

Conference

SHARED RESPONSIBILITY

– how to increase visibility and effectiveness of the EU CSR framework

The Polish Baltic Frédéric Chopin Philharmonic

5 / 9 / 2011

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Conference

SHARED RESPONSIBILITY

– how to increase visibility and effectiveness of the EU CSR framework

Socially Responsible Investment

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PUBLIC RELATIONS



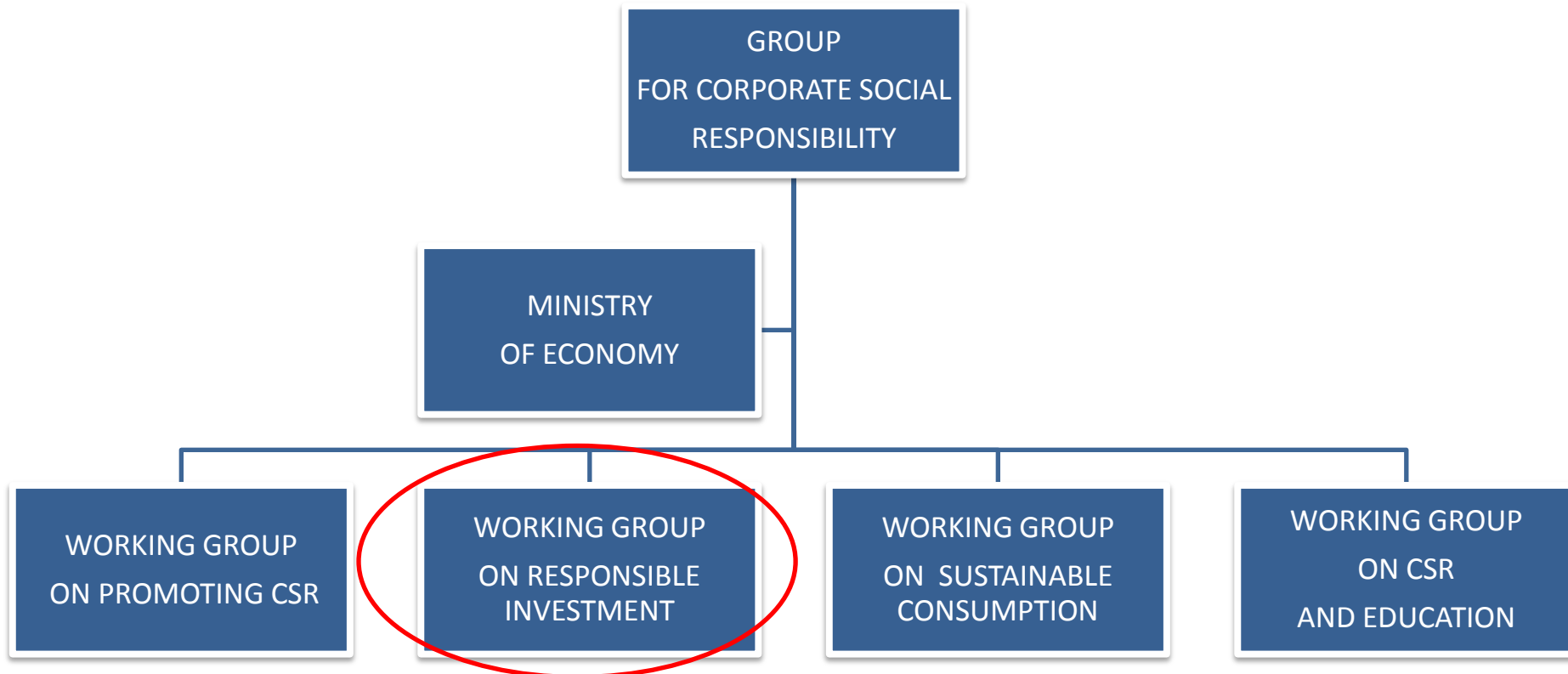
PL2018.eu



Zielone Wędrzactwo



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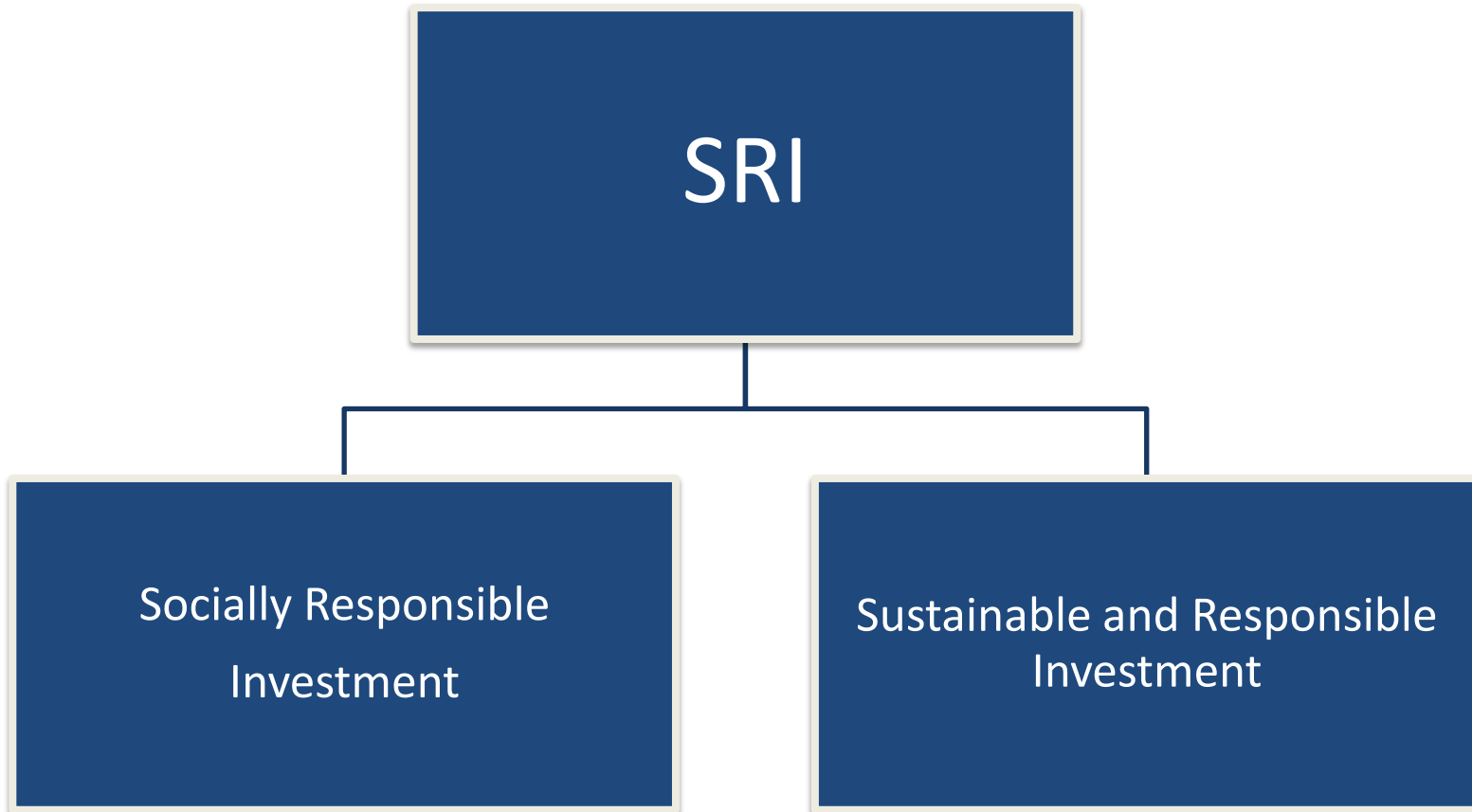
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Socially Responsible Investment

Ethical motivation

the investor excludes from portfolio stock or debt securities which do not comply with ethical standards

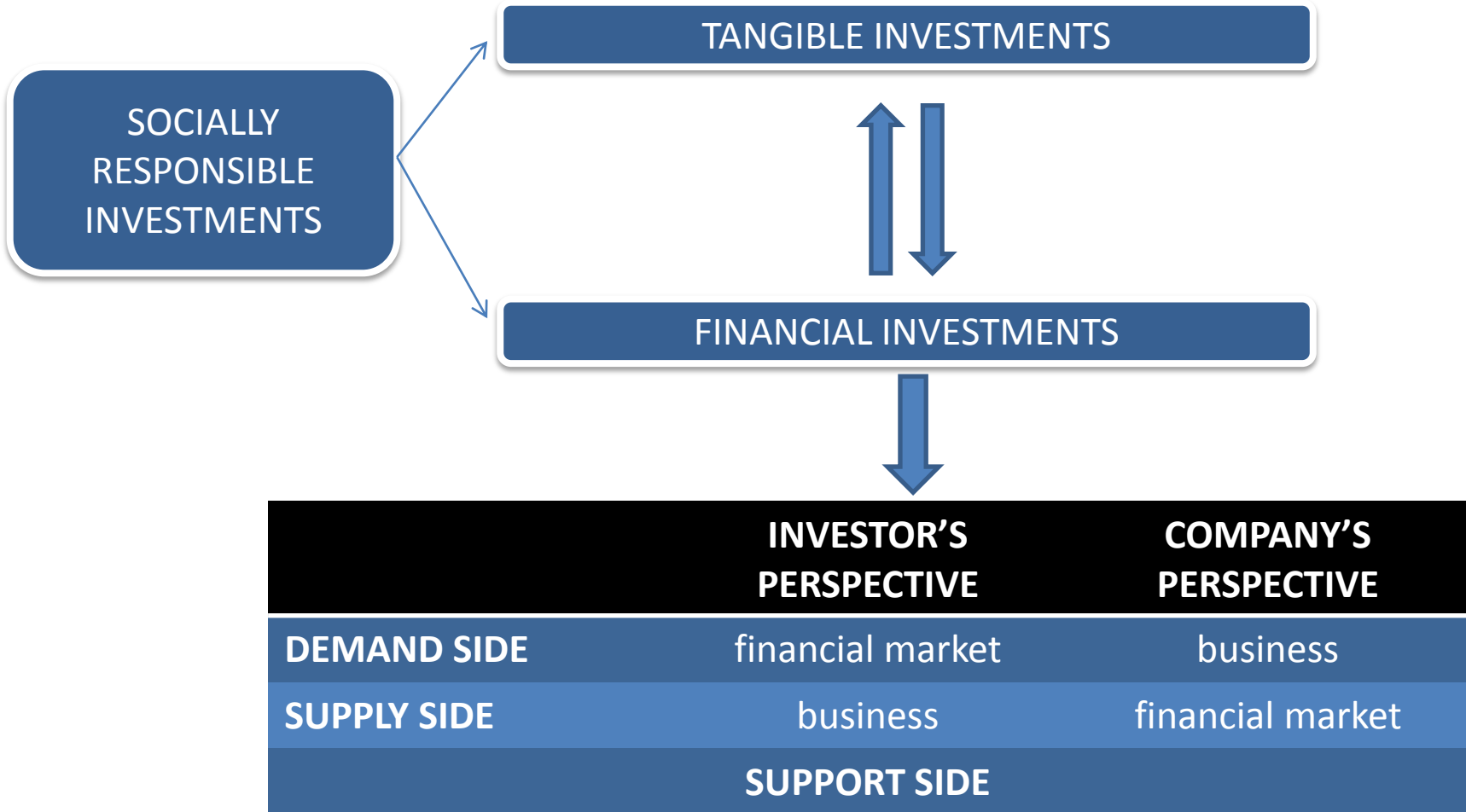
or

the investor by decision to invest rewards companies which act in accordance with ethical standards

Financial motivation

the investor minimizes the investment risk by taking into account not only financial data but also information on the corporate governance and the social and the environmental indicators

Key players



Demand side

The value of the assets of individuals who have signed the PRI totals 25 trillion USD
870 institutions have already signed PRI Rules



The Dutch investment firm Robeco predicts that by 2015, socially responsible investing (SRI) will no longer be associated with the niche market and SRI will cover 25% of total assets under management

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Demand side - SRI in the USA market

YEAR

1995

1999

2003

2007

2010

NUMBER

55

168

200

260

493

VALUE (bln \$)

12

154

151

202

569

source: Social Investment Forum

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Supply side

compliance with standards



implementing CSR strategy



reporting

Support side

WORLD/EUROPEAN UNION

UN and European Union Sustainable Development Policy

CSR in selected EU counties

SRI organizations

Denmark

Great Britain

France

Germany

Spain

EuroSIF

UN PRI

Social Investment Forum

Associate for SRI in Asia

UKSIF

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Support side



- **Mariusz Machajewski** – Vice-President of the Management Board, Chief Financial Officer in the LOTOS Group
- **Giuseppe van der Helm** – President of the EuroSif
- **Prof. Dr Roel Nieuwenkamp** - Chair of the OECD Investment Party Working Group
- **Marcin Pitura** – Managing Director in the GES Investment Services Poland
- **Piotr Kaźmierkiewicz** – Stock broker in the CDM Pekao SA Securities

PANELISTS

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CISZEWSKI



Coca-Cola



KONTEKST



Lemon



MMT



Zielone Węgrzechy



EUROPEAN UNION