

2nd Annual CSR Forum

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

Thursday, 26 April, 2012 - Athens
Hilton Hotel



2nd CSR IN GREECE FORUM Athens - Thursday, April 26 ,2012

Capitalizing on our 16 year track record of hosting a series of uniquely successful business and investment forums in New York, London and Athens, Capital Link organized with great success the 2nd Annual CSR Forum, in Athens at the Athens Hilton Hotel, on Thursday, April 26, 2012. Participation exceeded 600 attendees, 25 speakers and 82 NGO's.

The theme of the 2nd Annual Conference of Corporate Social Responsibility was: "The Crisis as a wake-up call – CSR Strategy: luxury or necessity". The fact is that Greece is in a time of global economic crisis with particularly adverse consequences for the country, leading many companies to freeze their corporate social responsibility programs. The conference came just at this critical time for the country and the companies to demonstrate that the crisis is an opportunity for awakening: The Role of CSR must now more than ever be upgraded and become more decisive and effective, providing significant assistance in the community affected. The development and maintenance of a CSR strategy is a necessity and is the only route through which Greece will balance the achievement of profitability and/with the sustainable growth.

The conference discussed current pressing issues such as environmental protection with emphasis on local communities where companies are active, sustainable architecture, sustainable tourism development, sustainable water management, renewable energy, the quality of the working environment, etc.

There were separate sections where showcases for best practices by industry were presented, the role of social media in communicating CSR strategies as well as valuable tips on reporting practices.

Besides the speeches and panels with companies' & various organizations representatives, it is very important to highlight the initiative of Capital Link serving as a Bridge between Business and Society, to reserve a dedicated space where 82 NGOs & other operators/agencies were able to communicate their programs and objectives and so achieving vivid and objective interaction of all CSR stakeholders.

Within the Forum's framework, a special Handbook was published with articles of market players, speakers at the Forum and other personalities which addressed the latest developments in the field of Corporate Social Responsibility in Greece and abroad.

“CSR in Greece” – CSR Knowledge Hub

"CSR in Greece" is an integrated and effective platform combining expertise and communication, with corporate social responsibility issues. Founded in 2010 by CAPITAL LINK, it aims to support CSR initiatives and to bridge the communication between companies and NGOs. It also provides information on current CSR issues and developments in Greece and abroad; promotes the actions of socially responsible Greek companies; facilitates the access of business to non-governmental and non-profit organizations in a completely transparent frame; highlights the needs of society and the bodies representing it, achieving synergy between the two; responds successfully to the financial and material needs; and constitutes a communication bridge between all social and business groups. Among CSR members are corporations, NGOs, foundations, and associations from all over Greece.

The "CSR in Greece"— CSR Knowledge Hub achieves its goals through a series of initiatives and services:

- The www.csringreece.gr bilingual portal (in Greek and English) is a) a centralized source of promotion for all CSR news, practices of companies, programs, and needs of associations from all over Greece and b) a consolidated source of information that includes surveys and studies by major foreign and Greek universities, as well as updates on new CSR regulations and decisions passed by international bodies.
- The English portal www.maritimecsr.com provides data on the latest CSR measures and regulations affecting shipping internationally, and serves to inform and promote the actions of shipping companies that are advancing CSR in addition to any news and information related to CSR issues. The portal targets a wide audience comprised of government officials, non-governmental organizations (NGOs), industry associations, the investment and financial community, international shipping companies implementing CSR strategies, and their respective accounts.
- The weekly electronic newsletter is distributed to a wide audience.
- The annual organization of conferences on corporate social responsibility spans across three major cities in three influential countries: Athens, Greece, London, UK, and New York, USA.

www.csringreece.gr & www.maritimecsr.com