

Conference Agenda

(Last update: 10/6/2010)

08:30-09:30	Registration
09:30-09:45	Welcoming Addresses by the Organising Committee Mr. Konstantinos Ouzounis , General Manager, Ethos Media Mr. Peter Michel Heilmann , President, EuroCharity
09:45-10:35	Keynote Speaker: Dr. Wayne Visser , Professor, Founder & CEO, CSR International CSR 2.0: Beyond ISO 26000 to the Future
10:35-11:00	Keynote Speaker: Mrs. Eleni Kitra , Director OMD Digital Hellas, Member of Interactive Advertising Bureau Hellas (IAB) Social Media: Facts & Figures
11:00-11:20	Keynote Speaker: Mr. Dimitris Mavros , Founder & President, PRC Group / President, CR Institute Social Media: A new opportunity for CSR
11:20-11:50	Coffee break
11:50-12:50	<p>PANEL: CSR and the role of Social Media</p> <ul style="list-style-type: none"> What are the factors driving to a transition to a new CSR model? How can social media play an increasingly important role in communication strategies and successful stakeholder engagement? Can social media create conditions of increased transparency? In what ways, cost and time frame can businesses and organisations adopt the CSR 2.0 philosophy and embrace the benefits of social media? What are the benefits of adopting a more interactive approach for the government and in what ways can this be achieved? <p>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. The first panel of the conference introduces the audience to the CSR 2.0 concept by exploring the underlying factors that lead to the need of moving towards this model. Our distinguished speakers will also discuss upon the ways that business, organisations and government can respond to the latest developments by adopting the proposed model.</p> <p>Moderator: Dr. Yiota Pastra, FAIA (Acad) Assistant Professor of Accounting President of the ALBA Social Responsibility Committee.</p> <ul style="list-style-type: none"> Mrs. Maria Lazarimou, CEO, Advocate-BM / Executive Member, CR Institute Mrs. Eleni Kitra, Director OMD Digital Hellas, Member of Interactive Advertising Bureau Hellas (IAB) Mr. Nikos Anagnostou, Partner, Scicada New Media Agency Mr. Dimitris Micharikopoulos, General Manager, Social Innovation Institute
12:50-13:35	<p>WORKSHOP I</p> <p>Mr. Nikos Anagnostou, Partner, Scicada New Media Agency Mr. Vassilis Goulandris, Partner, Scicada New Media Agency</p> <p>Topic: Social Media</p> <p>The workshop will analyse the ways in which business can use new technologies to their advantage and engage to a meaningful dialogue with their stakeholders, achieving a new level in their relationship with them, which will in turn lead to an improved brand image and enhanced financial results.</p>
13:35-15:00	Lunch break
15:00-15:50	<p>WORKSHOP II</p> <p>Mr. John Elkington, Founder SustainAbility / Executive Chairman, Volans / Member of Board, Global Reporting Initiative (GRI)</p>

	<p>After The Crash: Building A Transparent Economy</p> <p>The workshop will examine the future of Corporate Responsibility, Accountability and Reporting.</p>
15:50-16:10	<p>Keynote Speaker: Mr. Yiannis Sotirakos, CEO, EY ZHN/ Co- founder A2K</p> <p>HUMANITY 2.0: the role of generation Alpha</p>
16:10-16:30	<p>Coffee break</p>
16:30-17:30	<p>THALES - CEO & CSR 2010 Awards Ceremony</p> <p><u>Awards Categories</u> THALES: Highest Distinction in Corporate Social Responsibility On-line voting award: Most popular CSR oriented company CEO & CSR Award 2009: Visionary CEO in CSR CEO & CSR Award 2009: Best CSR Manager CEO & CSR Award 2009: Best Publicly-Listed Company in CSR CEO & CSR Award 2009: Best CSR / Sustainability Report CEO & CSR Award 2009: Best CSR Campaign Honorary Award for Social Contribution Best CSR Practice for Tertiary Education</p> <p><u>The awards will be presented by:</u> Mr. Ioannis Vouras, member of Greek parliament, PASOK Mr. Spyros Kapralos, Chairman, Athens Exchange Ms. Alexandra Palli, General Secretary, Athens Chamber of Commerce and Industry (A.C.C.I.) Mr. Eleftherios Skiadas, Deputy Mayor for Social Solidarity</p> <p><u>This year's CEO & CSR Committee consists of:</u> Mr. Konstantinos Ouzounis, General Manager, Ethos Media, Greece Mr. Peter Michel Heilmann, President, EuroCharity; member of the Organising Committee, CEO & CSR Conference 2009, Greece Mr. Michael Spanos, Managing Partner, EuroCharity, Greece Mr. Kyriakos Mitsotakis, Athens B constituency representative. Mr. Gregory Prastacos, Rector, Athens University of Economics and Business Mr. Kostas Panagopoulos, Managing Director, ALCO S.A., Greece</p> <p>Honorary member of the committee: Mr. Spyros Kouvelis, Deputy Minister of Foreign Affairs</p>
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