



**Center for Development of Non-governmental Organizations (CRNVO)
United Nations Development Programme (UNDP)**

MEDIA ADVISORY

Corporate Social Responsibility Forum

What: Center for Development of Non-governmental Organizations (CRNVO) and the United Nations Development Programme (UNDP) Montenegro, in cooperation with the Union of Employers of Montenegro and the Directorate for Development of Small and Medium Enterprises, will organize a Forum on Corporate Social Responsibility (CSR). The aim of the Forum is further familiarizing of Montenegrin enterprises with the concept of corporate social responsibility, possible ways for integrating principles of socially responsible operating in their everyday work, as well as learning from the best practices of the EU countries and countries of the region. A special part of the Forum will be dedicated to the presentation of planned steps for future development of CSR in Montenegro, as well as to the analysis of possibilities for joint action of all relevant stakeholders in this domain.

The Forum on Corporate Social Responsibility will be opened by:

Ms. Ana Novaković, CRNVO Executive Director

Ms. Kristine Blokhus, UNDP Deputy Resident Representative to Montenegro

When: 19 November 2010, 10 a.m.

Where: Podgorica Hotel, Podgorica

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The results of the survey "*Corporate Social Responsibility in Montenegro*" will also be presented at the Forum (by Olivera Komar, DeFacto Consultancy; Ana Rašović, Union of Employers of Montenegro (UPCG); Ana Šebek, Directorate for Development of Small and Medium Enterprises; Marina Vuković, Center for Development of Non-governmental Organizations (CRNVO)). In addition, the topic on *Why Striving for Corporate Social Responsibility?* will be presented by Rebecca Esteves from a British organization Business in the Community (BITC). *Examples of Business CSR Networks from the Region* will be presented by Isidora Orlović from the Central Bank of Serbia, who also represents the Secretariat of the UN Global Compact in Serbia and Milan Koštro, Coordinator of the UN Global Compact in Croatia. Eleonora Albijanić, CSR and Climate Change Specialist of Telenor Montenegro will talk about *Why Reporting on Corporate Social Responsibility*. The following topics will also be discussed at the Forum: *Strategic Approach to Corporate Social Responsibility* – practical examples (Sonja Jakovljević, Infotehna d.o.o., Slovenia); *Female Entrepreneurship and Corporate Social Responsibility* (Tamara Mitrović, Member of the Management Board of the Association of Business Women in Montenegro); *Philanthropy Award - ISKRA* (Maja Boljević, Fund for Active Citizenship) and *Future Steps in Development of Corporate Social Responsibility in Montenegro* (Milica Begović Radojević, Economy and Environment Cluster Leader at the UNDP Montenegro; Marina Vuković, Head of Philanthropy and Corporate Social Responsibility Department at the Center for Development of Non-governmental Organizations (CRNVO)).

Some of key issues that will be discussed at the Forum are: Why is it important to strategically review the concept



of Corporate Social Responsibility and what are the benefits for a company from the strategic approach to CSR?; Is CSR a privilege of big companies, or medium and small enterprises can have socially responsible activities, too?; Why report on corporate social responsibilities? In which way to merge knowledge bases from profit, public and business sectors with an aim to contribute to sustainable development?; How business networks that deal with development of CSR in the region and in the EU countries function?; Corporate Philanthropy and Corporate Social Responsibility – two names with the same concept or still there are differences?

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Contact for Media:

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