



## **Accelerating Corporate Social Responsibility in the new EU Member States and Candidate Countries to promote harmonization, competitiveness, and social cohesion**

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### **JOURNALISTS' VISIT TO LONDON, UK**

October 21-23, 2007

**About the visit:** the journalists' trip to UK is being organized as part of a regional CSR project<sup>1</sup>. The Project aims to advance the implementation of CSR practices in the New Europe: Bulgaria, Croatia, Hungary, Lithuania, Macedonia, Poland, Slovak Republic and Turkey. Journalists will be coming from these 8 Project countries to get familiar with the concept and reporting on CSR issues in practice by exchanging experience with leading media figures in UK and be exposed to real business examples where principles of responsibility and sustainability are visible and can be communicated attractively. Journalists will have possibilities to gather materials for their coverage and get inspired to pay more attention to the issues of business responsibility and sustainability. UK Global Compact Network is the local partner in implementing this project activity. UK has been chosen for journalists' visit, because it is a Project partner under regional CSR project, and because it is one of the leading countries in CSR developments.

### **AGENDA**

#### **Arrival**

##### **Sunday, 21 October**

20:00 informal gathering at The Big Chill House.

##### **Monday, 22 October**

Venue: **The Hub**, Angel Tube station, 5 Torrens st., London  
[www.the-hub.net](http://www.the-hub.net)

8:30 – 9:00 registration

9:00 – 9:20 welcome and introduction of the agenda (Mr. Michael Spenley, UK Global Compact network, Ms. Michelle Wolfe, UK Global Compact network, Ms. Indre Kleinaite, UNDP Lithuania)

9:20-10:00 briefing on trends in the media in relation to sustainability issues and CSR, Mr. Tobias Webb, Ethical Corporation.

10:00 – 10:20 Q&A session and reflection on the briefing

10:20 – 10:30 – Coffee break

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<sup>1</sup> The project is funded by the European Commission and UNDP. Project website: [www.acceleratingcsr.eu](http://www.acceleratingcsr.eu)

10:30-11:30 –panel discussion with leading media figures on how to report on CSR practices in modern businesses and the role of media in promoting CSR. Panelists: Fiona Harvey, Financial Times, Nick Mathiason, Observer, Simon Cooper, Media CSR Forum. Moderator: Michael Spenley, UK GC network

11:30-12:00 – Q&A session

12:00-12:15 – story of The Hub, energy efficient office space designed applying sustainability principles, founder and director Mr. Jonathan Robinson.

12:15-13:15 lunch break at The Hub

13: 15-13:30 breaking into groups and leaving for site company visits.

14:30-16:00 Visit A:

**Whole Foods Market** - largest green supermarket  
[www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)

14:45-15:30 Visit B:

**Cafedirect** – organic and fair trade coffee supplier  
[www.cafedirect.co.uk](http://www.cafedirect.co.uk)

14:30-16:00 Visit C:

**Happy** – computer training company, awarded as best workplace in UK in 2007  
[www.happy.co.uk](http://www.happy.co.uk)

18:30 dinner at **Duke Organic**

**Tuesday**

**23 October, 2007**

**9:00-10:30** debriefing and wrap up of the event.

**Contact person:**

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