

MONEY CONFERENCES

11 June 2010, Zappeion Exhibition Hall

in co-operation
with



ceo & csr money conference 2010



**CSR 2.0:
The era of Corporate
Sustainability & Accountability**

TABLE OF CONTENTS

INTRODUCING THE CEO & CSR MONEY CONFERENCES.....	3
CEO & CSR MONEY CONFERENCE 2010	9
SCOPE & OBJECTIVES.....	10
<i>Main Text Sources</i>	11
FORMAT & AGENDA	12
CEO & CSR MONEY CONFERENCE AWARDS 2010	13
THE AUDIENCE.....	14
THE VENUE	15
THE MONEY CONFERENCES TEAM	16
THE ORGANISERS.....	17

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INTRODUCING THE CEO & CSR MONEY CONFERENCES

Money Conferences (www.moneyconferences.com/eng/default.asp) in exclusive collaboration with EuroCharity (www.eurocharity.gr) are organising for the fourth consecutive year the CEO & CSR Money Conference. The CEO & CSR 2010 Money Conference entitled **CSR 2.0: The era of Corporate Sustainability & Accountability** follows the success of the CEO & CSR 2007, 2008 and 2009 Money Conferences. The CEO & CSR Money Conference's mission is to be Greece's most prominent annual event and platform where corporate leaders have the opportunity to network, do business and engage in an open dialogue with top experts and fellow captains of industry who focus on the Triple Bottom Line (*Profits, Planet and People*) of their social, environmental and economic successes, and explore more innovative, sustainable and responsible ways of doing business.

PAST CEO & CSR MONEY CONFERENCES

The CEO & CSR 2007 Money Conference entitled **"Mainstreaming Corporate Social Responsibility in Business Strategy"** was attended by 300 business leaders, senior executives, top experts, government and media representatives from Greece and overseas. The one-day event featured a healthy mix of plenary sessions, three central panels which focused on "CSR Leadership: The Impact of CSR on Publicly-listed Companies", "CSR Success: Business as Unusual" and "CSR Focus: The Challenges of Climate Change", accompanied by a hands-on workshop.

Following the success of the first CEO & CSR Money Conference the organisers presented the second Conference which took place in 2008 and was entitled **"Rethinking The Way We Do Business"**. This invitation-only conference and networking event took place at the Hilton Athens on May 28, 2008. The Conference aimed at introducing Greece's business leaders and decision-makers to a revolutionary concept that was born in the United States and Germany: "Cradle to Cradle". It sought to introduce its distinguished audience to Cradle to Cradle, present them with the benefits of the concept and demonstrate successful case studies.

Last year's event entitled **"Government and Business forging a Green New Deal"** focused on the identification of effective means by which business and state can work closer together for a cleaner, greener environment and how incentives, innovation, entrepreneurship and competitiveness can be viewed in a context of sustainability and transparency. The conference offered unique opportunities to leading CEOs, decision-makers and entrepreneurs in Greece and beyond to share their mission, values, vision and sustainability agenda with their peers, benefit from numerous networking breaks and at the same time engage in interactive discussions focusing on business strategy, CSR, climate change and sustainable development solutions for the 21st century.

Each year the CEO & CSR Money Conference comes to a close with the prestigious **CEO & CSR Money Conference Awards Ceremony**, where leading companies and individuals are awarded for their CSR and Sustainability practices and initiatives.

PREVIOUS CEO & CSR MONEY CONFERENCE SPEAKERS

NAME	POSITION	ORGANISATION	COUNTRY
Daniel V. Speckhard	U.S. Ambassador to Greece	Embassy of the United States	Greece
Emmy Labovitch	Head of Investment Specialists	Fortis Investments	Luxembourg
Erkki Huittinen	Finnish Ambassador to Greece	Embassy of Finland	Greece
Franca Morroni	Managing Director & Co-Founder	OpenSRI	France
Giuseppe Belsito	Programme Manager	United Nations Development Programme	Greece
Hussein Abaza	Chief	United Nations Environment Programme, Economics and Trade Branch	Switzerland
Imogen Dillon-Hatcher	Managing Director, Europe, Middle East and Africa	FTSE Group	Great Britain
Jack Wysocki	Global Outreach	CSRwire, LLC	U.S.A.
Joe Sibilia	CEO, Meadowbrook Lane Capital, LLC	President, CSRwire, LLC	U.S.A.
John Wilcox	Chairman	Sodali Ltd.	Great Britain
Jonathan Winslade	Senior Relationship Manager	SAM Indexes GmbH, Dow Jones Sustainability Indexes	Switzerland
Ken Alston	CEO	MBDC, LLC	U.S.A.
Madhav Mehra	President	World Council for Corporate Governance	Great Britain
Paul Simpson	Chief Operating Officer (COO)	Carbon Disclosure Project (CDP)	Great Britain
Peter Koster	Founder and Former Chairman	European Climate Exchange (ECX)	Holland
Peter van Luttervelt	Co-founder and Member of the Board	Global Action Plan	Holland
Philippe Spicher	Managing Director	Sustainable Investment Research International Ltd. (SiRi Company)	Switzerland
Prof. Dr. Michael Braungart	Co-Founder	MBDC, LLC	Germany
René Estermann	Managing Director	myclimate	Switzerland
Robert McDonald	Writer, Regional Correspondent, Economist Intelligence Unit (EIU), Greece/United Kingdom		Greece
Robert Sikellis	General Counsel and Regional Compliance Officer	Siemens	Greece

Thomas M. Countryman	Chargé d' Affaires	Embassy of the United States	Greece
Agelos Moschonas	Deputy Mayor	Municipality of Athens	Greece
Athanasios Polychronopoulos	General Manager	POLYECO S.A.	Greece
Alekos Markellos	General Manager	Perivallon 21 Magazine	Greece
Alexandros Tombazis	Architect		Greece
George Kazantzopoulos	CEO	Global Challenges-Sustainability Advisors	Greece
George Ageridis	Energy Efficiency Manager	Centre of Renewable Energy Sources	Greece
Dafni Kolla	CSR Director, Environmental Manager	GAEA	Greece
Dimitris Paraskevas	President, CEO	Paraskevas Law Office	Greece
Dimitris Tziotis	Writer, CEO	Cleverbank	Greece
Dimitris Tsimpanoulis	Managing Partner	Tsibanoulis & Partners Law Firm	Greece
Emmanouil Perakis	Managing Partner	Stream Management Consulting	Greece
Elias Apostolidis	General Manager, Environmental Consultant; <i>Plant for the Planet: Billion Tree Campaign</i> , United Nations Environment Programme (UNEP)	Yli, Environmental Management and Protection Consultants	Greece
Elias Messinas	Architect, Founder and President	ECOWEEK	Greece
Ioannis Panagopoulos	President	GSEE	Greece
Ioannis Charalampidis	Renewable Energy Sources Unit	Regulatory Authority for Energy	Greece
Chistos Zerefos	Professor, 2007 Nobel Laureate, President	National Observatory of Athens	Greece
Katerina Christofilidou	Journalist, Environmental Editor	SKAI TV	Greece
Kiriakos Mitsotakis	MP, Chairman of the Hellenic Parliament's Special Standing Committee on Protection of the Environment	Hellenic Parliament	Greece
Konstantinos Bakouris	President	Transparency International Greece	Greece
Konstantinos Tsolakidis	Environmental Consultant	Interamerican Group	Greece
Kostis Chatzidakis	Minister	Ministry of Development	Greece
Manthos Tziamourtas	CEO	New Mellon Asset & Wealth Management A.E.Π.E.Y.	Greece
Manolis Koutlis	CEO	Talent	Greece
Marina Alonistioti	Climate Change Solutions Manager	Centre for Sustainability & Excellence	Greece
Nikitas Konstantelos	CEO	ICAP Group	Greece
Nikos Vitantzakis	Quality & Development Manager	Sol Energy Hellas S.A.	Greece

Nikos Chrissogelos	Member of the secretariat & Campaign organiser	Eco Greens	Greece
Deppy Tzimea	Corporate Communications Manager	Hellenic Telecommunication Company	Greece
Pavlos Doikos	Environmentalist, Board Member	Centre for the Environment & Sustainable Development	Greece
Pericles Vassilopoulos	Journalist, CSR Manager	ERT S.A.	Greece
Peneope Pagonis	Health & Safety and Environmental Manager	Hellenic Petroleum	Greece
Rika Vayianni	Journalist, Anchor «Green Team»	ERT S.A.	Greece
Rozi Charitopoulou	Mechanic	Hellenic Solid Waste Management Association	Greece
Spyros Kouvelis	Minister, Environmental and Spatial Planning Representative	PASOK	Greece
Stavros Kalafatis	Deputy Minister	Ministry of Development	Greece
Fotis Kourmousis	Environmentalist	United Nations Environment Programme Finance Initiative, (UNEP FI)	Greece
Charalambos Pippas	Reviewable Energy Sources and Energy Efficiency Manager	Ministry of Development	Greece
Christos Konstas	Journalist	ALPHA TV, "Investor's world" Newspaper	Greece
Christina Damoulianou	Journalist	"Kathimerini" Newspaper	Greece

SPONSORS OF PAST CEO & CSR MONEY CONFERENCES

PLATINUM SPONSORS



GOLD SPONSOR



SILVER SPONSOR



BRONZE SPONSORS



COMMUNICATION SPONSORS OF PAST CEO & CSR MONEY CONFERENCES



PAST AUSPICES OF THE CEO & CSR MONEY CONFERENCES



CEO & CSR MONEY CONFERENCE 2010

In this context **CEO & CSR Money Conference 2010 - CSR 2.0: The era of Corporate Sustainability & Accountability** organised for the fourth consecutive year by Money Conferences and EuroCharity, will provide leading organisations and entrepreneurs from Greece and abroad a unique opportunity to meet with peers and experts, exchange views and discuss recent developments on the Corporate Sustainability field with special focus on an emerging array of social media and their role in the CSR field.

The line-up of distinguished speakers includes experts from the fields of CSR, Social Media and Social Entrepreneurship from Greece and abroad from the academic, business and state sectors. Our renowned speakers will touch upon numerous issues focusing on the challenges, opportunities and the prospects contained in the already intense presence of social media.

The conference will be concluded with the **CEO & CSR Money Conference Awards Ceremony**. The participation to the vote which will determine the final award winners is open for all companies and organisations that will timely submit their applications. The electronic vote will take place on April 2010, while the results will be further weighted to include the opinion of the special Awards Committee and the outcome of the annual research.

SCOPE & OBJECTIVES

The CEO & CSR Money Conference 2010 aims at introducing and familiarise its distinguished audience with the CSR 2.0 concept. CSR 2.0 describes how the concept and practice of corporate social responsibility (CSR) is on the cusp of a revolution, in much the same way as the internet transitioned from Web 1.0 to Web 2.0.

The term Web 2.0 is commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design and collaboration on the World Wide Web. Examples of Web 2.0 include web-based communities, hosted services, web applications, social-networking sites, video-sharing sites, wikis, blogs, mashups, and folksonomies.

Businesses today both in Greece and overseas go through a transitional period during which they reinvent their role as part of the wider society. The CSR model as it is understood and applied until today (CSR 1.0) has began to face a shift, a trend that is moving from the USA towards Europe: CSR 1.0 is starting to move beyond the outmoded approach of CSR as philanthropy or public relations to a more interactive, stakeholder-driven model. The field, therefore, that up to now was referring to Corporate Social Responsibility, Sustainability and Business Ethics welcomes a new era which brings a change in the relationship between business and society.

The main message of the CSR 2.0 model is that Corporate Social Responsibility needs to adopt to new societal conditions and what we are slowly witnessing is a progression towards a more evolved and intelligent form of CSR which can be labeled as Corporate Sustainability and Responsibility and uses the power of collaborative networks in order to provide with solutions in global challenges, while it is also characterized from participation, transparency and from a many to many form of communication.

Shifts in the public mindset, new urgent socio-environmental agendas and convincing business arguments for 'doing right' surely did their part in the cultivation and development of the initial CSR model. But Web 2.0 stands out as a pivotal factor through unprecedented levels of public involvement and co-creation in online processes, which will inevitably influence the relationship between business and society.

Consumers nowadays are not only technologically empowered, they are also socially and psychologically empowered and ethically aware. Traditionally, consumers have been a largely unstructured stakeholder group left to their own buying habits. Web 2.0 has changed that. Consumers are more informed and aware than ever, critical, used to being heard, and with a potential audience of hundreds of millions on the web.

In this context one does not need to use heavy arguments to support the case that a company, in order to secure its future survival, should not ignore the forthcoming transformation of the CSR model as we know it today. The changes are already evident! Never before has the corporate world had so much access to so many voices of stakeholders as it has today and this if used effectively– can bring quite positive results to the table, both improving the brand image and increasing the profitability.

Companies need to reconsider the ways by which they communicate with the various stakeholder groups and their effectiveness. It is not difficult for one to be convinced that today's Corporate Responsibility or Sustainability reports do not represent the most effective way to reach out to the end user (consumers – customers). Such reports are an important tool for corporations to communicate with their shareholders, competitors, consultants, public relations and communication agencies and investors.

However, the public at large bases its decisions on much more complex factors and will rarely pick up such a report, let alone use it as decision making tool. Consumers will focus more on the quality of the interaction with each individual company, the service quality they receive from employees, or even the ways and the channels a company uses to promote itself. Since it is precisely this group of stakeholders that holds most of the purchasing power at hand, which at the end of the day influences the profitability of a corporation, it is only logical that this group also wishes to have their voice heard, at least to an equal extent as all other stakeholder groups. Today, social media provides them with the channel and means necessary for them to express themselves and it was time companies used these means to bring their relationship with the wider public to a new level.

Differences between the CSR 1.0 and CSR 2.0 models

CSR 1.0	CSR 2.0
A vehicle for companies to establish relationships with communities, channel philanthropic contributions and manage their image	Being defined by "global commons", "innovative partnerships" and "stakeholder involvement"
Included many start-up pioneers like Traidcraft, but has ultimately turned into a product for large multinationals like Wal-Mart	Mechanisms include diverse stakeholder panels, real-time transparent reporting and new-wave social entrepreneurship
Travelled down the road of "one size fits all" standardisation, through codes, standards and guidelines to shape its offering	Is recognising a shift in power from centralised to decentralised; a change in scale from few and big to many and small; and a change in application from single and exclusive to multiple and shared

Table source: Visser, W. (2008) CSR 2.0: The New Era of Corporate Sustainability and Responsibility, *CSR Inspiration Series*, No. 1.

Main Text Sources

- Visser, W. (2008) CSR 2.0: The New Era of Corporate Sustainability and Responsibility, *CSR Inspiration Series*, No. 1.
- Mikkel H. Sørensen & Nicolai Peitersen (May 2007), CSR 2.0, *Actics.com*
- Wikipedia: Web 2.0 (http://en.wikipedia.org/wiki/Web_2.0)

FORMAT & AGENDA

The **CEO & CSR Money Conference 2010** which will take place in Zappeion Exhibition Hall on June 11, 2010 and will focus on the need of transformation of the current CSR model to respond to a more interactive communication era that was initiated with the emergence of the social media.

This year's conference themes, workshops and case studies will touch on a number of important issues, including but not limited to:

1. Transitioning from the CSR 1.0 to the CSR 2.0 model;
2. The role of social media;
3. Transitioning from a narrow to a broader concept of social entrepreneurship and social economy.

Keynote Addresses

Leading CEOs and international experts drawn from the world of CSR, Social Media and Transparency have been invited to deliver keynote addresses at the conference, setting the agenda for lively debates and "out-of-the-box" thinking.

Plenary Discussions

Moderated by widely accredited journalists and selected invited professionals in their field of expertise, each 50-minute panel will debate key issues related to the conference's main topics. Panels will be made up of international experts, local specialists, entrepreneurs, CEOs and representatives of the conference's sponsors.

Panels will be made up of 4-5 members and provoke interactive debate and exchange of views with the audience.

Streamed Workshops & Case Studies

During the conference, special expert guests as well as sponsors will be invited to have their own **30-minute workshop** or **Case Study** on any related topic of their choice. While the workshop is an opportunity to inform delegates about a specific issue, programme or initiative, sponsors are encouraged to address a subject that is related to the **CEO & CSR Money Conference 2010**. The organisers will work with the sponsors to ensure coherence of workshop topics within the wider agenda and will ensure that sponsors will receive maximum value and exposure from their participation.

CEO & CSR MONEY CONFERENCE AWARDS 2010

The CEO & CSR 2010 Money Conference will present 7 Awards in the following categories:

- **"THALES" Special CEO & CSR Money Conference Award**
- **Distinguished Award for Services to CSR**

1st CEO & CSR Money Conference Award 2010: Visionary CEO in CSR

2nd CEO & CSR Money Conference Award 2010: Best CSR Manager

3rd CEO & CSR Money Conference Award 2010: Best Publicly-Listed Company in CSR

4th CEO & CSR Money Conference Award 2010: Best CSR / Sustainability Report

5th CEO & CSR Money Conference Award 2010: Best CSR Campaign

All companies that will submit their Awards Nominee Application Form within the pre-set time framework will be able to participate at the Winner Selection Process. The Winner in each Award Category will be determined by: a) The results of the on-line voting, b) the opinion of the especially established Awards Committee and c) the results of the research that will be conducted on behalf of Money Conferences.

THE AUDIENCE

The CEO & CSR Conference is not a public event. Only delegates that have been invited by Money Conferences, EuroCharity and by the sponsors will be able to attend, while only a limited number of individual participation invitations will be available.

The sponsors and Money Conferences will closely work together to ensure that the audience will be of the highest quality. As well as participating in the full conference agenda, these delegates will have numerous opportunities to network through coffee breaks, one luncheon and the award ceremony, which forms an integral part of the conference experience and a key benefit for sponsors.

Money Conferences:

- a) **Undertakes to advertise the conference** in *Money Magazine*, and *Insurance World* as well as in the *Money Week* and the *Insurance Week* electronically distributed newspapers as well as by selected Communication Sponsors (Media Partners) from Greece and overseas (e.g. Ethical Corporation and CSRwire).
- b) **Will utilise its own extensive in-house database** of local business people and corporations to identify the most suitable audience.
- c) **Will send a personalised invitation directly** to each delegate or on behalf of the sponsor.
- d) **Will make up a list of confirmed delegates**, which will be sent one week prior to the conference.

EuroCharity undertakes to:

- a) **Dynamically promote the conference** in www.eurocharity.gr, the Reference point for CSR and Green Economy.
- b) **Pro-actively advertise the conference** through its bi-weekly electronic newsletter that is sent out to more than 14,000 opt-in subscribers in Greece and overseas.
- c) **Advertise the conference** through EuroCharity's partners in Greece and abroad.
- d) **Send E-mail shots** to its corporate members and the media on a regular basis.
- e) **Create a special on-line conference presentation** in both Greek and English on EuroCharity.gr.
- f) **Launch a banner campaign** on EuroCharity.gr.

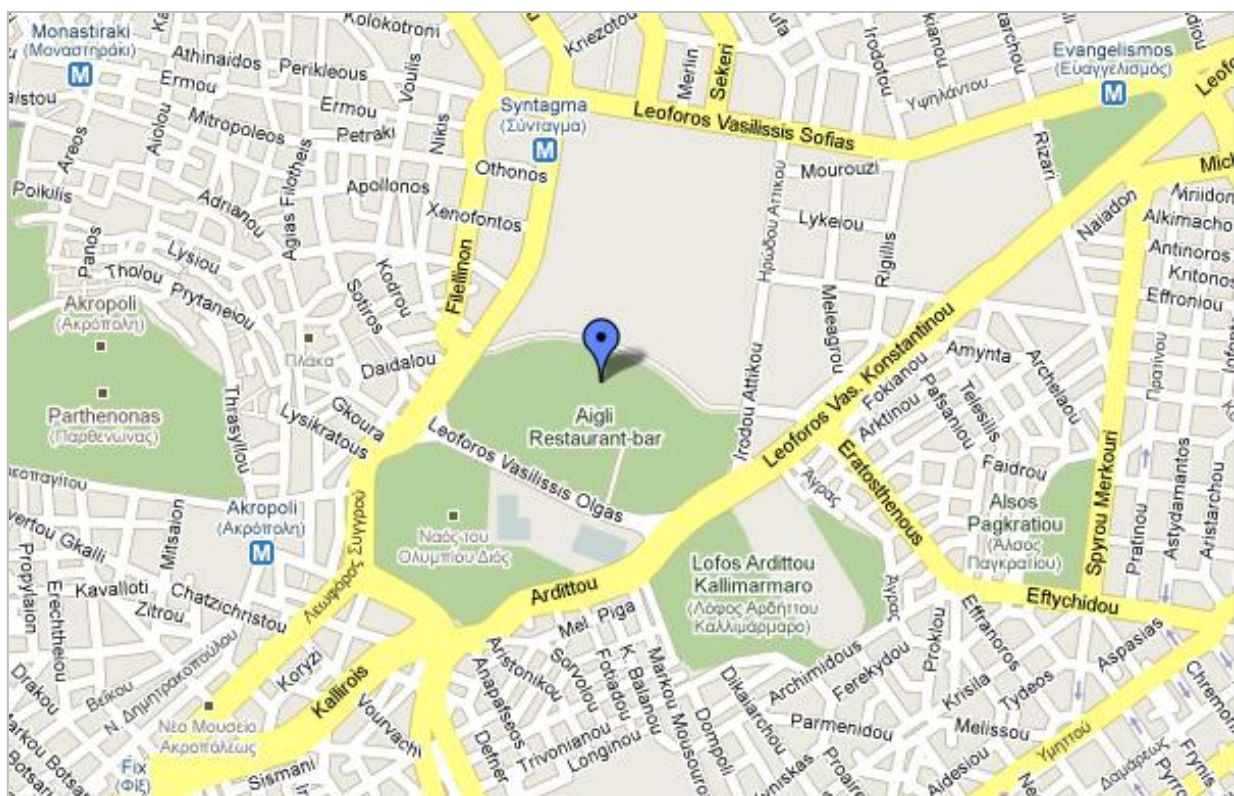
THE VENUE

The **CEO & CSR Money Conference 2010 - CSR 2.0: The era of Corporate Sustainability & Accountability** will take place in Zappeion Exhibition Hall.

The Zappeion Exhibition Hall's purpose was to serve as an exhibition space for Greek agricultural and manufacture products, as well as a space to introduce new technologies to the Greek public. The Zappeion Exhibition Hall is not simply an impressive building surrounded by lovely gardens. But also a vision, that was conceived in 1856 by Evangelis Zappas and inaugurated in 1888 by Constantine Zappas. Recently, the Zappeion Exhibition Hall became a member of Historic Conference Centres of Europe.

Special room rates have been secured for our foreign conference delegates. For any booking enquiries or special room rates, please do not hesitate to contact Mr. Konstantinos Salvarlis, Conference Logistics Manager, on +30 210 998 4909 or at salvarlis.k@moneyconferences.com.

Area Map



THE MONEY CONFERENCES TEAM

To ensure the high standards expected of a Money Conference, a dedicated team has been formed, with the following responsibilities:

Conference Manager

- A **personal contact** dedicated to liaising with the Sponsors.
- An **in-depth knowledge** of the market with the ability to liaise with the Sponsors to pinpoint core issues and concerns.

Programme Manager

- Dedicated to researching and attracting top-level speakers.
- Has extensive experience of programming events and of picking target speakers.

Marketing Manager

- Dedicated to managing the marketing campaign and researching which delegates should attend the event.
- Co-ordinates print advertising campaign, web marketing and audience development telesales.

Logistics Manager

- Dedicated to liaising with the Sponsors administrators and managing logistic issues.
- Invites delegates on behalf of the Sponsors and provides weekly updates of delegate confirmations. Works with the hotel, audiovisual team and all service providers to ensure maximum success on the day.

THE ORGANISERS

Ethos Media S.A.

Money Conferences, a business line of Ethos Media SA, started in 2007 and are already among the most successful business conferences in Greece.

Professional speakers, as well as Chief Executive Officers from Greece and worldwide fully specialised on their topics aim to give updated answers about the relative market trends.

The aim of Money Conferences is to become a useful tool in which CEOs will have the opportunity to make their agreements, come to conclusions and end meets with their peer groups or other CEOs.

Money Conferences constitutes a department of Ethos Media S.A., which publishes the monthly financial and investment magazine "HRIMA", the monthly insurance magazine "Insurance World" as well as the weekly newsletters "HRIMA Week" and "Insurance Week".

In December 2009, the company created an insurance portal insuranceworld.gr (www.insuranceworld.gr) which aims to bridge the gap of online information between the professionals of the insurance industry and the general public.

The Money Conferences events for 2010, are the following:

- **Pharma Money Conference 2010, March 18th**, Athenaeum InterContinental
- **R.E.I.C. Money Conference 2010, April 21st**, Athenaeum InterContinental
- **Asset Management Money Conference 2010**, May, Athenaeum InterContinental
- **CEO & CSR Money Conference 2010**, June 11th, Zappeion
- **Banking Money Conference 2010**, September, Athenaeum InterContinental
- **Insurance Money Conference 2010**, October, Athenaeum InterContinental
- **Credit Risk Money Conference 2010**, November, Athenaeum InterContinental
- **Investment Money Conference 2010**, December, Athenaeum InterContinental

THE ORGANISERS

EuroCharity

With a mission of making a world of difference, EuroCharity is a values-based, internationally-run, socially-responsible and environmentally-active company that owns, publishes and daily updates www.eurocharity.gr and www.eurocharity.org -- the reference point for Corporate Social Responsibility (CSR) and the green economy. Founded in 2006 and headquartered in Athens, EuroCharity strives to bridge the communication gap that exists between the business world and citizen sector across Europe.

Through its web portal, its biweekly electronic newsletter, the annual publication of the "EuroCharity Yearbook", the co-organisation of the CEO & CSR Money Conference, the support of various events, the networking between its members and its research activity, EuroCharity aims at creating effective communication channels and constructive dialogue on issues related to the CSR, green economy, transparency & accountability, citizen sector, entrepreneurship and innovation.

Aiming always at further promoting the concepts of CSR and green economy, EuroCharity co-operates with international organizations such as CSRwire, Ethical Corporation and GRI (Global Reporting Initiative). In the context of its own CSR policy, EuroCharity donates 25% of its annual on-line subscription revenues (membership fees) to several non-profit projects carried out by non-governmental organisations (NGOs), with the aim of helping fund specific social, environmental or other needs in the citizen sector.