

Business's Answers to Social Issues

30 January 2013, HUB (Drtinova 10, Prague 5 – Smíchov)

The conference will be held under the auspices of the US Embassy in the Czech Republic

Organisers: Economia and Respekt weekly
General partner: T-Mobile Czech Republic
Partners: Česká spořitelna, Veolia Voda Czech Republic, VIA Foundation, American Chamber of Commerce in the Czech Republic
Expert partner: CSR Consult

**The conference
is intended for:**

- Managing directors, executive directors
- Owners and executives of companies (large companies as well as SMEs)
- CSR managers and team members who participate in implementation of CSR strategies
- Professional public, non-profit sector, media

Conference programme

MORNING

Innovative companies still clearly understand that if they wish to prosper, they are dependent on a healthy and well functioning society and sustainable environment. Therefore, they look for business opportunities in social and environmental issues. By doing so, they benefit society while at the same time strengthening their long-term competitiveness. We will focus on opportunities that are available in the Czech Republic and on how leading Czech companies respond to them.

8:15 am – 8:55 am	Registration of attendees
9:00 am – 9:10 am	Opening of the conference Opening address by moderator Erik Tabery, editor-in-chief of the Respekt weekly
9:10 am – 9:25 am	Opening address by Norman Eisen, US Ambassador to the Czech Republic
9:25 am – 9:50 am	Keynote presentation: Libor Malý, founder of the web portals práce.cz and jobs.cz
9:50 am – 10:15 am	Keynote presentation: Luděk Niedermayer, former Vice-Governor of the Czech National Bank, Consultant at Deloitte Czech Republic
10:15 am – 10:30 am	Coffee Break
10:30 am – 12:00 pm	Panel discussion: Milan Vašina, Managing Director, T-Mobile Czech Republic Ondřej Beneš, Technical Director, Veolia Voda Czech Republic Dita Stejskalová, Managing Director, Ogilvy Public Relations Senta Čermáková, Worldwide Analyst and Press Relations Director, Technology Services and Industries, Hewlett-Packard Martin Hausenblas, Vice-President, Adler International

12:00 pm – 1:15 pm

LUNCH BREAK

AFTERNOON

1:15 pm – 2:45 pm

Parallel workshops focused on practical issues:

Do companies measure the impact of their social responsibility?

More companies are increasingly embracing social responsibility and this engagement should logically contribute to the improvement of the situation in society. Is this really the case? On what basis do companies choose individual topics, do they understand the issues they want to resolve and do they actually contribute to such resolution?

The content guarantor is CSR Consult

The role of the CSR manager or How to convince CEOs?

The position of a CSR manager within a strategically conceived approach to social responsibility extends beyond the limits of PR or marketing. Looking for topics relevant both to business and to society requires understanding of the functioning of the company as well as the needs of the society. How do Czech companies cope with this role and how successful are they in shifting CSR to strategic decision-making and thus to the top management?

The content guarantor is T-Mobile Czech Republic

CSR and unexpected allies

Who can be found that shares the interests of CSR managers and where can companies and CSR managers look for synergies? Even non-profit organisations can be good expert partners for companies; nevertheless, to establish mutually beneficial co-operation, the parties need to better understand each other. What are non-profit organisations good at and what do they need to learn? And why is it good for CSR?

The content guarantor is the VIA Foundation

2:45 pm – 3:00 pm

Coffee break, transfer to the main hall

3:00 pm – 3:15 pm

Conclusion of the conference and closing address by the moderator

3:15 pm – 4:00 pm

Networking at HUB