



**OPEN EVENT
LANGUAGE: RUS**

**21 February 2024
16:00 – 18:15**

**OPEN EVENT ORGANIZED BY AEB PR & COMMUNICATIONS
COMMITTEE**

AEB Conference centre

ESG AS A PART OF CORPORATE BRAND

PROGRAMME

16:00 – 16:10 WELCOME REMARKS

Marina TATARSKAYA, Chair of AEB PR & Communications Committee, IACC
Manager, CIS-An region, Ferrero

16:10 – 16:25 OUTCOMES OF COP 28 AND ESG TRENDS NOWADAYS

Roman ISHUKHMETOV, Chairman of the AEB Green Initiative Carbon
Management Workstream, Senior associate, Melling, Voitishkin & Partners

**16:25 – 16:45 SUSTAINABLE DEVELOPMENT IN AN ERA OF CHANGE.
INTERNATIONAL AND RUSSIAN EXPERIENCE IN RECENT ESG
RESEARCH**

Tatiana BACHINSKAYA, Director of the Center for the Development of
Philanthropy "Soprichastnost", Editor-in-Chief of "Business and Society"

**16:45 – 17:05 ESTABLISHING & REINFORCING THE IMAGE OF A RESPONSIBLE
COMPANY**

Daria BIRICH, Project Director, maslov:agency

**17:05 – 17:50 ESG STRATEGIES OF INTERNATIONAL COMPANIES. CASE STUDIES
AND EXPERIENCE**

Anastasia NOVAK, Head of Sustainable Development Projects, Unilever Rus.
Anna SHEPILOVA, Head of Corporate and External Communications, METRO
Russia
Olga STRELTSOVA, Marketing Communications Manager, DHL Express

17:50 – 18:15 Q&A

Working language: **Russian.** Translation will not be provided.

Contact person: Programm:

Kristina Lobacheva, Committee coordinator, tel.: +7 965 216 43 83,
kristina.lobacheva@aebrus.ru

Registration:

Polina Skorovarova, Event Coordinator, tel. +7 (495) 234 27 64, доб. 128,
polina.skorovarova@aebrus.ru

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