

**Ulrich Weber**

Member of the Executive Board, Evonik Industries AG

2:30 pm

**Get Together, Presentation of the Demographic Risk Map**

Conference language: English