



**Multi-Stakeholder Conference on
Corporate Social Responsibility
and Social Inclusion
in South Eastern Europe**

November 4th – 5th, 2008

**Serbian Chamber of Commerce
Resavska 13-15
Belgrade, Serbia**

Invitation

Bonn/Bratislava, October 6th, 2008

Dear Sir or Madam,

In the last few years the concept of Corporate Social Responsibility (CSR) is attracting attention worldwide.

South Eastern Europe (SEE) is not exception in that regard. Increasing number of entrepreneurs, governments and non-governmental organisations in the region tend to see CSR as a promising way to address social exclusion and narrow the gap between the rich and the poor. In addition, CSR strengthens the competitiveness of enterprises and national economies, promotes sustainable economic development and supports the EU accession reforms in SEE.

During the past 18 months of project work, we have learnt that companies in SEE are already doing a lot in solving social problems. We would like to support that – and this is one of the major purposes of the Multi-Stakeholder Conference on CSR and Social Inclusion in South Eastern Europe, to be held on November 4-5th 2008 in Belgrade.

The Conference is supposed to take stock of the activities of enterprises, governments, NGOs and international organisations. It will provide a forum, where strategies, approaches and hitherto achieved results can be discussed and objectives as well as concepts for the future implementation of CSR can be developed.

All this is a set of opportunities. We can utilize them only in dialogue with relevant stakeholders like you. Thus, we cordially invite you to take part in the conference and contribute to the success of this important event.

To enable us to finalise planning, we would be most grateful for early confirmation of your participation in the conference, by October 15th, 2008 the latest.

If you would like to accept this invitation, please respond to Mr. Dejan Trifunovic at the Serbian Chamber of Commerce (email: dejan.trifunovic@pks.co.yu, Phone (+381 11) 33 00 988, (+381 11) 33 00 989).

For more information, please refer to our draft programme and registration details below and don't hesitate to contact us.

We very much look forward to receiving your confirmation and welcoming you in Belgrade.

Sincerely,

On behalf of InWEnt gGmbH –
Capacity Building International,
Germany:



Luiz Ramalho,
Director Sustainable Business
Development

On behalf of the
Serbian Chamber of
Commerce:



Miloš Bugarin
President

On behalf of the United Nations
Development Programme:



Andrey Ivanov, Poverty Practice
Leader a.i., UNDP Bratislava
Regional Center

Draft Agenda

Monday, November 3rd 2008

ARRIVAL OF PARTICIPANTS AND INFORMAL GET-TOGETHER

Tuesday, November 4th 2008

STARTING POSITION – CSR PROGRESSES IN SOUTH EASTERN EUROPE BY COMPARISON

08.30 Registration of participants

09.00 Welcome and introductory remarks

Mirko Cvetković, Prime Minister of the Serbian government (tbc)

Luiz Ramalho, Director Sustainable Business Development, InWEnt - Capacity Building International, Germany

Miloš Bugarin, President of the Serbian Chamber of Commerce

Rini Reza, Deputy Resident Representative, UNDP Serbia (tbc)

Radovan Jelašić, Governor of the National Bank of Serbia, UN Global Compact Initiative Serbia

09.30 Strategies, approaches and tools to the introduction and promotion of CSR in South Eastern Europe - an interim statement

Baseline Study on CSR Practices in South Eastern Europe (UNDP, Eyyub Hajiyev, International expert)

- Presentation of the findings of the UNDP project Baseline study on CSR Practices in South Eastern Europe
- Key findings on CSR practices in SEE, and recommendations targeting governments, businesses and civil society to advance the CSR agenda in SEE

Economic Development through CSR Capacity Building in South Eastern Europe (InWEnt - Capacity Building International, Germany, Jeanette Funke, Head of Division Sustainable Technologies, Industrial and Urban Development)

- Presentation of the programme Regional Economic Development and Establishing CSR in South Eastern Europe
- CSR Capacity-Building approach for South Eastern Europe – strategies, measures and results

CSR as Part of the Investment Strategy for South East Europe (OECD, Rainer Geiger, Co-Chair Investment Compact for South East Europe)

The CSR Coordinative Body in Macedonia (Goran Lazarevski, president of the Coordinative Body) (tbc)

09.45 - 10.15 Side event: Press Conference

11.00 Coffee/tea break

Parallel: Display „Enterprises as a motor of CSR in South Eastern Europe“

CSR Award Winners 2007 present their CSR projects and initiatives

11.30 Corporate Social Responsibility as a Contribution to Social Inclusion

Impulse presentation linking CSR and Social Inclusion (Susanne Milcher, UNDP, Poverty and Economic Development Policy Specialist)

- Presentation on what is Social Inclusion and how CSR practices can contribute to it
- Illustrations from real life case studies

Executive Development Programmes on Inclusive and Sustainable Business (Djordjija Petkoski, Head of Business, Competitiveness and Development team, World Bank Institute)

- Presentation of the World Bank Institute's Executive Development Programmes on Inclusive and Sustainable Business
- Approaches, measures and results

12.30 Lunch

13.30 Group work session I

Stakeholders from politics, economy and society discuss in break out groups which economical, political and social goals can be reached by CSR and how CSR can contribute to social inclusion and more competitiveness on the global market.

15.00 Coffee/tea break

15.30 Come together

Break out groups exchange the results of their group work and provide mutual feedback. Afterwards, each break out group will have the opportunity to meet again to discuss a revision or completion of results.

16.30 Results and achievements of the day

Moderators' summary

17.30 End of 1st day

Wednesday, November 5th 2008

PERSPECTIVES FOR SOUTH EASTERN EUROPE - APPROACHES AND MEASURES FOR THE FURTHER DEVELOPMENT AND IMPLEMENTATION OF CSR

09.00 Introduction

09.15 Group work session II

Participants discuss in break out groups which goals are supposed to be achieved during the next two years, how they want to proceed and which general framework is necessary to be successful. Additionally, it will be considered in which issues a regional (SEE-wide cooperation) is necessary and applicable.

10.45 Coffee/tea break

11.15 Plenary session

Break out group reports, summary of results.

12.15 Closing session

Summary of results and achievements, follow-up activities, evaluation and feedback.

13.00 End of the Conference

Contact

Registration

Serbian Chamber of Commerce

Dejan Trifunovic

Resavska 13-15
11000 Belgrade, Serbia

Phone +381 11 33 00 988
Fax +381 11 33 00 989

Email: dejan.trifunovic@pks.co.yu

ILTIS GmbH

Meri Eremut-Marinic

Roentgenstraße 15
72108 Rottenburg, Germany

Phone +49 7472 9839-60
Fax +49 7472 9839-22

E-Mail: meri.eremut-marinic@iltis.de

Organisation

InWEnt - Internationale Weiterbildung und Entwicklung gGmbH Capacity Building International, Germany

Gabriele Eilsberger

Friedrich-Ebert-Allee 40
53113 Bonn, Germany

Phone: +49 228 - 44 60 - 1 245
Fax: +49 228 - 44 60 - 1 480

Email: gabriele.eilsberger@inwent.org

UNDP, Bratislava Regional Centre for Europe and the CIS

Pascale Bonzom, Private Sector Engagement Policy Specialist

Grosslingova 35,
811 09 Bratislava, Slovak Republic

Phone: +421 2 59337 417
Fax: +421 2 59337 450

Email: Pascale.bonzom@undp.org