



Association
of European
Businesses

OPEN EVENT
Language: RUS

25 June 2019
14:00-17:30
(registration 13:30)

Moscow Chamber of
Commerce and Industry
(MCCI), 15 Petrovka str.
bld. 1, Moscow

Open event jointly organized by the AEB PR & Communications Committee and the Moscow Chamber of Commerce and Industry (MCCI)

THE ROLE AND RESPONSIBILITY OF BUSINESSES, NGOS AND MEDIA IN PROMOTING THE UN SUSTAINABLE DEVELOPMENT GOALS AND SHAPING A CSR CULTURE IN SOCIETY

PROGRAM

- Moderators:** **Konstantin Krokhin**, Chairman of the Italian Commission of the Moscow Chamber of Commerce and Industry (MCCI); Director of the branch office of the MCCI in the "New Moscow"
- Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
- 13:30-14:00** **Registration and welcome coffee**
- 14:00-14:20** **Introductory remarks**
Suren Vardanyan, Vice-President, Moscow Chamber of Commerce and Industry (MCCI)
Ruslan Kokarev, AEB Deputy CEO – Chief Operating Officer
- 14:20-14:30** Topic tbc
Elena Feoktistova, Director for Corporate Responsibility, Sustainable Development and Social Entrepreneurship of the Russian Union of Industrialists, and Entrepreneurs (RSPP)
- 14:30-14:40** **Current trends in sustainable business development**
Natalia Zaitseva, Head of the Center for Sustainable Business Development, Moscow School of Management SKOLKOVO
- 14:40-14:50** **Forming values of Sustainable Development and CSR in the business community**
Anna Zolotorevskaya, Chairperson of the Guild for Sustainable Development, CSR and social entrepreneurship of the Moscow Chamber of Commerce and Industry (MCCI)
- 14:50-15:00** **The development of climate agenda in Russia: why is it important for business to participate?**
Anton Gubnitsyn, CEO, Promaco TIAR
- 15:00-15:10** **WWF and business: Russia's practice**
Irina Vorobyeva, Director for Relations with Corporate Partners & Supporters of WWF Russia

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- 15:10-15:20** **New quality of life, responsible consumption and production - key sustainable development objectives**
Olga Shtemberg, Chairperson of the Committee for Supporting Entrepreneurship in the Field of New Quality of Life and Sustainable Development
- 15:20-15:30** **How to inform society on responsible businesses and its social initiatives in partnership with NGOs, authorities and media**
Tatiana Bachinskaya, Editor-in-chief, Business & Society Magazine
- 15:30-15:40** **CSR Report as the main tool for promoting CSR strategies to inform stakeholders**
Marina Tatarskaya, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
- 15:40-15:50** Topic tbc
Evgeniya Shokhina, Director, Social Project Support Fund
- 15:50-16:00** **Corporate social responsibility/sustainable growth in the Russian labour market: supply, demand, trends**
Tatiana Baskina, Deputy Director General, Professional Community Affairs, ANCOR
- 16:00-16:10** **Issues of training managers in the field of CSR and sustainable development**
Svetlana Gerasimova, Programme Director of the Project Office "Strategies and Practices of Sustainable Development", Head of the School of CSR and Sustainable Development of the Moscow International Higher School of Business "MIRBIS" (Institute)
- 16:10-16:30** **Discussion, Q&A session**
Closing remarks by moderators
- 16:30-17:30** **Light buffet & networking**

Working language: **Russian.** Translation is not provided.

Contact person: **Tatiana Morozova**, AEB Committees Coordinator
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