

2nd Annual CSR Forum

The Crisis as a wake-up call:
CSR Strategy: Luxury or necessity?

Thursday, 26 April, 2012 - Athens
Hilton Hotel



AGENDA 2012

9:30 a.m. – 10:00 a.m.	Registration	
10:00 a.m. – 10:05 a.m.	Welcome Remarks	Mrs. Olga Bornozi , Vice President, Capital Link
10:05 a.m. – 10:20 a.m.	Speech	Mr. Konstantinos V. Botopoulos , Chairman – Hellenic Capital Market Commission
10:20 a.m. – 10:30 a.m.	Welcome Remarks	Mrs. Alexandra Palli , General Secretary - Hellenic Network for Corporate Social Responsibility
10:30 a.m. – 10:45 a.m.	The necessity of Social Responsibility in the Greek Crisis	Mr. Alexandros Moraitakis , President – SMEXA & President - Nuntius
10:45 a.m. – 10:55 a.m.	Crisis CSR: Financial Deficit & Soul Surplus	Mr. Yannis Freris , Corporate Communication & Sustainable Development Department - Gefyra S.A. & Head of the CSR working group - European Association of Communication Directors (EACD)
10:55 a.m. – 11:20 a.m.	Sustainable Energy	Mr. Kimon Steriotis , Communication Director - Public Power Corporation S.A.(PPC) Mr. Evangelos Kosmas , Division Head, Corporate Affairs & Communication - DEPA S.A.
11:20 a.m. – 11:45 a.m.	CSR & Local Communities	Mrs. Rania Soulaki , Group CSR Director - Group Hellenic Petroleum Mr. Thomas Androulakis , Group Sustainable Development Manager– S&B Industrial Minerals S.A.
11:45 a.m. – 12:20 p.m.	Society	Mrs. Fereniki Xekalaki , Director Marketing Communication Division – Agricultural Bank of Greece Mrs. Vivi Sideri , Public Relations Manager– Hellenic Postbank Mr. Spyros Xenos , Corporate Communication Manager – TITAN A.E.
12:20 p.m. – 12:30 p.m.	NBG Ombudsman: near the Customer.... every moment	Mrs. Konstantina Vitoratou , Ombudsman – National Bank of Greece
12:30 p.m. – 12:40 p.m.	CSR Governance: Materiality matters.	Mr. Panagiotis Papadimitriou , Manager Corporate Quality - Athens International Airport

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12:40 p.m. – 13:10 p.m.	Environment	<p>Mr. Serafeim Ioannides, S.E. & Q. Coordinating Director - DESFA S.A.</p> <p>Mrs. Lena Mamidaki, Director of Marketing, Communications, CSR - Mamidoil Jetoil S.A.</p> <p>Pr. Panagiotis Christodoulakis, Communication Director - PanHellenic Center of Ecological Research</p>
13:10 p.m. – 13:30 p.m.	Sustainable Architecture	<p>Mr. Alexandros Samaras, Architect - Samaras Alexandros & Associates S.A.</p>
13:30 p.m. – 14:20 p.m.	Buffet Luncheon	
14:30 p.m. – 14:50 p.m.	<p>Introductory Speech</p> <p>Keynote Address</p>	<p>Mr. Christopher Hatzopoulos, President - Greek-French Chamber of Commerce and Industry</p> <p>Mr. Robin Edme, Senior Advisor Responsible Finance- Office of the Commissioner-General for Sustainable Development French Ministry of Ecology, Sustainable Development, Transport and Housing</p>
14:50 p.m. – 15:00 p.m.	CSR Reporting Practices	<p>Dr. Yiota Pastra, Assistant Professor in the Practice of Accounting, President of the ALBA Social Responsibility Committee - ALBA Graduate Business School at The American College of Greece</p>
15:00 p.m. – 15:10 p.m.	Transparency	<p>Mr. Costas Bakouris, Chairman, Transparency International Greece</p>
15:10 p.m. – 15:40 p.m.	Water Policy and Management	<p>Mr. Nikolaos Bardis, CEO - EYDAP S.A</p> <p>Mrs. Georgia Lassanianou, Community & Environmental Programs Manager - Coca Cola 3E</p>
15:40 p.m. – 15:55 p.m.	Fair Play	<p>Mrs. Ioanna Karyofylli, <i>General Secretary</i> - Panhellenic Athletic Women's Association "Kallipateira"</p>
15:55 p.m. – 16:10 p.m.	Financial Crisis, Value's Crisis, Brand/Corporate Enhancement Opportunity	<p>Mr. Konstantinos Giannopoulos, President - The Smile of the child</p> <p>Mrs. Jenny Varvayanni, Fund Raising, Communications & Volunteering - The Smile of the child</p>
16:10 p.m. – 16:25 p.m.	CSR and Social Media	<p>Mrs. Betty Tsakarestou, Assistant Professor in Advertising and Public Relations, - Panteion University</p>
16:25 p.m. – 16:40 p.m.	Solidarity Economy & Social Structures: The case of Social Market	<p>Mr. Alexandros Oikonomou, Scientific Responsible - K.S.D.E.O. "EDRA"</p>
16:40 p.m. – 17:30 p.m.	COCKTAIL RECEPTION	