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Press release

WOULD THE NEW EC CSR COMMUNICATION BE LAUNCHED: RESULTS OF THE UKRAINIAN DELEGATION STUDY VISIT TO BRUSSELS

March 28, 2011

March 23-25, 2011 – Centre for CSR Development organized the study visit of Ukrainian delegation to Brussels within UNITER Project «Development of national CSR agenda», implemented with support of United States Agency for International Development (USAID). Organizational support was provided by the Embassy of Ukraine in the Kingdom of Belgium.

Official Ukrainian delegation included: Ms. Irina Kriuchkova, Deputy Minister of Economy, Ms Kseniya Lyapina, Ukrainian Parliament Member, Head of Consultative Council on social responsibility strategy development; Ms Irina Bilous, Deputy Head of the UNITER Project, Mr. Dmytro Lyapin, Head of NGO «Institute of the Property and Ownership»; Ms Maryna Saprykina, Head of Centre for CSR Development; Ms Olena Glads'kykh, a journalist for newspaper «Delo».

During three days of study-visit the delegation has had meetings with representatives of European Commission (EC), Belgian Federal Ministry for Climate and Energy, companies and business schools; a visit to AB InBev office (Leuven) took place.

«CSR development strategy has been already drafted in Ukraine, but meetings with European commission DGs and Belgian governmental institutions proved that mutual appeal from business and government is needed for effective CSR development. We hope that this visit of public officials, NGOs and media will help to form appeal of this kind for CSR promotion at governmental and society level», - says Maryna Saprykina, Centre for CSR Development chairperson.

Major study-trip results:

- **Meeting with CSR Europe** (Mr. Jan Noterdaeme, Senior advisor for strategy, EU and stakeholder relations): new CSR Europe project «Enterprise 2020» was presented; main objective of which is «smart, sustainable and inclusive in its growth» enterprise. Ukrainian companies also can participate in this initiative, therefore on the day of the meeting Centre for CSR Development submitted applications for membership in CSR Europe.
- **Meeting with Mr. Michael Christensen**, Deputy Head of Cabinet of European Commissioner for Climate Action: parties have discussed the European Commission's 2050 climate roadmap (A roadmap for moving to a competitive low carbon economy in 2050) and its key issues: low carbon society (need for programs on changes of consumer behavior), green growth and jobs, cleaner air.
- **Meeting with EABIS**, Mr. Simon Packard, Director General: EABIS is an association of companies, business schools and other institutions to promote sustainable business practice based on partnership and scientific researches. EABIS was founded in 2002 by IBM, Johnson & Johnson, Microsoft, Shell, Unilever and leading European business schools, supported by European Commission. Since then EABIS has implemented projects of more than € 10 mln.
- **Meeting with Rosy Blue company**, Ms Iris Van der Veken, Manager Corporate Affairs Global, Head of Belgian Global Compact Network: there was a presentation of corporate CSR policy and projects, activities of Belgian Global Compact Network. It is important that one of the focal point

for UN Global Compact in Belgium is Belgian Ministry of Foreign Affairs, and there is an agreement on strengthening cooperation between Ukrainian and Belgian local networks.

- **Meeting with Belgian Ministry for Climate and Energy**, Mr. Cedric Van de Walle, Advisor on sustainable development, and Mr. Dieter Beke, Federal Public Service Sustainable Development: presentation of Belgian CSR national documents (reference framework and CSR Action Plan) and governmental stakeholder dialogue. Federal Belgian Government decided to become one of the first to mainstream an international social responsibility standard ISO 26000 into the activities of public agencies.

- **Meeting with BusinessEurope**, Ms Rebekah Smith, senior advisor for social issues: this European Business Confederation was established in 1958, and is one of the leading social partners of European Commission, has 40 members – National Federations of Employers in 34 European countries. Ukrainian delegation found out more about the opinion of BusinessEurope on future EC CSR communication, including mandatory disclosure of non-financial performance: disclosure should be voluntary, but if it is mandatory there won't be any specific reporting framework as it is against the voluntary nature of CSR.

- **Meeting with Mt Thomas Dodd**, a CSR advisor, EC Enterprise and Industry DG: highlights the results of the consultation on disclosure of non-financial performance which will be included into the new European CSR communication which may appear by the July 2011.

- **Meeting with Daniel Giorev**, a member of Cabinet of European Commissioner for International Cooperation, Humanitarian Aid and Crisis Response: presentation of European Commissioner's work and principles of cooperation between EC and companies under crisis response and humanitarian aid.

Centre for CSR Development hopes that study trip to Brussels would help to promote social responsibility in Ukraine and raise the CSR implementation effectiveness. More details about the study visit could be found at www.csr-review.net

For additional information, please contact Centre for CSR Development: (044) 280 11 47, case@csr-ukraine.org, www.csr-ukraine.org