

Conference “Corporate social partnership: business, society, authorities” in Krasnodar

On the 14-th of December the AEB South regional Committee held first annual conference “Corporate social partnership: business, society, authorities”.

Krasnodar City administration, non-profit partnership “Regional Development Council”, Krasnodar regional professional “PR-club” and non-profit partnership “Institute of humanitarian innovations” co-organized this event. The conference was supported by exhibition center “Krasnodar EXPO” and OAO “Nestle-Kuban”.

The conference gathered representatives of the companies, authorities, educational system, head of media and non-profit organizations. Speakers of the conference were from such companies as OOO “Nestle - Russia”, OOO “Philip Morris Sales and Marketing”, “Exxon Mobil Russia” Inc., non-profit organization "United Way International". Participants of the conference represent Moscow, Saint Petersburg, Krasnodar, Rostov, Tula and Adygei regions.

Social investments as a condition of long-term stability, development of mutual interaction between business, society, and authorities were discussed at the conference. Also it was talked about key political, economy and media factors that stimulate the corporate social partnership. Participants of the conference emphasized the importance of the corporate social partnership for promotion of territory brand and region investment attraction.

Resolutions of the conference were:

- 1) annual holding of such conferences,
- 2) forming of the regional intersectoral expert council in the field of Corporate social partnership,
- 3) organizing of the Corporate social partnership public recognition award,
- 4) discussing and signing of the Corporate social partnership charter by leading companies of the Krasnodar and Rostov-on-Don regions

The conference “Corporate social partnership: business, society, authorities” received wide media coverage. The information about the conference was featured on regional TV channels, publications in newspapers and online.