

4 November, 2009

Global Seminar
**on Online CSR
Communications**



Global Seminar on Online CSR Communications

4 NOVEMBER 2009, MILAN

We are pleased to invite you to the first global online CSR communications event offering a full day of presentations, discussion and exchange about the challenges and opportunities of using the internet as a strategic tool for CSR communications with best practice extracted from the 2009 CSR Online Awards.

Keynote speakers and leading international companies will address topics including the role of financial markets, online reporting and disclosure, and using the web for community communications. This will be followed by presentation of the CSR Online Awards 2009. Honours will go to the best performing corporate websites globally and in the country rankings for Germany, Switzerland and Italy. Why attend? This event will answer questions such as:

What companies are best at using the internet to communicate CSR?

How can I use interactivity and social media to generate dialogue with stakeholders?

How can I find the right balance between my CSR report, the online version and the website?

What do investors need to hear from my company in terms of CSR?

How can the internet help raise awareness of CSR among employees?

How much space should I give to questions of governance when communicating CSR online?

How can I bring the CSR section of my website in line with international best practice?

When: Wednesday 4 November, 2009

Where: Fondazione Eni Enrico Mattei, Corso Magenta 63, Milano, Italy

Time: 10:30 - 20:00

Cost: The event is free of charge.

Registration:

The workshops and the dinner are for companies only.

Detailed programme will be sent out after registration

Alessia Soffientini: CSR@lundquist.it or

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AGENDA

PART 1

Workshops

10:30 *Registration - coffee* *(by invitation only)*

11:00 - 13:00 **Parallel workshops:**

Workshop Energy. Cases Eni, Shell

----- or -----

Workshop Best practices. Cases Banca MPS, Assicurazioni Generali

13:00 - 14:00 *Lunch*

14:00 - 16:00 **Parallel workshops:**

Workshop Financial services. Cases Swedbank, UBS

----- or -----

Workshop Interactivity and social media. Cases Autogrill, Roche, Telecom Italia

PART 2

Presentations and Awards Ceremony

16:00 *Registration* *(Open to the Public)*

16:30 - 16:40 **Welcome addresses:**

- Fondazione Eni Enrico Mattei, Executive Director, Bernardo Bortolotti, Lundquist, Joakim Lundquist

16:40 - 17:45 **Presentations:**

- Eurosif, President, Giuseppe van der Helm
- Fondazione Eni Enrico Mattei, FEEM Researcher, Paolo Cominetti
- Eurizon Capital, Head of Sustainability & Global Non-Profit Business Co-Chair of the UNEP FI A.M. Working Group, Gianluca Manca

- Case study, UBS, Head, Corporate Responsibility Management, Christian Leitz
- Journalist perspective, Eric Sylvers, Contributor New York Times and IHT

17:45 - 18:00 *Break*

18:00 - 19:00 **Awards ceremony:**

- Presentation of the research "CSR Online awards", Lundquist, James Osborne
- Awards World: Italy, Germany and Switzerland

19:00 *Cocktail*

20:00 *Informal dinner* *(by invitation only)*

