

CSE INTERNATIONAL RESEARCH ON CSR WAS PRESENTED IN ATHENS

On Thursday 23rd June a conference on **Corporate Social Responsibility (CSR)** and **Shareholder Management** was held at Divani Caravel Hotel with great success. It was organized by **Direction**, with the scientific cooperation of **CSE**. During the conference there was extensive discussion of issues such as the connection of CSR to Corporate Reputation and brand value, the reports on sustainability and the successful management of a company's stakeholders. Speakers at the meeting included Management Professor and Executive Director of the *Centre for Sustainability and Excellence (CSE)* **Nikos Avlonas**, the Director of *Partners for Financial Stability (PFS) Program* **Geoffrey Mazullo**, the Director of Corporate Communication of *AGET, Heracles* **George Vlachos** and **Anastasia Sideri** from *Coca-Cola Hellas*. The conference was co-ordinated by journalist **Angeliki Darzanou** and revolved around the presentation of an innovative international survey recently conducted by CSE. The main conclusions, emerging from the survey, include the lack of systematic methodologies for the full assessment and understanding of the budget for CSR, but also the recognition of the fact that CSR represents a characteristic of a well-managed and financially high performing organisation. Greetings at the meeting were extended by the President of the *European Business Ethics Network in Greece (Eben.gr)* **Anthony Gortzis**, the President of the *Panhellenic Association of Cosmetics Industry (PACI)*, **Theodore Giarmenitis** and the Manager of Corporate Relations of *Cosmote* **Marilena Fatsea**. An interposition, on behalf of the *Minister of Development* **Dimitris Sioufas**, was realised by the special counsellor of the Ministry **Dimitris Magoutas**. The major sponsor of the conference was *Cosmote*, while sponsors included *Coca-Cola* and *AGET Heracles*. The journal *adbusiness* was the Communication Sponsor, while the event also had the support of the radio station *Sky 100, 3 FM*. *Apeiron* was the Image Sponsor.

To download the survey results please click
<http://www.cse-net.org/kb/files/108.pdf>