

DRAFT AGENDA

CONFERENCE ON
CORPORATE SOCIAL RESPONSIBILITY
FOR SMALL AND MEDIUM BUSINESSES AND ADVISORY INSTITUTIONS IN
SERBIA

BELGRADE, 26 JUNE 2007

Serbian Chamber of Commerce – 15 Resavska St., Main Hall - Conference Room

Tuesday, 26 June 2007	
9:00 – 9:30	Registration
9:30 – 10:00	Welcoming Speeches - Opening Remarks
	Moderator: Mr. Prof. Mihailo Crnobrnja (<i>Director, FEFA Institute</i>)
	Mr. Kai Bethke (<i>UNIDO Headquarters, Vienna</i>)
	Mr. Stojan Jevtic (<i>President, Serbian Chamber of Commerce</i>)
	Mr. Dusan Vasiljevic (<i>OSCE Mission to Serbia, Head of Economic and Environment Dept.</i>)
	Purpose and Objectives of the Meeting: Mr. Neven Marinovic (<i>SMart Kolektiv - Responsible Business Initiative Focal Point</i>)
10:00 – 10:30	The Importance of CSR for SMEs (Focus on Business Case)
	Presentation: <i>Mr. Kai Bethke UNIDO, Vienna</i>
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 11:15	Recent CSR Developments on a Global Level – Implications on SMEs
	Presentation: <i>UN Global Compact Initiative (Mr. Rastislav Vrbensky, DRR UNDP Serbia)</i>
	Presentation: <i>CSR - Supply Chain Requirements (Lafarge, Serbia)</i>
11:15 – 11:35	Recent CSR Developments on EU Level – Implications on SMEs
	Presentation: <i>CSR Recent Development and Future Plans (Ms. Jelica Minic, European Movement in Serbia)</i>
	Presentation: <i>Regional Project: Establishment of CSR in SEE countries (Mr. Dejan Trifunovic, Serbian Chamber of Commerce)</i>
11:35 – 12:00	Discussion (Questions and Answers)
12:00 – 13:00	<i>Lunch</i>
	<i>(Press Conference: 12:00 – 12:30)</i>
13:00 – 14:00	Recent CSR Developments on National Level – Implications on SMEs
	Presentation: <i>Overview - CSR Development in the Country (Mr. Neven Marinovic, SMart Kolektiv)</i>

	Presentation:	<i>Macro-Level: Framework Conditions for CSR Development (Mr. Jovan Protic, UNDP Project Manager, Office of Deputy Prime Minister)</i>
	Presentation:	<i>Meso-Level: Towards ISO 26000 (Ms. Branislava Milovanov, President of the National Commission for ISO 26000 standard)</i>
	Presentation:	<i>Micro-Level: Implementing CSR standards medium-sized company (TELEFONIJA - Belgrade, Serbia)</i>
	Presentation:	<i>Micro-Level: Implementing CSR in small company (Afrodite Mode Collection-AMC, Belgrade, Serbia)</i>
14:30 – 15:00	Coffee Break	
15:00 – 16:00	UNIDO's Approach to CSR	
15:00 – 15:20	Presentation:	Responsible Entrepreneurs Achievement Programme – REAP (<i>Mr. Kai Bethke, UNIDO Vienna</i>)
15:20 – 15:40	Presentation:	CSR in Practice - UNIDO CSR Project in Croatia (<i>Ms. Manuela Boesenhofer, UNIDO Viena & Ms. Vesna Zmak, SIPRO, Croatia</i>)
15:40 – 16:00	Presentations:	Case Study I: Environmental Responsibility in practice – implementation in Serbian SMEs (<i>Ms. Ivanka Popovic, Serbian Cleaner Production Centre</i>) Case Study II: Environmental awareness and management in the Hungarian manufacturing sector (obstacles for SMEs) (<i>Mr. Gábor Harangozó, Hungarian Cleaner Production Centre</i>)
16:00 – 16:15	Discussion (Questions and Answers)	
16:15	Closing	