

# **OPEN INNOVATIONS FORUM 2019**

SESSION: BUSINESS DIALOGUE "RUSSIA-EUROPE"

EVENT PARTNER: ASSOCIATION OF EUROPEAN BUSINESSES

**Prospects for promoting European technologies for  
sustainable development of Russia:**

**CALL FOR SUSTAINIBILITY COMMUNICATIONS PLATFORM**

MARINA TATARSKAYA,  
Chairperson of Public Relations & Communications cross-sectoral committee,  
PR director Ferrero Russia CJSC

21 October 2019, Skolkovo Innovation Centre, Moscow

## GENERAL INFORMATION

- **The Association of European Businesses (AEB) is the main representative body of foreign investors in the Russian Federation.**
- The AEB was **founded** in **1995** on the initiative of a number of European companies that operated in Russia, Ambassadors of EU member countries and the head of the European Commission's Representative Office in the Russian Federation.
- The AEB is an active community of more than **500+ member companies** from the member states of the EU, the European Free Trade Association (EFTA) and other countries, which have business activities with and in the Russian Federation.
- The AEB is an advocate of its members' opinion, generated in over **65 industrial and cross-sectoral committees, subcommittees** and **working groups**.

**500+**

member  
companies

**200+**

events &  
committee  
meetings per year

**6500**

community  
participants

**26**

represented  
countries

# ABOUT GLOBAL COMPACT

## About Global Compact UN Global Compact (UN GC)

- the world`s largest corporate sustainability initiative
- more than 13 000 participants from 170 countries
- more than 88 national networks
- **UN GC framework** – the ten principles in the areas of human rights, labour, environment and anti-corruption - 17 Sustainable Development Goals (SDGs) Agenda 2030.



<http://www.globalcompact.ru/en/about/>

# CSR REPORT AS A TOOL TO SHARE BEST PRACTICES





# FERRERO WAY

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*Since 2011, we have supported the initiative and have played an active role in advancing the United Nations Sustainable Development Goals for the “Agenda 2030”. Finally, our actions are aimed at putting to practice the “Ferrero way of doing things”, such as sharing our values. These remain the same today as they were in the past, and thus create a shared value system for all of our stakeholders, from the People with whom we work, to the communities in which we operate.*

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Our passion for creating the highest quality products defines our everyday activities all the way back to sourcing the very best raw materials. The ‘very best’ not only in terms of product excellence but also in terms of rigorous criteria in sustainability, which we apply all along our value chain in partnership with a multitude of stakeholders.”

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**Giovanni Ferrero**

Executive Chairman – Ferrero Group



<https://www.ellenmacarthur.com>

THE QUESTION IS NOT  
WHETHER A WORLD  
WITHOUT PLASTIC  
POLLUTION IS POSSIBLE,  
BUT WHAT WE WILL DO  
TOGETHER TO MAKE  
IT HAPPEN.

JOIN US AND SIGN THE  
NEW PLASTICS ECONOMY  
GLOBAL COMMITMENT

#GLOBALCOMMITMENT



**VISIT**

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**ellen macarthur cancer trust**  
rebuilding young people's confidence

**Rebuilding young people's confidence**

The Ellen MacArthur Cancer Trust is a national organisation that takes young people aged between 8-24 sailing to help them regain confidence, on their way to recovery from cancer, leukaemia and other serious illness.

[www.ellenmacarthurcancertrust.org](http://www.ellenmacarthurcancertrust.org)



Official website of Ellen MacArthur

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Ellen Bio

Images

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**ELLEN MACARTHUR FOUNDATION**


**Accelerate the transition to the circular economy**

The Ellen MacArthur Foundation works through education, business innovation and thought leadership to accelerate the transition to a regenerative, circular economy.

[www.ellenmacarthurfoundation.org](http://www.ellenmacarthurfoundation.org)



# FERRERO NEW PACKAGING COMMITMENT WITHIN 10TH CSR REPORT ANOUNCED 10.10.2019



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WE HAVE SIGNED THE  
NEW PLASTICS  
ECONOMY GLOBAL  
COMMITMENT

#GLOBALCOMMITMENT

The Ferrero Group announces a new commitment to make all packaging 100% reusable, recyclable, or compostable by 2025

Ferrero has signed the Ellen MacArthur Foundation's New Plastics Economy Global Commitment and is sharing the Foundation's vision of a circular economy for plastics, where plastics never become waste

[#ferrerocrs](#) [#globalcommitment](#) [@circulareconomy](#)

## CALL FOR COOPERATION

*"In light of sustainable development and CSR, the Public Relations & Communications Committee acts as a reliable partner and seeks to increase public awareness of the need to implement responsible business practices, including by inclusion in the agenda of issues such as minimising the operational impact on the environment, using renewable resources, improving production efficiency, etc.*

*The Public Relations & Communications Committee intends to continue to be active in this area and expand cooperation with other AEB Committees to organise and conduct joint meetings that could become an effective platform for expanding interaction with stakeholders. The Committee's plans include holding a medium-term CSR conference for AEB member companies".*



# GAINING SYNERGY EFFECT

AEB Public Relations & Communications committee initiated the dialogue on CSR topics with Russian business associations:

<http://pcpp.pф/committee/>

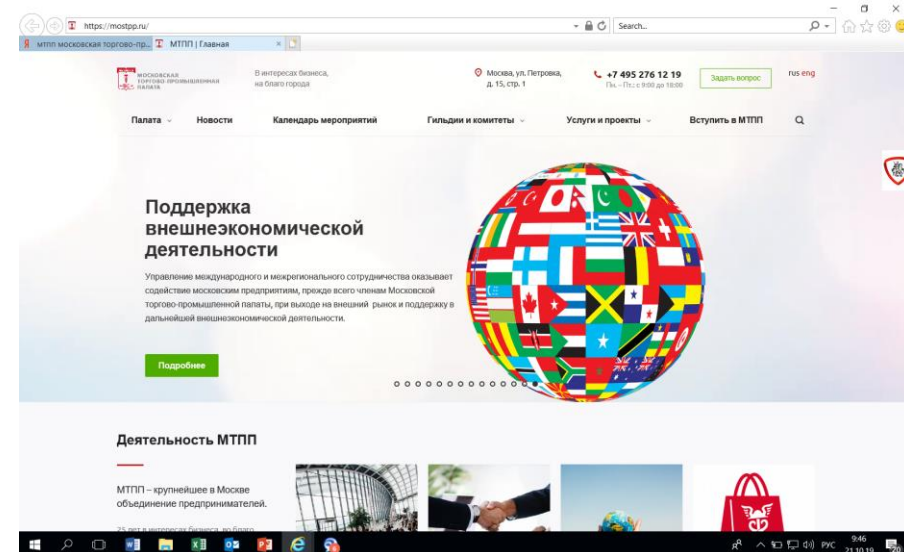
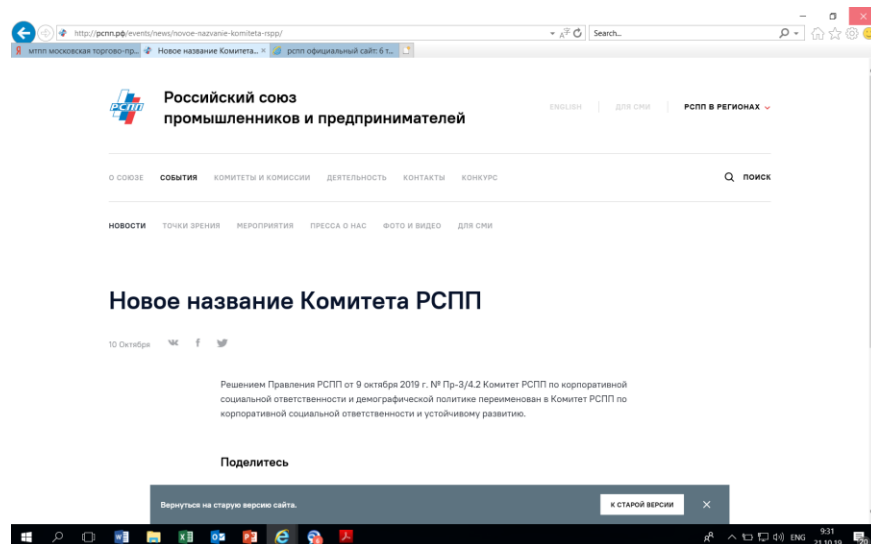


РОССИЙСКИЙ СОЮЗ  
ПРОМЫШЛЕННИКОВ И  
ПРЕДПРИНИМАТЕЛЕЙ

<https://mostpp.ru>



МОСКОВСКАЯ  
ТОРГОВО-ПРОМЫШЛЕННАЯ  
ПАЛАТА





Association  
of European  
Businesses

AEB open event "The role and responsibility of businesses, NGOs and media in promoting the UN Sustainable Development Goals and shaping a CSR culture in society", June 25<sup>th</sup>, 2019



[https://aebrus.ru/en/news/?ELEMENT\\_ID=5845822](https://aebrus.ru/en/news/?ELEMENT_ID=5845822)

## **CALL FOR SUSTAINIBILITY COMMUNICATIONS PLATFORM:**

**WE NEED TO FIND THE WAY PROMOTING BEST CSR  
PRACTICIES IN SUSTAINABLE WAY.**

**COOPERATION IS ESSENTIAL  
TO GAIN SYNERGY EFFECT!!!**



Thank you for our attention!

MARINA TATARSKAYA, Chairperson of Public Relations & Communications cross-  
sectoral committee

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