

INTEGRATING SUSTAINABILITY INTO BUSINESS OPERATIONS: implications from RESPONSE project for business and educators in CEE

Friday, June 6, 2008

Agenda

- 09:00 Registration
- 10:00 Welcome and Introductions
- 10:15 **Dr. Pablo G. Collazzo-Yelpo**, Director of Academic Affairs, European Academy of Business in Society
Introduction to the European CSR research and learning landscape, major actors involved
- 10:30 **Dr. Maurizio Zollo**, Academic Director of Project RESPONSE, Università Bocconi and INSEAD
Presentation of 7 key insights of RESPONSE project
- 11:00 Question & answer session
- 11:15 Coffee-break
Presentation of the educational programs addressing CSR (front hall)
Conference with the press (main hall)
- 11:45 **Volodymyr Vorobey**, PPV Knowledge Networks, previously with European Academy of Business in Society, CSR Europe
Launch of the CSR Community of Practice and the portal
- 12:00 **Mirella Panek - Owsianska**, Responsible Business Forum (Poland), Director General

CSR trends in CEE region and Poland
- 12:15 **Elena Panova**, United Nations in Ukraine, Public-Private Partnership Officer, Coordinator of the Global Compact Network in Ukraine

Regional and National CSR practices: baseline study on CSR practices in new EU members states and candidate countries
- 12:30 **Implications of RESPONSE for business**
Session 1: "Integrating sustainability into everyday business processes"

Prof. Peter Neergaard, Department of Operations Management at Copenhagen Business School, Denmark

Olexandra Zayarna, Corporate Social Responsibility Manager, System Capital Management, Ukraine

Oleksandra Voloshchuk, Manager of social and image projects, Communications and PR Department, NADRA BANK, Ukraine
Question & answer session
- 13:45 Conference lunch
- 14:30 Implications of RESPONSE for business
Session 2: "Supporting internal learning and change through stakeholder engagement"

Dr. Boleslaw Rok, Leon Kozminski Academy of Entrepreneurship and Management, Responsible Business Forum

Andrij Khudo, a member of the Supervisory Committee, JSC Concern Galnaftogas, Ukraine

Stanislav Suprunenko, Head of environmental department in the consulting and engineering company CFI "Tebodin Ukraine"

Question & answer session

15:45 Coffee-break

16:00 Implications of RESPONSE for business
Session 3: "Environmental & social challenges as drivers for innovation"

Dr. Maurizio Zollo - Academic Director of Project RESPONSE, Università Bocconi and INSEAD

Courtney Zukoski, Manager of Education Programs, Microsoft Ukraine

Oksana Rudiuk, PR Director, life:)

Question & answer session

17:30 Concluding remarks and follow-up

Yuliya Begma, Director of the Centre for Corporate Citizenship

Olexandra Zayarna, Corporate Social Responsibility Manager, System Capital Management, Ukraine

Courtney Zukoski, Manager of Education Programs, Microsoft Ukraine

Dr. Boleslaw Rok, Leon Kozminski Academy of Entrepreneurship and Management, Responsible Business Forum

Dr. Maurizio Zollo - Academic Director of Project RESPONSE, Università Bocconi and INSEAD