

# Exposé edited volume

As of Jan 25, 2024

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## Title/subtitle

# Social sustainability – obligation or opportunity?

## Success factors, experiences, expectations

## Core message

Companies that integrate the topic of social issues - or "social" - as part of ESG criteria throughout their HR management (employee life cycle) increase their value through greater growth power, resilience and competitive strength.

## Target groups

*Primary:* Management and HR managers of medium-sized companies and listed corporations

*Secondary:* Supervisory Boards, compliance and sustainability officers, investors, trade union representatives, politicians and regulators

## Reader benefits

Readers are provided with comprehensive information on how companies can create sustainable value by integrating the "social" aspect of ESG criteria into their HR management. The focus is on the employee life cycle that employees go through in a company - from recruitment and hiring to talent and performance management and the corresponding remuneration and benefits management through to their departure.

The readers see: In this way, companies fulfil their responsibility for their own employees and their responsibility for the communities in which they are involved. Above all, readers will learn in a practical way how they can sustainably organise their own company's employee life cycle around the topic of "social" in order to reduce their compliance and reputational risks - and to create value in line with their individual goals.

The informative insight into a new, promising field of HR activity and a pronounced practical orientation combine to create a stimulating read for the target groups addressed.

## Publisher

**Prof. Dr. Elke Eller:** Supervisory Board member, investor, consultant, former CHRO at TUI AG and VW Commercial Vehicles, Professor of Strategic HR Management at Worms University of Applied Sciences

**Michael H. Kramarsch:** Founder, HR-Tech Investor, Consultant, Managing Partner & Delegate of the Board of Directors of hkp///group, a management consultancy specialising in strategic HR management and corporate governance

**Dr. Thomas Ogilvie:** Chief Human Resources Officer / CHRO DHL Group, Labour Director  
Deutsche Post AG

(Detailed personal descriptions in the appendix.)

## **Character**

This edited volume combines a wide range of complementary book chapters to provide a comprehensive overall picture of a subject area that has not yet been sufficiently thought through in terms of its operational complexity and strategic importance for companies and society.

The volume is designed for management practice. The reading should be enriching and stimulating. Specialist articles are therefore supplemented by interviews, commentaries, case studies and a look beyond the horizon.

## **The Story in a Nutshell / "Blurb"**

The challenges and tasks of innovative management could hardly be more demanding: The transformation of business models, mastering a wide range of risks, high competitive and cost pressure, tense labour markets due to demographic trends and excessive regulation around the topic of ESG are combining to create an immense challenge.

In this situation, smart action is needed to make companies competitive and resilient and allow them to act sustainably and ultimately grow. Social issues in particular offer a new opportunity in the spectrum of ESG criteria - if they become an integrated part of the employee life cycle from a strategic perspective. In contrast to aspects E and G, in this the HR department has a sphere of influence.

If it is utilised, companies can not only reduce their compliance and reputational risks. Above all, they will find it easier to attract and retain employees who are critical to their success and make their commitment productive in terms of the management agenda. Overall, this results in sustainable added value that also convinces investors and business partners if it is clearly communicated.

The edited volume "**Soziale Nachhaltigkeit - Pflicht oder Kür? Erfolgsfaktoren, Erfahrungen, Erwartungen** (Translation: Social sustainability – obligation or opportunity? Success factors, experiences, expectations) helps business and HR managers in particular to understand the constructive connection between corporate strategy, social issues and the employee life cycle and to design and realise their own effective strategy for social entrepreneurship.

## **USP/Sales argument**

For the first time, this edited volume comprehensively addresses the opportunities for companies when they integrate the "social" aspect of ESG criteria into their employee life cycle in a sustainable manner. The practical nature of the volume makes it relevant for a wide range of target groups.

## **Network/Marketing**

The editors have excellent networks in the target groups and are recognised as leading figures. They will actively utilise their broad network for the marketing of the edited volume. This includes a campaign with various communication tools, a website as an information and dialogue platform as well as presentations and further articles in specialist and business media.

## **Time frame**

The publishers are currently planning a publication date in the third quarter of 2024.

## **Project management**

A project management team of experienced authors and managers is working alongside the editors to plan and realise the technical and scheduling aspects of the edited volume.

## **ANNEX**

### **Structure**

A first rough outline with working titles looks compact as follows:

- Foreword
- Introductory contribution
- Topic 1: Strategy and sustainability
- Topic 2: Operationalisation of the "S" in the Employee Life Cycle
- Topic 3: Managing, reporting and bringing sustainability to life
- Theme 4: Thinking outside the box: international focus/criticism
- Summary and outlook

### **Outline with content sketches**

#### **Foreword**

The editors introduce the topic of the volume, compactly explain its current relevance for corporate practice and the value contribution associated with it. They explain how the volume helps its readers to actively tackle the topic.

#### **Foreword**

A prominent personality emphasises the importance of the topic and the edited volume from his or her individual perspective.

#### **Introductory contribution**

The editors offer an overall picture of the topic of "Sustainability in the Employee Life Cycle". They describe the strategic challenges companies are currently facing, the regulatory requirements they have to fulfil in the ESG context and the special role that the aspect of "social" plays in this. They explain how HR helps companies to master their strategic challenges, fulfil regulatory obligations and create sustainable benefits for employees and society by integrating "social" into the employee life cycle.

#### **Topic 1: Strategy and sustainability**

The articles and interviews take a broad perspective. The authors and interviewees are Supervisory Board members, investors, academics, association and employee representatives and other high-ranking experts on the subject. They each draw a broad line from their individual experience. Readers gain an overview of the complexity of the topic and its importance from the perspective of relevant stakeholders. Above all, it becomes clear that strategy and sustainability are two sides of the same coin; they can no longer be considered and conceptualised independently of each other. It is also crucial that, with regard to the S, it is about the degree of maturity and implementation excellence of a company in terms of governance, reporting requirements etc. (as a hygiene factor) as well as the measurable creation of value in terms of costs, productivity and innovative strength.

#### **Topic 2: Operationalisation of the "S" in the Employee Life Cycle**

In the articles and interviews, experienced practitioners explain how the "S" can be integrated into various programmes and processes of the employee life cycle. They report from their own practice, describe the respective challenges and how they overcame them. Readers are given valuable ideas on how to successfully integrate the "S" into their own company's Employee Life Cycle - from

recruitment and hiring to talent and performance management and the corresponding remuneration and benefits management through to the departure of employees.

**Topic 3: Managing, reporting and bringing sustainability to life**

In articles and interviews, experienced practitioners discuss how the "S" can be measured and controlled as part of a well thought-out management process, how it should be prepared for internal and external reporting and how it can ultimately be made tangible, for example through attractive communication. This is about both the duty ("keeping the house in order") and the freestyle (measuring and managing the value contributions). Readers benefit from well thought-out concepts for their day-to-day business.

**Topic 4: Thinking outside the box (international perspective/criticism)**

Authors and interviewees have their say here, rounding off the topic. It deals with critical evaluation, the international perspective, the question of the compatibility of profitability and "social" and other aspects that show how exciting, challenging and crucial the topic is in its entirety. Readers are also given more striking suggestions for thinking about the topic further.

**Concluding contribution**

The editors summarise the central themes and messages of the edited volume, take a look into the future and provide further recommendations for action. Readers are provided with a summary of the most important arguments for addressing the topic now and positioning themselves strongly in their companies.

**Scope of the edited volume**

According to preliminary planning, the edited volume will comprise around 8 - 10 contributions per thematic block, each with around 10 manuscript pages, including graphics. In addition, shorter interviews and information boxes will be integrated. This will result in a total volume of around 500 manuscript pages.

## **About the publishers**

### **Michael H. Kramarsch, Founder, HR-Tech Investor, Consultant, Managing Partner & Delegate of the Board of Directors of hkp///group**

Michael H. Kramarsch is one of the most active founders, investors and consultants in the HR management scene. At the age of 40, he turned his back on consulting groups and founded the hkp///group with other partners in 2011, which has developed into the most successful German management consultancy for topics at the interface of corporate governance, strategy, HR and finance under his aegis. He is one of the leading experts for value-oriented corporate management, corporate governance and HR strategy. As an expert, he has advised various government commissions on issues of good corporate governance (2001 and 2012 to 2014).

As an investor, Michael H. Kramarsch focusses on HR tech start-ups. His active investments include around 20 start-ups. These commitments, as well as his role as initiator and co-chair (together with Prof Dr Elke Eller) of the HR Startup Award, which has been presented annually since 2014, make him one of the most prominent experts on the HR startup scene. His interest in technology and the associated ethical challenges led him to establish the HR Tech Ethics Advisory Board in 2019 together with the German Association of HR Managers (BPM) and Prof. Dr Elke Eller. The committee, which is made up of renowned representatives from academia, start-ups and established companies, sees itself as a driving force for promoting the use of digital solutions in HR work.

Michael H. Kramarsch regularly comments on current developments in business, society and politics in commentaries, interviews and articles for leading media and renowned book publishers. As early as 1997, he published one of the first studies in the German-speaking world on value-based management and incentivisation with Prof. Fred G. Becker. His monograph "Aktienbasierte Managementvergütung" (Schäffer-Poeschl), now in its second edition, is considered a standard work on executive remuneration.

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### **Prof. Dr. Elke Eller: Supervisory Board member, investor, consultant, former CHRO at TUI AG and VW Commercial Vehicles, Professor of Strategic HR Management at Worms University of Applied Sciences**

### **Dr. Thomas Ogilvie: Chief Human Resources Officer / CHRO DHL Group, Labour Director Deutsche Post AG**

Thomas Ogilvie has held a number of management positions over more than fifteen years with DHL Group. He joined the company in December 2001 as a research analyst and then went on to hold a number of product and business development roles within the Post & Parcel division, taking over the newly created role of Senior Vice President for Private Customers and Online Strategy, DHL Parcel Germany, in 2011. In January 2016, he was appointed Executive Vice President, Corporate Development, Deutsche Post DHL Group.

Since September 2017 Thomas Ogilvie has been appointed Member of the Corporate Executive Board/CHRO.

Thomas holds a Diploma in Psychology from the University of Bonn in Germany, and a PhD. Economics from the University of St. Gallen, Switzerland.

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