



BUSINESS : PROFIT & RESPONSIBILITY II

international CSR conference

INTERNATIONAL CSR CONFERENCE
" BUSINESS: PROFIT & RESPONSIBILITY " II
May 24th, 2007

ORGANIZERS



SIA ITA Konsultants

LATVIAN
CHAMBER
OF COMMERCE
AND INDUSTRY

GOALS

- To introduce with the results of research carried out in the Baltic States, and with successful examples of corporative social responsibility both abroad and in Latvia
- To enrich the experience and gain cognition how to plan and carry out the corporate social responsibility programs in companies, so that the company, society and country receives maximal return
- To promote the exchange of dialogue, opinion and experience between the participants and those interested

TARGET AUDIENCE

Local and international businessmen, the members of business associations, public authority and NGOs, public relations and marketing specialists, teachers and students of higher education establishments

AGENDA

9.30 – 10.00	Registration, coffee
10.00 – 10.15	<u>Opening Speech</u> Andris Bērziņš , President of the Latvian Chamber of Commerce and Industry Dr. oec. Andris Deniņš , President of the Latvian Business Consultant Association
10.15 – 11.10	<u>Tools Disposable to the Country Regarding Promotion and Use of Socially Responsible Businesses.</u> A short summary of the actions of ministries responsible in relation with CSR and a discussion with the audience. Moderator: Head of the Communication Department of BAT A.Dimants. With the participation of the Minister of Economy J.Strods*, Minister of Finance O.Spurdziņš*, Minister of Justice G. Bērziņš*, Minister of Environment R.Vējonis*, Minister of Special Affairs for Integration of Society O.Kastēns*, Minister of Regional Development and Local Government A.Štokenvergs*, Minister of Education and Science B.Rivža*.

11.10 – 10.30	<u>Presentation of Research on „Corporate Social Responsibility in Small and Medium Companies in the Baltic States”</u> Andris Pētersons, Dean of the Faculty of Public Relations of the School of Business Administration „Turība”
10.30. – 13.00	<u>CSR Good Practice Examples in Baltic States. Award Ceremony of Socially Responsible Small and Medium Companies</u>
13.00 – 14.00	Lunch
14.00 – 17.00	Step by Step
14.00 – 14.30	<u>Using Internal Knowledge to Define Innovative Change,</u> <i>Kari Tuominen</i> , Managing Director, Benchmarking Ltd
14.30 – 15.00	<u>Quality Criteria in CSR and Communication,</u> <i>Göran Sjöberg</i> , Past president and honorary member of the International Public Relations Association, Sweden
15.00 – 15.30	Coffee Break
15.30 – 16.00	<u>Reporting on responsibility as a challenge for corporate communication in the era of globalization. A Nordic perspective,</u> <i>Jaakko Lehtonen</i> , Ph.D. Professor emer. of the University of Jyväskylä, Finland
15.00 – 16.00	<u>The Increase of Company Value with Socially Responsible Strategy</u>
16.00 – 16.30	<u>Communication and Public Relations in Corporate Social Responsibility</u> <i>Dennis Wilcox</i> , Professor of the University of San Hose, USA
16.30 - 17.00	Closing of Conference
17.00	Reception

*Awaiting confirmation

The Organizing Comitee of the Conference

Andris Bērziņš, President of the Latvian Chamber of Commerce and Industry
Dr. oec. Andris Deniņš, President of the Latvian Business Consultant Association
Dainis Locāns, CEO of the Latvian Business Consultant
Andris Pētersons, Dean of the Faculty of Public Relations of the School of Business Administration „Turība”
Ilze Bumbiere, Director of SIA ITA Consultant

WORKING LANGUAGES

During the conference the audience will be provided with interpretation in Latvian and English

LOCATION

The conference will take place on the premises of the School of Bussines Administration „Turība”, where one can get in ten minutes time from the Riga Central Station, taking the train Riga – Jelgava, stop „Turība”. The registration and plenary meeting will take place in the main building of the school. For further information about SBA „Turība” please visit www.turiba.lv

PARTICIPATION FEE

If registering before May 10th Ls 25.00 + VAT, students and NGO representatives Ls 15.00 +VAT
If registering after May 10th Ls 35.00 +VAT, students and NGO representatives Ls 25.00 +VAT
Registration: Information for Management Website www.formanagement.lv

The organization (company, public authority, NGO), which sends their own good case practices of corporate social responsibility until May 2nd, receives a discount of 50% for the participation fee of the attendees and qualifies to receive an award as the most socially responsible organization in the Baltics.