



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

**Regional CSR Conference for business and stakeholders
"CSR in the New Europe: Challenges and Solutions"**

Date: 26 June, 2007

Venue: Hotel Le Plaza, Boulevard Adolphe Max 118-126, Brussels

AGENDA

8:00 – 9:45 **Registration of participants**

9:45 – 10:00 **Opening of the Conference and Introductory remarks on Corporate Social Responsibility in Eastern and Central Europe**, *Ms. Kori Udovički, UN Assistant Secretary-General, Director of UNDP Regional Bureau for Europe and CIS*

10:00 – 10:20 **Key note address "Sustainability and CSR importance in the European Union"**, *Mr. Richard Howitt, MEP, Rapporteur on CSR*

10.20 – 10.40 **Question and Answer session with a key note speaker**

Chair: Ms. Kori Udovički, Regional Director, UNDP

10:40 – 11:00 *Coffee/tea break*

11:00 – 11:10 **Remarks by the European Commission**, *Mr. Vladimir Špidla, Commissioner for Employment, Social Affairs and Equal Opportunities*

11:10 – 12:10 **Presentation of the European Baseline Analysis Results followed by Question and Answer session**, *Mr. Mark Line and Mr. Robert Braun, the Project International Expert team*

12:10 – 12:40 **Reflections from Project countries: practical examples of trends, challenges, solutions:**

- "What would accelerate the CSR policies in the region?", *Mr. Vladimir Shopov, Manager, Social and Political Research, Alpha Research Ltd (Bulgaria)*
- "How and why this region is different from Western Europe", *Mr. Mislav Ante Omazić, School of Economics, Zagreb University (Croatia)*
- "Why companies are or not interested in CSR", *Mr. Settar Dinler, President of CSR Association (Turkey)*

Moderator: Ms. Constanze Helmchen, Centre for Cooperation with the Private Sector, Germany

12:40 – 14:00 *Lunch with a key note speaker, Mr. Teodor Milev, General Manager of Microsoft Bulgaria*

14:00 – 14:30 **Panel presentations and case examples as introduction to the Workshops:**

- “Business case for CSR”, Ms. Jadranka Ivanković, Customer Relations Manager, Podravka company (Croatia);
- “Government perspective on CSR”, Ms. Natalija Ziminiene, representative of the Ministry of Social Security and Labour (Lithuania)
- “Why to engage NGOs”, Ms. Penka Tsvetkova, Acting Executive Director of Bulgarian Charities Aid Foundation (Bulgaria)

Moderator: Ms. Inés Ruiz de Arana, Spanish Global Compact Network

14:30 – 16:00 **Break-out group discussions:**

- **Workshop A (Paola room):** “Enabling a better environment for CSR through public policies”
Short case studies:

- “Government role in CSR”, Mr. Boleslaw Rok, Associate Professor at International MBA Programme, The Centre for Management Training, Warsaw University’ School of Management (Poland)
- “Green public procurement”, Mr. Vidmantas Adomonis, Ministry of Environment (Lithuania)

Facilitator: Prof. Adrian Henriques, Middlesex University, United Kingdom

- **Workshop B (Theatre Room):** “Successful integration of CSR principles into business strategy: steps and approaches”. Short case studies:

- “Leadership: Strategic Decision for CSR Engagement and Partner Influence”, Mr. Jacek Dymowski, Head of CSR, Telekomunikacja Polska (Poland)
- “Impacts of CSR: motivated employees and better sales”, Ms. Benan Vey, CSR Director, Hey Textile Company (Turkey)

Facilitator: Ms. Michelle Wolfe, CSR Reporting Manager, Aviva plc

- **Workshop C (Memling Room):** “The strength of civil society as a key factor in accelerating CSR in the region: positioning of stakeholders in CSR developments”. Short case studies:

- “How to strengthen NGOs working with CSR”, Mr. Michal Kissa, Program Coordinator, Pontis Foundation (Slovakia)
- “How to engage NGOs in CSR”, Ms. Nikica Kusinikova, Philanthropy Development Manager, Center for Institutional Development (Macedonia)
- “Successful NGO engagement with private sector”, Ms. Martina Etlinger, Advisor, Croatian Banking Association and Ms. Ida Petrik, Deputy Director, Hungarian Association for Environmentally Aware Management (KÖVET-INEM Hungária)

Facilitator: Mr. Tom Alcott, the Social Network Company, United Kingdom

16:00 – 16:20 *Coffee/tea break*

16:20 – 17:00 **Reports from the Workshops and discussion: cross sector dialogue between business, governments and NGOs, summing up and reaching agreement.**

Moderator: Mr. Simon Pickard, EABIS, Belgium

17:00 – 17:30 **Closing remarks and the way forward (next steps in the Project),** Ms. Lyra Jakulevičienė, Regional Coordinator for Regional CSR Project, UNDP Lithuania