



Global Compact Network
Moldova



THE INTERNATIONAL CONFERENCE

“CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABLE COMPETITIVENESS”

Organised by:

United Nations Development Program
Global Compact Network Moldova
American Chamber of Commerce in Moldova
the Eurasia Foundation Moldova Representative Office

October 30, 2009 Chisinau, Moldova

Venue: Leograd Hotel & Convention Center

AGENDA

08:30 – 09:00 Participants' Registration/ Networking Coffee & Tea

Opening Plenary (*Nistru Room*)

09:00 – 09:30 **Moderator: Eugeniu Josan** - President of the Council of Coordinators, Global Compact Network Moldova

Kaarina Immonen, UNDP Resident Representative in Moldova
Welcome speech

Asif J. Chaudhry, U.S. Ambassador to the Republic of Moldova
Welcome speech

Valentina Buliga, Minister of Labour, Social Protection, and Family of RM
Welcome speech

Plenary Corporate Social Responsibility - Current Trends

09:30– 11:00 **Moderator:** Eugeniu Josan - President of Council of Coordinators, Global Compact Network Moldova
Introduction on “GO GREEN” National Campaign

Topics for discussion:

- “CSR, SMEs development and the role of public policy” - Natascha Weisert, Industrial Development Officer Private Sector Development Branch, UNIDO Austria
- “CSR, competitiveness and innovation” - Minna Pajala-Hammar, Head of Corporate Responsibility for TeliaSonera Group Sweden



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- “What CSR implies and how SMEs can use it as advantage for their export” - Bart Slob, CSR Expert, CBI the Netherlands
- “CSR from a financial perspective: what is the role of banks as facilitator, promoter, and supporter of CSR?” - Geert Jan Schuite, Consultant, Triodos Facet the Netherlands
- “CSR through media eyes: how to be effective for companies and media?” - Marina Saprykina, Director, Centre for CSR Development Ukraine

11:00 – 11:30 Coffee Break and Networking

Workshops	Practical Application of Corporate Social Responsibility
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11:30– 13:00
(Nistru Room)

Workshop 1: Practical Aspects of CSR for Companies

Moderator: Rodica Verbeniuc, Corporate Communication Unit Head, MOLDCELL
Moldova

Featuring: KPMG Moldova

Bart Slob, CSR Expert, CBI the Netherlands

Geert Jan Schuite, Consultant, Triodos Facet, the Netherlands

Ludmila Ungureanu, Program Manager, Catholic Relief Services Moldova

Topics for discussion:

- “CSR and sustainability in supply chains”
- “The impact of sustainable procurement policies on supply chains”
- “CSR from a financial perspective”
- “CSR, case studies in rural Moldova (Jobs Plus Experience)”

11:30– 13:00
(Begonia Hall)

Workshops 2: CSR in Education Process

Moderator: Lilia Covas, Professors’ Association, the Academy of Economic Studies
of Moldova

Featuring: Marina Saprykina, Director, Centre for CSR Development Ukraine

Dorin Recean, CEO, Millennium Group, Moldova

Corina Borza, Senior Project Officer, Catholic Relief Services Moldova

Topics for discussion:

- “How to apply the CSR principles on education process?”
- “Why universities should introduce the CSR course for the students?”
- “Using CSR case studies from rural Moldova in the education process (Jobs Plus Experience)”

13:00 – 14:00 Networking Lunch (Ambassador Restaurant)