

## PROVISIONAL AGENDA



Conference on  
Corporate Social Responsibility  
For Small and Medium Businesses and Advisory Institutions in Bulgaria



Sofia, 12 to 13 June 2007  
*Grand Hotel Bulgaria (Desislava Hall)*

Tuesday, 12 June 2007	
9:00 – 9:30	Registration
9:30 – 10:15	<p><b>Welcome Speeches and opening Remarks</b></p> <p style="text-align: center;">AUSTRIAN EMBASSY H.E. The Austrian Ambassador to Bulgaria, Dr. Karl Diem ♣</p> <p style="text-align: center;">AUSTRIAN TRADE COMMISSION IN BULGARIA Trade Commissioner, Dr. Michael Angerer ♣</p> <p style="text-align: center;">MINISTRY OF LABOUR AND SOCIAL POLICY Minister Ms. Emilia Maslarova ♣</p> <p style="text-align: center;">MINISTRY of ECONOMY AND ENERGY Vice Minister Ms. Nina Radeva ♣</p> <p style="text-align: center;">REPRESENTATION OF THE EUROPEAN COMMISSION IN BULGARIA Mr. Fernando Ponz Canto First Secretary of Delegation of the European Commission in Sofia ♣</p> <p style="text-align: center;">UNDP Resident Representative to in Bulgaria Mr. Neil Buhne ♣</p> <p style="text-align: center;">UNIDO Headquarters Vienna Mr. Kai Bethke Industrial Development Officer</p> <hr/> <p><b>Special Guests</b></p> <p style="text-align: center;">Bulgarian Business Leaders Forum Mr. Stamen Tassev, Ex. Director ♣</p> <p style="text-align: center;">Sofia Chamber of Commerce and Industry Mr. Georgy Chernev, Chairman ♣</p> <p style="text-align: center;">Company M3 Communication Mr. Maxim Behar, Ex. Director</p>
	<p><b>The objectives of the meeting</b></p> <p style="text-align: center;">Mr. Malcolm Bird European Management Centre (EMC)</p>
10:15 – 10:45	<p>Presentation: <b>The Importance of CSR for SMEs (Focus on Business Case)</b> Mr. Kai Bethke, UNIDO, Vienna</p>
10:45 – 11:00	<i>Coffee Break</i>

11:00 – 11:45	<b>Recent Developments on a Global Level</b>	
	Presentation: 11:00 – 11:15	<b>Global Compact Initiative (GC Local Network Bulgaria)</b> <i>Ms. Maya Nyagolova, UNDP Bulgaria</i> <i>Mr. Stamen Tassev, Bulgarian Business Leaders Forum</i>
	Presentation: 11:15 – 11:30	<b>International Standardization – towards ISO 26000</b> <i>Mr. Mitko Vl. Mirtchev, Club 9000</i>
	Presentation: 11:30 – 11:45	<b>Supply Chain Requirements</b> <i>BBLF</i>
11:45 – 12:15	<b>Recent Developments on EU Level</b>	
	Presentation:	<b>EU: CSR Requirements, Recent Developments and Future Plans</b> <i>Mr. Fernando Ponz Canto, First Secretary of Delegation of the European Commission in Sofia</i>
12:15 – 13:00	<i>Briefing Session for the Local Media</i>	
12:15 – 13:45	<i>Lunch</i>	
13:45 – 14:45	<b>Recent Developments on National Level</b>	
	Presentation: 13:45 – 14:00	<b>Overview – CSR Development in the Country</b> <i>Mr. Georgi Tabakov, BULGARIA ECONOMIC FORUM</i>
	Presentation: 14:00 – 14:15	<b>Macro-Level: Framework Conditions for CSR Development (legal requirements, incentives, initiatives, etc.)</b> <i>Ms. Boryana Dimitrova, Executive Director, Alpha Research (market and social research)</i>
	Presentation: 14:15 – 14:25	<b>Meso-Level: Overview of CSR Initiatives (Institutions, NGOs, business associations, etc.)</b> <i>Ms. Elitsa Barakova, Executive Director, Bulgarian Charities Aid Foundation</i>
	Presentation: 14:25 – 14:35 14:35 – 14:45	<b>Micro-Level: SME Case Studies</b> <i>Mr. Kiril Vatev, Company Tandem</i> <i>Mr. Krasimir Enimanev, Expert, University of Rousse</i>
14:45 – 15:15	Panel Discussion	<b>The Role of the Government in Promoting CSR</b>
15:15 – 15:30		<b>Conclusion</b>  Led by Mr. Malcolm Bird
15:30	End of the first meeting day	
19:00	<b>Cocktail Party</b>	

Wednesday, 13 June 2007		
9:00 – 9:45	<b>UNIDO's Approach to CSR – Completed and Ongoing Projects in the Region (UNIDO)</b>	
	Presentation: 9:00 – 9:20	<b>Responsible Entrepreneurs Achievement Programme (REAP)</b> <i>Mr. Kai Bethke, UNIDO, Vienna</i>
	Report: 9:20 – 9:45	<b>UNIDO CSR Project in Croatia</b> <i>Ms. Morana Belamarić Šaravanja, Project Manager, Croatian Cleaner Production Centre (CCPC)</i>
9:45 – 11:00		
9:45 – 10:00	Presentation I. – <b>The Importance of Sustainability Reporting</b> <i>Mr. Emil Asenov, University of National and World Economy</i>	
10:00 – 10:05	Questions	
10:05 – 10:20	Presentation II. – <b>Environmental Responsibility</b> <i>Mr. Carsten Germer, UNDP Consultant</i>	
10:20 – 10:25	Questions	
10:25 – 10:40	Presentation III. – <b>The SSCI members experience in the corporate social responsible business</b> <i>Mr. Georgy Chernev, Chairman, SSCI</i>	
10:40 – 10:45	Questions	
10:45 – 11:00	Presentation IV – <b>Workers' Health and Safety</b> <i>Mr. Dimitar Matev, Balkan Institute for Labour and Social Policy</i>	
11:00 – 11:05	Questions	
11:05 – 11:20	Presentation V. – <b>Corruption Prevention in the Private Sector</b> <i>Ms. Diana Kovacheva, Executive Director, Transparency International Bulgaria</i>	
11:20 – 11:25	Questions	
11:25 – 11:40	Coffee Break	
11:45 – 12:35	<b>Towards Responsible Competitiveness: The Triple Bottom Line (TBL) Approach for Upgrading SMEs in Bulgaria</b>	
	Presentation: 11:45 – 12:00	<b>Productivity</b> <i>Mr. Kai Bethke, UNIDO, Vienna</i>
	Presentation: 12:00 – 12:25	<b>Environmental Domain</b> <i>Ms. Morana Belamarić Šaravanja, Project Manager, Croatian Cleaner Production Centre (CCPC)</i>  <b>Case Study: Environmental awareness and management in the Hungarian manufacturing sector (obstacles for SMEs)</b> <i>Mr. Gábor Harangozó, Hungarian Cleaner Production Centre</i>
	Presentation: 12:25 – 12:35	<b>Issues of Social Concern</b> <i>Ms. Manuela Boesenhofer, UNIDO, Vienna</i>
12:35 – 13:45	Panel	<b>Questions &amp; Answers</b>
13:45 – 14:00	Closing	<b>Conclusions – Mr. Kai Bethke, UNIDO Vienna</b>
14:00	Cocktail & Finger food	

