



ASSOCIATION OF EUROPEAN BUSINESSES

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Round Table organized by the AEB PR & Communications Committee

Corporate social responsibility (CSR): How to measure it? How to manage mutual expectations of business and government?

Friday, June 18th, 2010

10:00-12:10 (registration from 9:30)

Open Event

AEB premises, Conference room, 4th floor, office 7
Moscow, ul. Krasnoproletarskaya, 16, bld.3, entrance 8

Agenda

Moderator: Igor Reichlin, Chairman, AEB PR & Communications Committee

- 9:00 - 9:30 **Registration**
- 10:00 - 10:05 **Introduction**
Igor Reichlin, Chairman, AEB PR & Communications Committee
- 10:05 - 10:35 **“Investor: partner or donor?”**
Presentations by the representatives of regional administrations of the Voronezh, Ulianovsk, Leningrad and Stavropol regions
- 10:35 - 11:05 **“Local government: partner or dependent?”**
Presentations by the representatives of the corporations Ferrero, Knight-Frank, PriceWaterhouseCoopers and Philip Morris
- 11:05 - 11:20 **“Forms of CSR and of the relationship between the government and business”**
Prof. V. Yakimetz (Institute of System Analysis, Academy of Sciences)
- 11:20 - 11:35 **“How to measure CSR? A new approach”**
Prof. G. Tulchinski, (Higher School of Economics, SPB University)
- 11:35 - 12:00 **Debate**
- 12:00 - 12:10 **Conclusion by Igor Reichlin**

Working Languages: Russian & English

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