

**The role of Business in Society**  
**In the 21st century**  
**In Europe and globally**



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**Gilbert Lenssen**  
**President EABIS**

# The role of Business in Society in Europe

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- **A European Social model?**
- **A European Enterprise model?**
- **The Lisbon declaration**
- **Economic convergence**
- **Diversity of societies**
- **Europe's opportunity**



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# The role of Business in Society in a global context

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- **Three emerging social contracts**
- **The differences between US and Europe**
- **The geopolitics of governance**
- **Forces of convergence and divergence**
- **The fragility of market perfection**
- **The instability of the US model**
- **Corporate responsibility and sustainability**



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