



## **ENTERPRISE 2020: MULTI-STAKEHOLDER PLANNING IN UKRAINE**

### **9:00 am - 10:30 am, 16 June 2012**

#### **OVERVIEW**

Sustainable development in Ukraine is the concept widely discussed within civil society organizations, businesses and academia. Unfortunately at the moment there is no sustainability strategy in Ukraine and even economic strategies are short to medium term.

Realizing the social and environmental challenges as well as opportunities for embracing those, Ukrainian business community together with civil society organizations got involved in the unique multi-stakeholder process of defining the vision for the enterprise of the future (taking as a target 2020) through defining both acute challenges for Ukraine's social and economic development, risks for the businesses and ways on how companies can get engaged to turn them into opportunities.

In the process of defining the vision for the future, Ukrainian enterprises grew in scale and included all major stakeholders.

Ukraine is certainly in the group of those countries, where Government is not at the forefront of sustainable development/ CSR issues, while businesses understand and react to the challenges more proactively. The example of Enterprise 2020 or, in other words, of the Future we Want exercise is a demonstration of bottom-up approach to getting politicians on board and convincing them of the necessity to cooperate on sustainable development challenges together.

#### **PROGRAMME**

##### **Moderator:**

- Anna Danylyuk  
Coordinator, Global Compact Network Ukraine

##### **Speakers:**

- Ms. Maryna Saprykina  
Head, NGO "Center for CSR Development"
- Mr. Igor Kirilyuk  
Corporate Communications Director, Metinvest Holding, LLC
- Mr. Alexander Tolkach  
Director for External Relations, Donbass Fuel Energy Company
- Ms. Natalia Yemchenko  
Director of Public Relations and Communications, SCM Management

#### **AGENDA**

- Enterprise 2020: the concept of multi-stakeholder planning and its progress in Ukraine
- Examples of long-term business planning in Ukraine: sustainability as a key element (Metinvest company)
- Examples of long-term business planning in Ukraine: sustainability as a key element (Donbass Fuel and Energy Company)
- Sustainability of the Business and the Country: Why it Matters for one of the Largest Companies in Ukraine (System Capital Management).