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**FIRST REGIONAL project LAUNCHED by undp to accelerate implementation OF CORPORATE SOCIAL responsibility IN 8 eUROPEAN COUNTRIES**

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION



### EEE: Economy Environment Employment

### *UNIDO’s Future Direktion is defined not by what it did*

### *In the past, but by the needs of developing countries*

### *countries with economies in transition, which will matter in*

**and**



**European Management Centre**

**In Partnership with United Nations Development Program-Global Compact**

**And Bulgarian Business Leaders Forum-BBLF**  [](http://www.bblf.bg/index.php)

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HAVE THE PLEASURE TO INFORM YOU ABOUT FORTHCOMING CONFERENCE

**Corporate Social Responsibility**

**For Small and Medium Businesses and Advisory Institutions in Bulgaria**

***Sofia, 12 – 13 June 2007***

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

**FIRST REGIONAL project LAUNCHED by undp to accelerate implementation OF CORPORATE SOCIAL responsibility IN 8 eUROPEAN COUNTRIES**

**United Nations Development Programme (UNDP) is launching the first regional project aiming to promote and support the integration of sustainability principles into the business strategies. The Project is expected to contribute to regional cohesion among old and new EU Member States and candidate countries. The project is funded by the European Commission.**

The beginning of 2007 marks the start of a new and first of this type regional project aimed at accelerating the implementation of Corporate Social Responsibility (CSR) practices in new EU Member States and in candidate countries: Bulgaria, Croatia, Hungary, Lithuania, Macedonia, Poland, Slovak Republic and Turkey. Business networks in Spain, UK and Germany will also be involved in the Project by contributing to exchange of experience and good CSR practices. The project addresses the practices of companies (both local and foreign enterprises), but also intermediaries like business and professional associations, local and national governments, trade unions, academia, non-governmental organizations and the media in the Project countries. The Project will be implemented by UNDP Offices in Project countries in cooperation with national and regional partners.

“The main objective of the Project is to accelerate the implementation of CSR practices in new EU region, which is seen as a vehicle for EU harmonization, improving competitiveness and social cohesion. This is expected to be achieved by comprehensively mapping out the CSR activities and actors, identifying capacity gaps and areas where support to both business and the governments is needed, exchange of experience and good practices, awareness raising and supporting national stakeholders”, says Ms. Lyra Jakuleviciene, Regional Project Leader from UNDP Office in Lithuania.

There is a broad consensus in Europe about the definition of CSR, which is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. The European Commission supports this project as it is important to improve awareness and knowledge about CSR in several new Member States and to facilitate the exchange of experiences and good practices, what is precisely the aim of UNDP with this project.

The Project covers three main components:

1) **Situation analysis of CSR in the Project countries**. A baseline study among all stakeholders in each project country will identify actors and assess their engagement in promoting CSR, the level of business engagement in CSR and collect examples of good practices, tools and recommendations for CSR in the region. European report will be presented at regional conference in mid-2007 and discussed at national and local level in Project countries.

2) **Promotion of multi-stakeholder dialogue** to enhance awareness and exchange good practices for CSR advancement. The Project will support the dialogue between the different stakeholders, encourage joint CSR activities, as well as provide a multi-stakeholder platform to discuss and exchange views on business cases, tools, reporting and possible economic incentives for company engagement in CSR. Round tables, exchange visits and peer groups will be organized.

3) **National and local capacity building** to promote and implement CSR. This is foreseen to be carried out by familiarizing the stakeholders with concrete CSR implementation tools and their use in specific circumstances, exposing to concrete CSR practices and case studies on CSR mainstreaming.

**Workshop Outline - Rationale – Objectives- BULGARIA**

**Objectives**

* The importance of CSR for SMEs (business case – market access, EU regulations, competitiveness, etc.)
* The Responsible Entrepreneurs Achievement Programme (REAP) as a possible tool to implement CSR in smaller businesses
* Relevant CSR initiatives and developments (on a global, EU, regional and national level)

**Partner Institution**

**EUROPEAN MANAGEMENT CENTRE**

(EMC) – UN Global Compact Member

The European Management Centre was established in 1999 in Sofia on the recommendation of the European Union, with the objective of providing modern management skills for Bulgarian companies and to assist them in finding foreign partners. It offers training to Bulgarian entrepreneurs, managers and others who are responsible for business and other activities to increase overall management know-how, and to facilitate the adaptation to the standards and conditions of work, as well as an understanding of the requirements and challenges as a consequence of EU accession. Furthermore, the Centre pursues the transfer of know-how and experience from other EU countries. Up to year 2006 managers from around 800 Bulgarian organisations have received training in a variety of programmes at the Centre.

***Type:*** *Limited Company and* Business Association

***Objective***: Management Know-how Transfer for Bulgarian companies, institutions and organizations

***Address***: 1, P. Volov Str., 1504 Sofia, Bulgaria

***Tel****.:* +359 (2) 9444758 / 8435755

***Fax****:* +359 (2) 8467573

***Email*:** emc@emcbg.eu; office@emcbg.eu

***Web*:** http://www.emcbg.eu

**Ex. Director Petroslav Petrov**

## UNIDOOK

## PROVISIONAL AGENDA

**Workshop on**

**Corporate Social Responsibility**

**For Small and Medium Businesses and Advisory Institutions in Bulgaria**

**Sofia, 12 – 13 June 2007**

|  |  |  |
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| **Wednesday, 12 June 2007** | | |
| 9:00 – 9:30 | Registration; | |
| 9:30 – 10:15 | **Welcome Speech - Opening Remarks**  The Ministry of Labour and Social Policy- Minister  Ms. Emilia Maslarova and Vice Minister  Mr. Dimiter Dimitrov  MINISTRY of ECONOMY AND ENERGY-  Vice Minister Ms. Nina Radeva  **Mr. Neil Buhne  UNDP Resident Representative to Bulgaria** | |
| *Delegate from Hungary as Project Partner* | |
| *Representative of European Commission/UNDP*  ***Representative, Invite by UNIDO Vienna – Ongoing Project*** | |
| **Mr. Maxim BEHAR Company M3 Communication**  ***Government Representative Bulgaria*** | |
| **Mr. Kai Bethke *(UNIDO, Vienna) / EMC –* Purpose and Objective of Meeting**  **EMC- Mr. Malcolm Bird and Mr. Berhard Goeller**  **Contribution speech: Dr. Michael Angerer, Austrian Commercial Officer** | |
| 10:15 – 10:45 | **The Importance of CSR for SMEs (Focus on Business Case)** | |
| Presentation: | **Mr. Kai Bethke**  **Programme Manager CSR and Business Partnerships**  **UNIDO, Vienna** |
|  |  | |
| 10:45 – 11:45 | Recent Developments on a Global Level | |
|  | *Presentation:* | Meeting with EMC+ Global Compact Initiative (Local Network (Bulgaria)Ms. Ralitca Germanova;Ms. Maya Nyagolova **Mr. Stamen Tassev-Ex. Director**  **Bulgarian Business Leaders Forum** |
|  | *Presentation:* | Meeting with EMC+ International Standardization – towards ISO 26000 (Club 9000) **Mr. Mitko Vl. Mirtchev** |
|  | *Presentation:* | Supply Chain Requirements (TNC in Bulgaria, e.g. Kraft Foods/BBLF) Mr. **UNDP GC Bulgaria and**  **BBLF** |
| 11:45 – 12:45 | Recent Developments on EU Level | |
|  | Presentation: | **EU Requirements for Member States**  **Recent Development and Future Plans, EMC Team**  **Requirements for EU Contracts / EU Funding**  ***(EU Representative in Bulgaria)*** |
| *12:45 – 13:45* | Lunch / Briefing Session for the Local Media | |
| 13:45 – 14:45 | Recent Developments on National Level | |
|  | Presentation: | Overview – CSR Development in the Country-**Mr. Haralan Alexandrov Ph.D., Sofia State University St. Kliment Ohridsky** |
|  | Presentation: | **Macro-Level**: Framework Conditions for CSR Development (legal requirements, incentives, initiatives, etc.) ***Alfa Research***  ***Ex.Director Ms. Boryana Dimitrova*** |
|  | Presentation: | **Meso-Level**: Overview of CSR Initiatives (Institutions, NGOs, business associations, etc.)  ***Ms. Elitsa Barakova Ex. Director* Bulgarian CAF** |
|  | Presentation: | Micro-Level: SME Case Studies Mr. Kiril Vatev, Company TandemMr. Georgi Tabakov, Bulgaria Economic Forum |
|  |  | |
| 14:45 – 15:45  15:45 – 16:00 | Panel Discussion | **Mr. Maxim BEHAR The Role of the Government in Promoting CSR**  ***Leading by Mr. Malcolm Bird and***  ***Ministry of Economy and Energy Expert industrial relations***  ***Conclusion*** |
|  |  | |
| *16:00* | *Cocktail* | |

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| **Thursday, 13 June 2007** | | |
| 9:00 – 9:45 | **UNIDO Approach to CSR – Completed and Ongoing Projects in the Region *(UNIDO)*** | |
|  | Report: | UNIDO CSR Project in Croatia ***Mr. Goran Romac, Project Manager, CCPC)*** |
| Report: | UNIDO CSR Project in Serbia *(To be arranged)* |
| 9:45– 11:30 | **Responsible Entrepreneurs Achievement Programme (REAP)**  **Presentation**: The Importance of Sustainability Reporting *(UN Global Compact)*  **Presentation: Environmental Responsibility** *Mr. Carsten Germer UNIDO Consultant*  **Presentation*:*** *Workers Health and Safety (Balkan Institute for Labour and Social Policy*  **Presentation: Corruption Prevention in the Private Sector** *Mr. Ognyan Minchev, PhD*  *Ex. Director: Institute for Regional and International Studies*  ***and (****SME Projects of Integra Bulgaria)* | |
| Presentation: | Introducing the Programme *(Licensed Consultants/Institutions* ***/EMC***  ***Mag. Helmut Prenner COS Group- EMC Consultant*** |
|  |  | |
| 11:30 – 12:30 | **Towards Responsible Competitiveness: The Triple Bottom Line (TBL) Approach for Upgrading SMEs in Bulgaria** | |
|  | *Presentation:* | Productivity ***Mr. Kai Bethke, UNIDO Vienna)*** |
|  | *Presentation:* | Environmental Responsibility  ***Mr. Goran Romac, Project Manager, CCPC*** *and*  *Bulgarian Energy Agency of Plovdiv* |
|  | *Presentation:* | **Issues of Social Concern**  ***Ms. Manuela Boesenhofer, Consultant on CSR, UNIDO, Vienna)*** |
|  |  | |
| 12:30 – 13:00 | **Case Study(-ies) – Experiences with Implementation of REAP *(SME Owner)*** | |
| 13:00 – 13:30  13:30 – 14:00  14:00 - 14:15 | Panel  Closing | **Questions & Answers – Session on REAP and Consulting Process**  **CSR Issues of Particular Relevance for Bulgaria**  **Conclusion** |
| *14:15* | *Cocktail* | |
| 15:30 | Sigh seeing tours in Sofia and Surroundings | |



**List of Participants**

**UNIDO**

**INSTITUTIONS**

# United nations Development program Global Compact Bulgaria –

**Mr. Neil Buhne UNDP Resident Representative to Bulgaria**

**Ms. Ralitca Germanova, UNDP GC Consultant, +359 (2) 9696125,**

**Ms. Maya Nyagolova, UNDP GC Consultant, +359 (2) 9696152,**

**UNIDO Consultant Environment Mr. Carsten Germer-E-mail: carsten.germer@undp.org**

Type: International Organization

Objective: CSR Development

Address: UN House in Bulgaria, 25 Khan Krum Str., P.O. Box 700, 1040 Sofia, Bulgaria

Tel.: +359 (2) 9696100

Fax: +359 (2) 9813184

Email: [info@undp.bg](mailto:info@undp.bg)

Web: http://www.undp.bg/

**Bulgarian Business Leaders Forum (BBLF)**

**Chairman Mr. Maxim Behar; Ex. Director Mr. Stamen Tassev**

Type: Business Association

Objective: Promotion of socially responsible business practices

Address: 42, Slavyanska Str, Sofia 1000, Bulgaria

Tel.: +359 (2) 9865202

Fax: +359 (2) 9865625

Email: office@bblf.bg

Web: http://www.bblf.bg/index.php

**The Ministry of Labour and Social Policy**

Minister-Ms. Emilia Maslarova or Vice Minister Mr. Dimitrov Dimitrov, Vice Minister of Economy

Ms. Nina Radeva

**Development, coordination and implementation** of the state policy

In the field of labour, professional qualification, incomes

And living standard, industrial relations, health and safety

At work, social security and social assistance

Address: **2, Triaditza Str., 1051 Sofia, Bulgaria**

Phone: **(+359 2) 8119443**

Fax: **(+359 2) 988 44 05; 986 13 18**

Е-mail:[**mlsp@mlsp.government.bg**](mailto:mlsp@mlsp.government.bg)

**MINISTRY of ECONOMY AND ENERGY**  
**Vice Minister Ms. Nina Radeva**

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факс +359 2 987 2190; 981 9970; 981 5039  
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# National Association Municipalities in republic of Bulgaria

**Ex.Director Ms.** **Ginka Tchavdarova**

NAMRB+359 2 980 0304

[namrb@namrb.org](mailto:namrb@namrb.org)  
1000 Sofia, 16-20 Alabin str.

# Bulgarian Small and Medium Enterprises Promotion Agency

**CHAIRMAN: r Mr. Stanimir Barzashki**

Type: Governmental Business Promotion Agency

Objective: Coordinating and implementing policies and programmes for SME promotion and development

Address: 1 Sv. Nedelia Sqr., 1000 Sofia, Bulgaria

Tel.: +359 (2) 9805069

Fax: +359 (2) 9805869

Email: [office@sme.government.bg](http://www.emc-bg.org/)

Web:  [http://www.sme.government.bg/en/default.asp](http://www.integra.sk/index.htm)

# Bulgaria Economic Forum

**Mr.Georgi Tabakov CHAIRMAN**

Type: Organization (Bulgarian and international private firms, Bulgarian State institutions and NGOs)

Objective: Promote the business environment of Southeast Europe to potential foreign investors and to facilitate the dialogue between the government and the business

Address: 86, Vitosha Blvd., 1463 Sofia, Bulgaria

Tel.: +359 (2) 9515259 / 9515759 / 9516810

Fax: +359 (2) 9532924

Email: [info@biforum.org](mailto:info@biforum.org); g.tabakov@biforum.org

Web: http://www.biforum.org/

**Bulgarian Charities Aid Foundation – /BCAF/**

**Ms. Elitsa Barakova   
Executive Director**Chair of Corporate Social Responsibility  
Committee with the American Chamber of  
Commerce  
Member of the Consultative Council of the Local

# Club 9000

**Ms. Maria Zoeva – Chairperson**

**Presenter Mr. Mitko Vladimirov Mirtchev**

Type: NGO

Objective: Quality Systems, the Environmental Management Systems and the Integrated Systems; supports implementation of ISO 9000 and ISO 14000

Address: PO Box 431, 108 G.S. Rakovski St., 1000 Sofia, Bulgaria

Tel.: +359 (2) 9804910

Fax: +359 (2) 9804910

Email: [club9000@club9000.org](mailto:club9000@club9000.org)

Web: <http://www.club9000.org/en/>

# Balkan Institute for Labour and Social Policy

**Mr. Dimitar Matev - Vice President**

Type: NGO

Objective: Assisting the accession of Bulgaria to the European social space; supporting the integration of the Balkan and European social values

Address: Tzarigradsko Shosse, bl. 22, entr.3, app.31, 1113 Sofia, Bulgaria

Tel.: +359 (2) 9712558

Fax: +359 (2) 8709661

Email:  [institute@bilsp.org](http://www.emc-bg.org/) **(dmatev@mlsp.government)**

Web: [http://www.bilsp.org/old/eng/index.htm](http://www.integra.sk/index.htm)

**Alpha Research**

**Ms. Boryana Dimitrova Ex. Director**

Independent full-service research agency  
Alpha Research is a member of ESOMAR /The European Society for Opinion and Market Research/ and of the Bulgarian Sociological Association

Bulgaria, Sofia 1000  
54 Iskar str.  
тел/факс: [359 2] 9869075  
тел/факс: [359 2] 9869076  
e-mail: [headoffice@aresearch.org](mailto:headoffice@aresearch.org)  
web site: <http://www.aresearch.org>

**ENERGY EFFICIENCY CENTRE**

**Ex. Director Dipl. Eng. Zdravko Gentchev**

**1164 Sofia, 1, Christo Smirnenski bul**

**Tel: 359 2 963 17 14**

**Fax: 359 2 963 25 74**

**E-mail:** [**ecoenergy@ecoenergy-bg.net**](mailto:ecoenergy@ecoenergy-bg.net)

[**www.ecoenergy-bg.net**](http://www.ecoenergy-bg.net)

**Energy Agency of Plovdiv**

**Ms.Liana Adzharova Ex Director**

Type: energy management agency (NGO)

Objective: to encourage more efficient energy use in Bulgaria and the development of renewable sources of energy in the process meeting EU criteria. The activities include: performing energy-conservation audits for factories and buildings; providing education and training on energy conservation.

Address: 15 Gladstone Street, PO Box 36, BG-4000 Plovdiv, Bulgaria

Tel.: +359 (2) 32625755

Fax: +359 (2) 32620780

Email: [cgpf-eap@mbox.contact.bg](http://www.emc-bg.org/)

Web: [http://www.eap-save.org](http://www.integra.sk/index.htm) (expired)

**Bulgarian Association of Regional Development Agencies (BARDA)**

**Ms.Dimitrina Todorova, Ex. Director**

Type: Umbrella association of independent regional and local economic development agencies and SME support centers in Bulgaria

Objective: Promote a national network of SME support agencies and centers fostering regional development throughout Bulgaria under high quality standards

Address: 6 “Triaditsa” Str., Sofia 1000, Bulgaria

Tel.: +359 (2) 9830342/43/44

Fax: +359 (2) 9830341

Email: [barda@barda.info](mailto:barda@barda.info)

Web: http://www.barda.bg/default.asp

# Centre for Economic Development

**Mr. Stanislav Slavov**

Type: NGO

Objective: Carries out economic research, analysis and elaboration of current economic legislation; develops economic policy options, advocates for proper implementation of policies and promotes the exchange of ideas and information; organizes workshops, conferences, and other public events. (Project on SMEs and Corruption Prevention)

Address: Str. Chervena stena N 46, Sofia 1407, Bulgaria

Tel.: +359 (2) 9534204 ext.104

Fax: +359 (2) 8190776

Email:  [S.Slavov@ced.bg; ced@ced.bg](mailto:office@bblf.bg)

Web: [http://www.ced.bg](http://www.emc-bg.org/)

# Integra - bds-Bulgaria

**Mr. Grozdan Stoevski – PR Director and SME Manager**

Type: NGO

**Contact Ms. Dobromira Stoichkova** [dobromira\_st@abv.bg](mailto:dobromira_st@abv.bg)

Objective: Promote sustainable development of SMEs in Bulgaria by transforming them into “islands of integrity” which are socially responsible on a personal and corporate level

Address: Parchevich 7, Sofia 1000, Bulgaria

Tel.: +359 (2) 9810711 / 9802768

Fax: +359 (2) 9810711

Email: [grozdan.stoevski@integra-bds.bg](mailto:grozdan.stoevski@integra-bds.bg)

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