



# MAKING GLOBAL GOALS LOCAL BUSINESS



## Making Global Goals Local Business - Bulgaria

13-14 October 2021

Hybrid Event in Sofia, Bulgaria

### DRAFT PROGRAMME

Time (GMT+3)	Day I - Wednesday, 13 October
14:00 – 16:00	<p><b>The Human Dimension of the Sustainable Development Goals, the 10 Principles of the Global Compact and the Role of Business</b></p> <p>Topic: <b>Sustainable Development Goals, UN Global Compact and the 10 Principles</b></p> <p>This meeting/discussion with journalists will be organized with the assistance of GCO. The objective is to emphasize the importance of the SDGs and the Ten Principles, as well as corporate sustainability and responsibility in local and international aspects, to show that the Bulgarian private sector is a force for good. Permanent leadership is impactful and business is the engine of this process.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>● <b>Dan Thomas</b>, Chief, Communications &amp; Strategic Events, UN Global Compact</li> <li>● <b>Ognian Trajanov</b>, Chairman of Global Compact Network Bulgaria</li> <li>● <b>Sylvia Kostova</b>, Head of Corporate Communications and Marketing Division, Postbank</li> <li>● <b>Daniela Peeva</b>, Chair of Association of Bulgarian Investor Relation Director</li> </ul> <p><i>Attendees and participants:</i> journalists, CSR, sustainability and communication specialists</p> <p>Moderator:</p>

Time (GMT+3)	Day II - Thursday, 14 October
13:30 - 14:00	Registration
14:00 - 14:45	<p><b>Official Opening: Uniting Business for a Better Bulgaria</b></p> <p><i>Moderator:</i></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>● <b>Sanda Ojiambo</b>, CEO of the UNGC</li> <li>● <b>Ognian Trajanov</b>, Chairman of the Bulgarian Network</li> <li>● <b>Steve Kenzie</b>, Co-Chair of the Global Compact Network Council &amp; Executive Director of UK GC Network, Key-Note Speaker with focus on international views with relevance on local issues.</li> </ul>
14:45-15:45	<p><b>Session I: SDG Ambition &amp; Action – Sustainable Development Goals in a national context</b></p> <p>This session aims to raise SDG ambition by bringing up local issues, context, opportunities, solutions and examples from the GCLN Bulgaria member companies' and LN's through our collective programmes contributions to the SDGs.</p> <p>The GC principles are unprecedented values. Businesses run in accordance with them can be successful.</p>

	<p>Some of the issues are identified in the GC LN National SDG Strategy, such as NEETs, human capital, future of work, etc. Reference to the <a href="#">Strategic Partnerships for Sustainability, Impact and Trust</a> at the Leaders Summit.</p> <p><i>Speakers:</i>  Antonio Hautle, Executive Director of Global Compact Network Switzerland &amp; Liechtenstein on the ethics, balance and business motivation to contribute to SDGs  Darina Georgieva, Executive Director of Global Compact Network Bulgaria short presentation on national and local progress on SDG</p> <p><i>Discussion:</i></p> <ul style="list-style-type: none"> <li>● <a href="#">Petia Dimitrova, Chairperson of the Management Board and Chief Executive Officer, PostBank</a> with Principles for responsible banking (confirmed)</li> <li>● <a href="#">Sasho Dontchev, CEO, Overgas, confirmed</a></li> <li>● Business with strong SDG commitment</li> </ul> <p><i>Moderator:</i></p>
15:45 -16:15	<b>Networking break</b>
16:15-17:15	<p><b>Session II: Innovation and Sustainability for a green future</b></p> <p>The challenges and opportunities nowadays are spread globally. Humanity is more connected than ever. Only together we can resolve current problems and move forward. Only through Innovations we can ensure a better life for the current and future generations without harming the future of people and the planet.</p> <p>The objective of this panel is to raise a discussion and show possible solutions of private companies to environmental protection.</p> <p>How does the pandemic make the question of innovations even more relevant?  How to have a good economy without robbing the wealth of the Earth?  How to efficiently use the funds under the National Sustainability plan?  Is a balance between the image of an investment hospitable country and green and climate policies possible?</p> <p>CEO of companies from the Network that have made significant achievements and initiatives in the field of environmental care</p> <p><i>Speakers:</i>  <a href="#">Cynthia Cumims, Executive Leadership Team</a> of the SBTi, Director of Private Sector Climate Mitigation in WRI's Business Center (confirmed)</p> <p><i>Discussion:</i>  Mrs. Lynne Charles, Deputy British Ambassador to Bulgaria, Innovations (confirmed)  Mr. Dimiter Tsotsorkov, Chairperson of the Supervisory Board of Asarel - Medet JSC, Global Compact Network Bulgaria Board Member, Asarel-Medet (confirmed)  Mr. Peter Roebben, CEO of UBB, Country Manager of KBC Group in Bulgaria (confirmed)  Mr. Krasimir Nenov, ContourGlobal Maritsa Iztok 3, (confirmed)  Aurubis invited</p>
17:15-17:30	<b>Closing Plenary: Moving Forward Together: Future is a matter of balance, Ognian Trajanov</b>
18:00	<p><b>Formal Celebration of the 10 year anniversary of Network Bulgaria</b></p> <p>Distribution of awards to member companies and partners of the Bulgarian Network to recognize their contribution to the Network in the last 10 years.</p> <p>Badge / statuette for companies and partners that meet certain criteria  Cocktails and cake</p>



# MAKING GLOBAL GOALS LOCAL BUSINESS



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### Concept Note

**MAKING GLOBAL GOALS LOCAL BUSINESS** are local events, organized jointly by the UNGC headquarter and local networks. The aim is to bring together business leaders, sustainability professionals, officials, impact-driven entrepreneurs, NGO leaders, and the United Nations to catalyze collective action and accelerate progress built on the UN Global Compact's Ten Principles and the Sustainable Development Goals (SDGs).

#### KEY MESSAGES

- Demonstrate that business is a force for good through investments in the market, society, environment, and that the Bulgarian Network is an important leader and partner in sustainable development.
- Demonstrate the leading role of business in the implementation of the SDGs.
- The most important meaning of the word "sustainability" for the responsible Bulgarian companies is to move forward and to never stop working for the benefit of business, society and nature.
- Showcase good examples of leadership, share best practices, build partnerships and encourage other actors to take the lead.
- The SDGs should be recognized as important at the local level, to provoke commitment and action in the private sector and other countries.

#### MAIN GOALS

- Attracting new partners, members and participants in the Network and our projects;
- Creating value for current members;
- Encourage the participation of other stakeholders in working towards the achievement of SDGs - government, NGOs, universities, youth organizations, media, etc.;
- Creating opportunities for cooperation between several local networks;
- Celebrate 10 years of the Bulgarian network and 10 years until the deadline for achieving the Goals

#### CONTENT & TOPICS

- The SDGs on a local and global level – achievements, examples from companies, ambitions  
This session will showcase corporate contribution and leading role towards SDGs achievements.
- Innovations and sustainability for a green future  
This session will showcase breakthrough innovation and collaborative business approaches in driving SDG implementation focused on environmental aspects of sustainability. Exemplary corporate practices, challenges as well as opportunities for post-COVID recovery will be highlighted and sustainable economic growth will be explored.

#### SIDE EVENTS SUGGESTION

- Media meeting/ event for journalists

- Workshop for experts: SDG Ambition § SDG Action Manager, UN GC Academy, Climate change § Business Ambition for 1.5°C, New York, Presenting Network projects

### **EVENT FORMAT**

The event aims to escape from the monotonous extended format and will be hosted in a hybrid model. In order to keep the attention of the participants to the maximum, the Executive Director of the UNGC; significant international and local participants; journalists and public figures will be invited.

Participants will feel empowered, inspired, and have their first three tasks to accomplish and work on when they return to work.

The day before, we will organize a meeting to inform journalists about the Sustainable Development Goals and their importance for business and the role of business in their implementation. The event will be held in Bulgarian with a parallel interpretation in English.

### **CURRENT CONTEXT**

The UN Global Compact plans its activities according to the established model of success and the result is the creation of a Strategic Plan on an international and national scale for 2021-2023. Like a roadmap, it identifies the important issues which need to be addressed facing society and business opportunities to contribute to it through collective action. The strategic plan is a kind of agreement between the companies to work on solving economic and social problems and to cooperate to improve the overall living environment.

Based on the 10 universal principles of humanity, care and ethics, the Strategic Plan 2021-2023 highlights the current Sustainable Development Goals, on which businesses will focus their combined efforts on. The member companies of the Bulgarian Network outlined the Strategic Guidelines for the SDGs, relevant for responsible business in Bulgaria. The main priorities identified by the companies are related to:

- Decent work and economic growth (Goal 4), job transformation, employee skills development related to digital transformations, care for employees and their families (physical and mental health)
- Sustainable living with care for the environment, biodiversity and climate (Goals 13 and 15)
- Responsible consumption and production (Goal 12)
- Anti-corruption, media freedom and literacy, trust in business (Goal 16)
- Partnerships (Goal 17)

With its second strategic plan, business has once again proved to be more far-sighted and has made a step forward, because its original role is that of an innovator who sees solutions to problems in society more clearly and with more flexibility. However, synergies between business action and sustainable development are impossible without strategic partnerships built on common principles and trust. This plan is a request for business to commit to the development of society, and active partnerships are proof that the economy of trust is the only possible way. This approach is a trademark of the Bulgarian network.

### **FINANCING**

The expenses will be covered by the Network and its members. Sponsorship packages to be proposed. We expect the expenses for foreign speakers as well as the travel subsidies for the other LN representatives to be covered by themselves (or NY).

### **PARTNERSHIPS**

The event will mainly feature Network board members and longstanding participating companies in the Network and our projects.

We have great relations with our neighboring LNs. During the years we have collaborated with all of them - Turkey, Greece, Romania, North Macedonia and Serbia. Our collaboration may be presented at two levels:

- Exchange of good practices during special events such as conferences, seminars (at our members' level as well as the organization's collective projects);
- Transfer of know-how to the other networks (how to lead collective projects, how to organize the Network activities, how to work jointly on the SDGs).

Other networks, as well as EU representatives, could greatly contribute to the goals of the event.

On a national level we will engage the main stakeholders, such as government representatives and municipal representatives (Ministry of foreign affairs, Ministry of labor and social policy, Ministry of economy, Ministry of education and science), representatives for other UN structures in the country (UNICEF, WHO, UNHCR), as well as other stakeholders, who work with the UN (Association of the UN, Bulgarian Platform for International Development, youth networks). We will invite national NGO's, dedicated to SDG implementation, as well as media representatives (national and electronic).

### **SUPPORT FOR PLANNING AND EXECUTION OF THE EVENT**

We will be using support resources provided in the online platform for the Networks (IGLOO). There we can find materials for the organization and visualization of a Making Global Goals Local Business event.

Separately we will need support for media coverage and communications, the presence of high level staff and keynote speakers and finally with the recruitment of companies, especially subsidiaries of multinationals.

### **Guests and participants in the event:**

- Guests from the Global Compact Headquarter
- Relevant guests from Europe (related to the activities of the Global Compact)
- Local networks from neighboring countries (Greece, Serbia, Croatia, Macedonia, Romania, etc.)
- CEOs of member companies
- CEOs and representatives of potential members
- Guests from the government (President, Ministry of Foreign Affairs, MLSP - Denitsa Sacheva and CSR Directorate, MES - K. Valchev).
- UN Family - WHO, UNICEF, UNHCR
- UNECE - United Nations Economic Commission for Europe on the recommendation of the Headquarters.