



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

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Vladimír Špidla,
The European Commission

Vladimír Špidla is responsible for Employment, Social Affairs and Equal Opportunities. (*1951 in Prague). 2002-2004 - Prime Minister of the Czech Republic. 1998-2002 - Minister of Labour and Social Affairs of the Czech Republic. 1976 - Ph.D. in History and Ancient History. Before 1989, due to the political situation, he had to work despite his education in different professions as a saw-mill worker, scene-shifter in a theatre, dairy industry worker. Later, he worked as an archaeologist. His hobbies are long distance running and history.



Kori Udovički,
United Nations Development Programme

Kori Udovički is the Assistant Secretary-General, Assistant Administrator of UNDP and Director of its Regional Bureau for Europe and the CIS since 1 February 2007. Prior to joining UNDP, she was the Founder and President of the Center for Advanced Economic Studies, and the Foundation for the Advancement of Economics, as well as Editor-in-Chief of their principal publication, the Quarterly Monitor of Economic Trends and Policies in Serbia. The Center is a Belgrade-based non-governmental organization devoted to the advancement of economic research and education in South East Europe. Ms. Udovički served as Governor of the National Bank of Serbia from 2003 to 2004. Prior to that, she was Minister of Energy and Mines in the Government of Serbia. From 1993 to 2001 Ms. Udovički worked at the International Monetary Fund and in 2001 she returned to Belgrade as Special Advisor to the Minister of Finance and Economy in the Government of Serbia. Educated in Belgrade, Ms. Udovički holds an M. Phil. (1988) and Ph.D. (1999) in Economics from Yale University. She did her doctoral research on inter-regional trade and integration between the republics of the former Yugoslavia. Her current research interests focus on the sustainability of Serbia's macroeconomic framework and optimal exchange rate policy. She is married and has three children.



Richard Howitt,
European Parliament Rapporteur on Corporate Social Responsibility

Richard Howitt MEP is the Labour Member of the European Parliament for the East of England, and European Parliament Rapporteur on Corporate Social Responsibility. Richard's most recent report on CSR was adopted by an overwhelming majority in the European Parliament on 13 March 2007. This report forms the Parliament's response to the Commission Communication on CSR of March 2006, and outlines practical ways in which the European Union should lead the global debate on CSR, particularly through ensuring the link with corporate accountability. Previously, Richard was responsible for the resolution in response to the European Commission Green Paper on CSR in 2002, and the resolution on a European Code of Conduct for European companies operating in developing countries in 1999.

Richard is a long-standing advocate of CSR and has spoken at a wide range of international organisations and conferences on the subject, including at the launch of UN Global Sullivan Principles, at the Royal Institute for International Affairs, and at EU Presidency Conferences under the Danish, Italian, Belgian, Dutch, British and Finnish Presidencies. He has organised frequent hearings in the European Parliament on the impact of European enterprises on developing countries, which have considered issues such as the sourcing of clothing from developing countries to European retailers, and the marketing of infant formula by European companies in developing countries. Richard is also European Parliament representative at the EU Multi-Stakeholder Forum on Corporate Social Responsibility. Richard is Vice Chair of the Human Rights Subcommittee, Member of the Committee on Foreign Affairs, and is the Labour Party European Spokesperson on Foreign Affairs, Human Rights and Security and Defence Policy. Richard is President of the all-party Disability Group of MEPs at the European Parliament, and a member of the Parliamentary Delegations for relations with Turkey and Russia. Richard has been an MEP since 1994, before which he spent eleven years in local government, worked for four years in the voluntary sector and eight years for a disability organisation.



Mark Line,
csrnetwork ltd., UK

Mark Line is a pioneer of corporate social responsibility with more than 20 years of experience in the field. Mark is a co-founder and the managing director of csrnetwork - an international consultancy that provides leading-edge services in CSR benchmarking, performance management, report development and assurance. Csrnetwork works with large, multinational corporations on designing and implementing their CSR and sustainability strategies or on assurance assignments. Current clients include Airbus, Hitachi Europe, Kesko, Mittal Steel, RWE npower, Stora Enso and Vodafone. Mark is also co-founder of JustAssurance, whose assurance work for Cooperative Financial Services was rated first in the SustainAbility/Standard & Poor's 2005 global benchmark of corporate sustainability reporting. Mark led a team that developed the indicator protocols for the Global Reporting Initiative's 'G3' sustainability reporting guidelines. He is also a member of the Association of Chartered Certified Accountants (ACCA) UK Sustainability Reporting Awards judging panel. Mark was one of the founding developers of the Accountability Rating TM published annually by FORTUNE and elected Council Member of AccountAbility.



Robert Braun,
Braun & Partners Ltd., Hungary

Co-founded Braun & Partners Ltd. is a business focused CSR consultancy, bringing together specialists from the fields of social accounting, sustainable development, business strategy and communication, in 2005. Robert is a recognised expert in social thinking, strategy and communications. He has 15 years professional experience, including 5 years of dealing with Corporate Social Responsibility issues, as well as, in pre-transition Hungary, working with NGOs such as the Raoul Wallenberg Association and other human rights organizations. Robert's recent client work involves development and implementation of corporate organisations' social strategies. He has been actively involved in the development of the Accountability Rating on a regional level as well as the Global Reporting Initiative/G3 reporting guidelines to Hungarian. Prior to establishing Braun & Partners, Robert lead the strategy effort of PM Gyurcsány in Hungary, and acted as communication director to PM Medgyessy. He is an Associate Professor of CSR and Marketing at the University of Economics in Budapest.



Teodor Milev,
Microsoft, Bulgaria

Teodor Milev joined Microsoft in July 2000 as a General Manager of the Bulgarian subsidiary. Since Teodor's joining Microsoft, the company business has grown over 600%. During the same period, the Bulgaria Business Leaders Forum awarded the company best "Investor in education" and "Investor in Human Resources" and the National Social Security Institute named Microsoft Bulgaria the "Best employer among the small companies." Prior to joining Microsoft, Teodor worked as General Manager of Oracle in Bulgaria. He worked as Sales & Marketing Director of the IT Consulting at Deloitte & Touche Bulgaria. Teodor also worked for five years at IBM Bulgaria as Business Partner Manager. In addition to leading MS Bulgaria, Teodor is broadly engaged in the community. Currently he is a member and is actively involved with the activities of Rotary Club of Sofia, AmCham, Bulgarian Association of IT, Bulgarian Business Leaders Forum, and the Bulgarian Economic Forum. He is also a member of Confederation of Employers and Industrialists in Bulgaria. Past community activities include serving as Vice President of AEGEE Sofia, branch of European Students Association and as Secretary of Rotaract Club of Sofia. Teodor is passionate about the development of Bulgaria and committed to fostering good citizenship at Microsoft to ensure our constructive contribution to Bulgaria's further growth and development. Under his management, Microsoft Bulgaria continues to be a reliable partner in educational, social and government reforms in Bulgaria. Teodor holds a Master of Computer Science from the Technical University of Sofia, Bulgaria. In his spare time, Teodor enjoys skiing, kayaking, tennis and spending time with his wife and three children.



Constance Helmchen,
Centre for Cooperation with the Private Sector, Germany

Political scientist focusing on conflict transformation by training, Constanze J. Helmchen holds a graduate degree from the London School of Economics and Political Science. She has worked in the fields of development cooperation and corporate social responsibility for the past 8 years - both in projects (Bolivia, Sri Lanka, South Africa) and at HQ level, including the European Commission and various German institutions. Today she is project manager at the GTZ, the German Technical Cooperation, coordinating the German Global Compact Network's official Focal Point.



**Inés Ruiz de Arana,
Spanish Global Compact Network, Spain**

Inés Ruiz de Arana is the Co-Director of ASEPAM, the Spanish Global Compact Network. She holds a bachelor's degree in Political and Administration Sciences from the Complutense University in Madrid specialized in International Affairs and a master degree in communication and public relations from CESMA Business School. She started working at the European Commission in the Information Society and Media Directorate General to encourage women and youth to take more active part in the debate on Europe. Back in Spain, she joined the Boston Consulting Group as the Recruiting Coordinator for Spain and Portugal. After her 4 years in BCG and a master degree in communication, Mrs Ruiz decided to make a turn in her professional carrier from the human resources to the communication sector and joined Gavin Anderson, a multinational PR consulting firm. In the meantime she specialized in CSR issues and was engaged in the organization of several CSR learning forums in Spain. Since 2005, when the Global Compact's Spanish Association was launched, Mrs. Ruiz is co-Director of ASEPAM. She has written several articles and has participated in workshops for the development of manuals and studies that permit the measurement and evaluation of CSR.



**Adrian Henriques,
Middlesex University, UK**

Adrian is an adviser on corporate responsibility, social accountability and sustainability. His main areas of activity are advice and auditing for companies and other organisations, stakeholder facilitation, research and training. He has developed the economic indicators for the GRI and pharmaceutical sector good practice guidelines for investors. Clients have included Co-operative Financial Services, Adidas, United Utilities and Marks & Spencer as well as DfID, NGOs and social enterprises. He has produced research on social sustainability and taught accountability and social auditing at Warwick University Business School. Adrian has been a Council Member of the Institute of Social and Ethical Accountability and was for five years a member of the Global Reporting Initiative Steering Committee. He is also a member of the Association of Chartered Certified Accountants' Social and Environmental Committee. Adrian is Visiting Professor of Accountability and CSR at Middlesex University Business School. Adrian was formerly Head of Accountability at the New Economics Foundation. He has also worked for the International Society for Ecology and Culture, an NGO campaigning on economic globalisation. For a number of years prior to that Adrian was a management consultant for PriceWaterhouseCoopers in financial services. His publications include: 'Corporate Truth: the limits to transparency', 'Focus on Sustainability and its Implications for CSR' and 'The Triple Bottom Line – does it all add up?'



**Michelle Wolfe,
Aviva plc. UK**

Michelle Wolfe has been a member of Aviva's Corporate Social Responsibility team since 1998. Her primary responsibilities are managing the production of the group's annual CSR report and supporting Aviva's businesses worldwide in helping to embed the CSR programme locally. She is also responsible for external communication and represents the company in key UK and international projects and engagements, for example; UN Global Compact (UK network) and Globally Responsible Leadership Initiative (joint initiative between UN and European Foundation for Management Development).



**Tom Alcott,
The Social Network Company, UK**

Tom Alcott, 36, is the Director of The Social Network Company – UK pioneers in social network analysis and social network optimisation for business performance. An entrepreneur, innovator and protagonist, Tom is at the front of organisational understanding, design and people management. Tom has been involved with people and professional development work since 1994. He has delivered over 300 leadership & team programmes and has extensive training & coaching experience, mainly with UK FTSE 100 companies & Plcs including RBSG, Abbey, HBOS and QinetiQ. He started his career with the Outward Bound Trust working in Scotland then South Africa and Mid Wales and now lives in Bristol, working from The Hub - shared social enterprise office space with 63 other like-minded businesses. He still enjoys outdoor sports - having sailed the Atlantic twice, adventure raced in the Outer Hebrides and kayaked across the Irish Sea. He has travelled extensively from Mali to Bhutan. Tom is also one of the founder members of FRANK water – a UK social enterprise which supports global clean water projects by selling bottled water in the UK. His main passions include the environment, ethical consumerism, literature and adventure.



Simon Pickard,
EABIS, Belgium

Since 2006, Simon Pickard has served as Deputy Director of the European Academy of Business in Society (EABIS), Europe's reference network on corporate responsibility issues in research, education and training. He is responsible for managing the implementation of its strategy and its multi-million Euro portfolio of projects addressing the corporate and European research priority agendas and their implications for management development. He also heads up its external relations programme – with 80 members in 19 countries and its affiliate outreach of more than 2000 organisations – and leads EABIS' diverse international team headquartered in Brussels. As a representative of EABIS, he has contributed to various advisory groups, including the University of Bath Centre for Action Research and AccountAbility's 'Responsible Competitiveness' report. Simon's / Mr. Pickard's professional experience is in the field of international education.

Before returning to Europe, he was Executive Director of Oxbridge Academic Programs, a not-for-profit organization based in New York, USA. Under its auspices, he was responsible for the creation and implementation of various intensive summer schools and professional development seminars, all based at the Universities of Oxford and Cambridge or in Paris. His academic background includes an MA in Modern Languages from Oxford University and an MBA from HEC Paris, where among other accomplishments he received the Class of 2006 Leadership Award.



Lyra Jakulevičienė,
United Nations Development Programme, Lithuania

Lyra Jakulevičienė has started her career in the United Nations Organisation since 1997. Before joining the United Nations Development Programme (UNDP) she served as a Liaison Officer for the United Nations High Commissioner for Refugees in Lithuania. In 2003 Lyra contributed to the establishment and led the Cross-Border Cooperation Secretariat in Kyiv, Ukraine. Having joined UNDP in Lithuania in 2004 as an advisor to the UN Resident Coordinator, Lyra Jakulevičienė was appointed as the Head of UNDP Office in Lithuania in the beginning of 2006. Among other duties, since mid-2004 she has been responsible for launching of the UN Global Compact initiative in Lithuania and promotion of socially responsible business among the Lithuanian business community. Lyra has contributed to the establishment of the National Responsible Business Network

in Lithuania and currently also serves as a focal point for the network vis-à-vis the UN Global Compact Office in New York. Since October 2006 she is also a Regional Coordinator for the 8 countries' Project on promotion of CSR. Lyra Jakulevičienė is an author of a dozen of articles, including on the issue of CSR, she has lectured in a number of international and national CSR events. Lyra holds a PHD in social science (law), lectures at Mykolas Romeris University. In 2007 Lyra was elected as the chair of the Board of the first label of transparent business in Lithuania.



Vladimir Shopov,
Social and Political Research at Alpha Research Ltd, Bulgaria

Vladimir Shopov is a Manager of Social and Political Research at Alpha Research Ltd in Sofia. Some of his previous employment positions include University Lecturer in Politics at Sophia University, "St. Kliment Ohridski", Counselor at the Bulgarian Mission to the EU, Brussels and EU Advisor at the British Embassy in Sofia. He is a non-resident Senior Fellow at the Institute for International and Regional Studies, Sofia. He lectures at Sophia University and the Diplomatic Institute at the Bulgarian Ministry of Foreign Affairs. Mr. Shopov holds an MA in Political Science from Sophia University, Sofia, Bulgaria and an MSc in Comparative Politics from the London School of Economics and Political Science. He has also studied at Oxford University, the New School for Social Research, New York, California University at Sonoma and Queen Mary College, London University.



Mislav Ante Omazić,
School of Economics, Zagreb University, Croatia

Mislav Ante Omazić, Assistant Professor, Graduate School of Economics and Business, University of Zagreb. (*1971 in Zagreb). His areas of interest are corporate social responsibility, change management, project management and organizational culture. His hobbies are basketball, football and contemporary art.



Settar Dinler,
CSR Association, Turkey

Settar Dinler is civil society activist in Turkey, he has found the International Youth Award for young people in Turkey, Turco British Fellowship Association, member of Turkish Public Health Association and former member of board of directors for Human Resource Foundation. He take active role on several Youth and Social Dialogue Project. Currently Settar Dinler is the founder Director of Board of Directors for Corporate Social Responsibility Association in Turkey.



Jadranka Ivankovic,
Podravka company, Croatia

Jadranka Ivanković, Assistant to the Board President for CRM, Podravka d.d., Koprivnica, Croatia, (since2004.) 2001. – 2004. Executive Manager Strategic Business Unit, Podravka d.d., Koprivnica, Croatia, 2000. Board member "Podravka" d.o.o. Ljubljana, Slovenia, 1997. - 1999. Marketing Director, "Podravka" d.d., Koprivnica, Croatia. 1997. – MBA, IEDC, Brdo near Kranj, Slovenia, 2005. Master degree (M. Sc.), Postgraduate Study "Business Administration", Faculty of Economics, Zagreb, Croatia. Member of working group for preparation negotiations of the individual chapters R Croatia EU (representative of Croatian Employers Association), member of Local Agenda 21, city Koprivnica, member of supervisory board Toruist association of city Koprivnica, president of the Culture & Art Society (KUD) "Podravka". Lecturer at Vern, Business College, Zagreb, Croatia.



Natalija Ziminienė,
The Ministry of Social Security and Labour, Lithuania

Since 1996, Natalija Ziminienė has been closely involved into the activities related to human resources development in Lithuania, analysis on trends of labour supply and demand, education and labour market statistics. In 2000, N. Ziminienė as a thematic expert temporarily employed by the European Training Foundation prepared the publication "Key Indicators-2000". Starting from May 2004, N. Ziminienė as a civil servant of the Ministry of Social Security and Labour of the Republic of Lithuania, has been responsible for drafting legal acts, strategic and programming documents (e.g., National action Plan on Employment, National Reform Programme in Lisbon process) on employment issues, preparation of Lithuanian positions / opinions on employment policy matters. She is a leading expert on CSR issues in the Ministry and a contact person for CSR-related initiatives both nationally and internationally. For the last two years N. Ziminienė is a member of the Employment Committee (EMCO) and EMCO Indicator group.



Penka Yordanova Tsvetkova,
Bulgarian Charities Aid Foundation, Bulgaria

Penka Tsvetkova, graduated at the University of Plovdiv, P. Hilendarski, MA in English Philology in 1997, Plovdiv, Bulgaria; specialized in Marketing and Management and has a Post graduate Certificate as PR consultant for NGOs. She joined the Bulgarian Charities Aid Foundation in October 1997 after some time at the commercial sector and the Open Society Foundation. During 1998-2002 she was mainly involved in development and management of BCAF's grant-making programmes, with a focus on local resource mobilization for local NGOs (DemNet programme1999-2002). Since 2002 is involved in introduction of pay-roll giving in companies in Bulgaria, work on Cause related marketing, matching programmes, etc. In 2004 took the position of Corporate Services Manager, responsible for the development and management of the services and programmes for corporate and individual donors of BCAF. During the last 2 years she managed some of the key corporate clients' programmes of BCAF, incl. Globul, Unicredit Bulbank, Kraft Foods Bulgaria, AVON Cosmetics, KAI Group, etc. Since October 2006 she was appointed the position of Acting Director of BCAF, responsible for the overall management of the organization.



Boleslaw Rok,
The Centre for Management Training, Warsaw University's School of Management, Poland

Boleslaw Rok is an Associate Professor at Business Ethics Centre, Leon Kozminski Academy of Entrepreneurship and Management in Warsaw. Also lecturer at the International MBA Programme, The Centre for Management Training, Warsaw University's School of Management. Consultant and lecturer to many professional associations and societies, partner at consultancy Responsible Enterprise Poland. Cooperating with Harvard Business Review Poland, author of the first in Poland CSR Index for companies with Manager Magazine. Facilitator to the CSR Working Group in the Ministry of Labour. He is the founder and vice President of the Responsible Business Forum, affiliated to CSR Europe, member of the "Mainstreaming CSR among SMEs" expert group at the European Commission, Enterprise and Industry Directorate-General. Member of the CSR

Platform at European Academy of Business in Society. Member of the European Business Ethics Network. He was working with the Social Accountability International and Social Venture Network Europe, UN Global Compact, World Bank and some other organizations. Guest co-editor of the special issue of Corporate Governance. The International Journal of Business in Society. Corporate Responsibility and Competitiveness.



Vidmantas Adomonis,
Ministry of Environment, Lithuania

Vidmantas Adomonis was born on 24 March 1947 in Kaunas, Lithuania. In 1972 he graduated from Kaunas University of Medicine as a Master of Biophysics. From 1972 till 1990 he worked at the Institute for Cardiovascular Research of Kaunas University of Medicine holding positions of a junior researcher, senior researcher, and head of laboratory. In 1984 at the Institute for Biological Testing of Chemicals (Moscow) he defended a thesis of PhD in Biophysics. Fields of his research were bioelectricity and excitable membranes of cells. In 1990 he was elected a Councillor of Kaunas municipality and a Mayor of Kaunas city. In 1991 he was elected a Director of the Institute for Biomedical Research of Kaunas University of Medicine and was holding this position till 1997. In 1997 he was

appointed a Vice-minister at the Ministry of Public Administration and Local Authorities. From 2001 he works at the Ministry of Environment. At present he holds a position of a Director of the Department of Common Affairs of the Ministry and a position of an Associate Professor at the Mykolas Romeris University.



Jacek Dymowski,
Telekomunikacja Polska, Poland

Head of CSR, Telekomunikacja Polska (Poland). As a Head of CSR of "Telekomunikacja Polska (TP) Group", Jacek Dymowski coordinates the Company's CSR Programme. He is strategist, rather than expert on corporate communication. Previously to focusing on CSR, he was responsible for TP's marketing strategy of Internet access products (2001-2005). Before joining Telekomunikacja Polska, Mr. Jacek Dymowski worked for Arthur Andersen before moving to TP. He is a graduate of Warsaw School of Economic and Oxford Brooks University.



Benan Vey,
Hey Textile Company, Turkey

Benan Vey, VP Marketing and Corporate Social Compliance at Hey Group, consulting TGSD (Turkish Clothing Manufacturers Association), attending the projects of social compliance with NGOs and universities as trainer and speaker. Current trainer of Improving Social Standards of the Turkish Textile Sector Project, with BCSI, SAI and ITKIB (Istanbul Textile & Apparel Exporters' Association). July 2006; Jo-In Project Trainer. 2002 – 2006, Reebok Human Rights Manager of Europe & the Middle East. 2000 –2002 Social Compliance Manager of Turkey, Middle East and Eastern Europe, Nike Inc. 1999 –2000 Human Rights Manager, Li & Fung Europe Sourcing. Based in Istanbul, Turkey. Medical Doctor, Istanbul University of Faculty of Medicine graduate.



Michal Kišša,
Pontis Foundation, Slovakia

Michal Kišša has been working in Pontis Foundation as a program officer since 2007. He is working in the field of corporate social responsibility. Michal Kišša is responsible for cooperation with international NGOs and initiatives, such as Global Reporting Initiative and Global Compact. He is also a co-editor of bi-monthly BLF Newsletter. Michal Kišša has received his master degree in Political Sciences and English Language and Literature at the University of Constantine the Philosopher in Nitra, Slovakia. After the university, he spent one year in Spain as a teacher of English language.



Nikica Kusnikova,
Center for Institutional Development, Macedonia

Nikica Kusnikova, Philanthropy Development Manager at the Center for Institutional Development (CIRa) from Skopje, Macedonia. She holds Joint European Master Degree in Comparative Local Development at the University of Trento, University of Regensburg and Corvinus University from Budapest. For the last eight years she works in international support development programs. Beyond her professional engagements, for sixteen years she is activist and leader in the NGO sector in particular animal rights and at the moment serves as a member of the Executive Board for the Society for protection of Animals SRNA from Skopje.



Martina Etlinger,
Croatian Banking Association, Croatia

Martina Etlinger of Croatia received her B.A. in Economics and International Relations from Beloit College, Wisconsin USA. She worked at the Associated Bank, USA in International Banking Department. Upon returning to Croatia, she became firstly Project Manager, later Advisor at the Croatian Banking Association. At the CBA, she is active in topics such as the payment system, some legal and ALM areas, interaction of the CBA and various institutions and stakeholders relevant to the banking industry. Lately she is largely involved with the CSR project done in mutual collaboration of banks and UNDP. In her spare time, Martina enjoys reading, engaging with friends and family, also loves sightseeing, cuisine, skiing and swimming.



Ida Petrik,
Hungarian Association for Environmentally Aware Management, Hungary

Ida Petrik, M.Sc. in Engineering and Management, has been working at the Hungarian Association for Environmentally Aware Management (KÖVET-INEM Hungária- the Hungarian member of INEM and CSR Europe), for 3 years, since October 2006 as deputy director. 2002- Budapest University of Technology and Economics, economical studies, specialized in Rural Development. In 2007 diploma on Business Ethics. She participated, leaded and supervised EU funded and company projects on environmental, sustainability and social responsibility issues. Her hobbies are travelling and reading.