



INTERNATIONAL LABOUR
ORGANIZATION



INTERNATIONAL ORGANISATION
OF EMPLOYERS



АССОЦИАЦИЯ
МЕНЕДЖЕРОВ

RUSSIAN MANAGERS'
ASSOCIATION



COORDINATING COUNCIL OF EMPLOYERS'
UNIONS OF RUSSIA



RUSSIAN UNION OF
INDUSTRIALISTS AND
ENTREPRENEURS

International Seminar

Strategies for Sustainable Development and Corporate Social Responsibility: International Best Practices

29-30 May 2008, Geneva, Switzerland

Information partner: *Vestnik*
of the Russian Managers' Association



Agenda

Strategies for Sustainable Development and Corporate Social Responsibility:
International Best Practices,
29 - 30 May 2008, Geneva, Switzerland

Day One - 29 May 2008, Thursday
Headquarters of the International Labour Organisation, Room XI
4, route des Morillons CH-1211, Geneva 22, Switzerland

14.30 – 15.00	REGISTRATION
15.00 – 15.30	OPENING OF THE SEMINAR Welcome address by the organisers <ul style="list-style-type: none">• Oleg Yermeev, Board Member, International Organisation of Employers (IOE), Vice President, Russian Union of Industrialists and Entrepreneurs (RUIE), Chairman, Coordinating Council of Employers' Unions of Russia (CCEUR)• Michel Barde, Vice President, Europe, International Organisation of Employers• Sergei Litovchenko, Executive Director, Russian Managers' Association• Olga Golodets, Chair of Corporate Responsibility Committee, Russian Managers' Association, Deputy Director-General, Social Policy and Personnel, OJSC MMC Norilsk Nickel
15.30 – 17.00	PLENARY MEETING The interaction of business, state and society in the resolution of key social development issues Moderator: <ul style="list-style-type: none">• Oleg Yermeev, Board Member, International Organisation of Employers (IOE), Vice President, Russian Union of Industrialists and Entrepreneurs (RUIE), Chairman, Coordinating Council of Employers' Unions of Russia (CCEUR) Presentations: <ul style="list-style-type: none">• Mechanisms of business-to-government interaction in addressing strategic issues of Russia's social development <i>Olga Golodets, Chair of Corporate Responsibility Committee, Russian Managers' Association, Deputy Director-General, Social Policy and Personnel, OJSC MMC Norilsk Nickel</i>• Practice of business-to-government interaction in addressing social problems on mature markets <i>Foreign speaker</i>• Social challenges of expanding economies and social policy of the Russian companies <i>Tatyana Maleva, Director, Independent Institute of Social Policy</i>• Social investments of the Russian companies: Key trends and approaches in Performance Management <i>Yuriy Blagov, Director, Centre for Corporate Social Responsibility, St. Petersburg State University</i>• Edgardo Garcia Larralde, Program Manager, Living Earth Foundation, London Discussion. Questions for discussion: <ul style="list-style-type: none">• <i>Key aspects of business-government partnership in addressing social problems</i> <i>Efficiency drivers for business-to-government interaction in pursuit of sustainable development</i>

10.00 – 12.00	<p>INTERACTIVE SESSION</p> <p>Social accountability as an instrument for implementing a strategy for sustainable development</p> <p>Moderator:</p> <ul style="list-style-type: none"> • <i>Elena Feoktistova, Director, Department of Corporate Social Responsibility, RUIE</i> <p>Presentations:</p> <ul style="list-style-type: none"> • Social accountability as an instrument for the responsible conduct of business: Russian practices <i>Elena Feoktistova, Director, Department of Corporate Social Responsibility, RUIE</i> • Preparing and auditing social reports: best practices in project management <i>Foreign speaker</i> • Social accountability in the system of corporate communications <i>Natalia Khonyakova, Director-General, International Project Bureau "Business Culture"</i> • Development and distribution of the GRI reporting standard on developmental sustainability: New challenges and trends <i>Teodorina Lessidrenska, Regional Director, Global Reporting Initiative (GRI)</i> <p>Discussion of presentations, exchange of opinions, questions and comments of participants</p>
12.00 - 12.15	COFFEE BREAK
12.15 - 13.00	<p>Social accountability: experience and problems</p> <p>Moderator:</p> <ul style="list-style-type: none"> • <i>Tatyana Maleva, Director, Independent Institute of Social Policy</i> <p>Presentations:</p> <ul style="list-style-type: none"> • Non-financial report as an instrument of risk management <i>Marina Liborakina, Deputy Director-General, Social Policy and Personnel, JSC RAO "Unified Energy System of Russia"</i> • Ensuring the stakeholders' trust to corporate social accountability <i>Antje Gerstein, Deputy Director, European and International Affairs, Confederation of German Employers' Associations</i>
13.00 – 14.15	LUNCH BREAK

14.15 – 17.00	<p>Social accountability: experience and problems (continued)</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Olga Golodets, Chair of Corporate Responsibility Committee, Russian Managers' Association, Deputy Director-General, Social Policy and Personnel, OJSC MMC Norilsk Nickel <p>Presentations:</p> <ul style="list-style-type: none"> • Aleksandr Bim, Counsellor-Assistant to Director-General, JSC SIBENCO • Marina Mikhaylova, Deputy Director, Corporate Projects, RENOVA Group of Companies / ANPO Institute of Corporate Development (asset management) • A representative of a foreign company • Yana Kotukhova, Public Relation Manager for Russia and the CIS, "Novo Nordisk A/S • Zakhar Boyarintsev, Administrative Manager, Health, Safety & Environment Department, Philip Morris Sale & Marketing LLC • Lyubov Yeltsova, Deputy Director, Social Policy and Personnel, Transpolar affiliate of OJSC MMC Norilsk Nickel
17.00 - 18.00	<p>Panel discussion. Questions for discussion:</p> <ul style="list-style-type: none"> • <i>What objectives do companies try to achieve by issuing social reports?</i> • <i>Who is the key "user" of social reports?</i> • <i>What are the most pressing contemporary problems of project management in the field of social accountability?</i> • <i>How can the quality of a social report be evaluated?</i> • <i>How promising are the alternative formats for presenting information on corporate social responsibility?</i> <p>Moderator:</p> <ul style="list-style-type: none"> • Natalia Khonyakova, Director-General, International Project Bureau "Business Culture"
18.00 – 18.30	<p>SUMMING UP</p> <ul style="list-style-type: none"> • Oleg Yermeev, Board Member, International Organisation of Employers (IOE), Vice President, Russian Union of Industrialists and Entrepreneurs (RUIE), Chairman, Coordinating Council of Employers' Unions of Russia (CCEUR) • Olga Golodets, Chair of Corporate Responsibility Committee, Russian Managers' Association, Deputy Director-General, Social Policy and Personnel, OJSC MMC Norilsk Nickel <p>PRESENTATION OF CERTIFICATES TO RUSSIAN PARTICIPANTS</p> <ul style="list-style-type: none"> • Antonio Penalosa, Secretary-General, International Organisation of Employers*