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## CORPORATE SOCIAL RESPONSIBILITY FOR ALL

### Croatian Kick-off Conference of the „CSR for ALL“ Project Zagreb, 27th March 2013.

#### Agenda:

13:00 Gathering of the participants and registration

13:30 Maja Pokrovac, CEA-Global Compact Croatia: **Welcome speech**

#### Introduction to the issue of CSR:

13:45 Žarko Horvat, President, CEA-Association of Employers in Non-Metal, Building Materials and Mining Industry and President of the Governing Board of the Global Compact Croatia: „**The importance of CSR for successful business**“

14:00 Mislav Ante Omazić, professor at the Faculty of Economy, University in Zagreb, and editor of the book “Collection of CSR cases”: „**Can SMEs engage in the CSR?**“

#### Croatian Institutions' view to the CSR:

14:15 Marko Krištof, Assistant Minister, Ministry of Labour and Pension System: „**The role of the State in promoting CSR**“

14:30 Ivo Radković, Head of Sector for Industrial Policy, Ministry of Economy: „**The Role of the Ministry of Economy in encouraging and promoting CSR**“ CSRforALL

Mirna Maravić, Ministry of Economy: „**The Importance of CSR in the view of Croatia's entry to the EU**“

#### What is CSR and best practice examples – stakeholders' view

14:45 Marija Pejčinović Burić, IMPACT: „**Inter-sectorial Partnership and CSR**“

15:00 Lidija Pavić – Rogošić, Odras: „**CSR in the Context of Local Community Development**“

15:15 Dalibor Hatić, OIKON: „**CSR vs. Responsibility Towards Business Practice**“

15:30 Mirjana Matešić, Head of Croatian Business Council for Sustainable Development: „**CSR Tools in the Republic of Croatia**“

#### Discussion:

15:45 Moderator: Žarko Horvat, President, CEA-Association of Employers in Non-Metal, Building Materials and Mining Industry and President of the Governing Board of the Global Compact Croatia

16:30 Conclusions of the Conference; Evaluations  
Luncheon and networking for the participants