



## Agenda

[Summer School 2013]

Become a Responsible CSR EU Leader

<p><b>DAY 1</b> 5<sup>th</sup> August, 2013 (Monday)</p>	<p><b><u>HOW DO WE DO IT?</u></b></p> <p><u>11.00-11.15 a.m</u> Opening address (Ass.Prof.Leonid Nakov, Ph.D.)</p> <p>(4 companies: Adora, Tikves, Bitolska Mlekara, Kapital Media Group/ Introduction in Skopje)</p> <p><u>11.15-11.45 a.m.</u> (Adora)</p> <p><u>12.00-12.30 a.m.</u> (Tikves)</p> <p><u>12.45-13.15 a.m.</u> (Bitolska Mlekara)</p> <p><u>13.30-14.00 a.m.</u> (Kapital Media Group)</p> <p><u>14.00-14.30 p.m.</u> <i>Refreshment Break</i></p> <p><u>15.00 /15.30 p.m.</u> Departure of the participants from Skopje</p> <p><u>15.00 /15.30 p.m - 18.30 p.m .</u> Arrival and accommodation of the participants in Ohrid</p> <p><u>21.00</u> Dinner and unofficial socializing of the participants in the garden of the Hotel (AIESEC "Team building ")</p>
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[Summer School 2013]

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DAY 2 6 <sup>th</sup> August, 2013 (Tuesday)	<p><u>7.30-09.30 a.m.</u> Breakfast</p> <p><u>10.00-12.30</u> The official opening of the Summer School address by The Organizing Team (Opening remarks given by: the Dean of the Faculty of Economics; the Major of Ohrid – <i>to be confirmed</i>)</p> <p><u>12.30-14.30</u> Lunch</p> <p><u>15.00-17.00</u> Session 1: <u>CSR –INTRODUCTION</u> <b>“BUILDING CSR POTENTIAL!”</b> (Ernst&amp;Young and Faculty of Economics-Skopje in action!)</p> <p><u>17.00 – 19.00 (Free afternoon)</u></p> <p><u>19.00-21.00</u> Dinner</p>
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Summer school...  
2013

Make a difference.  
Become a **CSR** EU Leader!

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[Summer School 2013]

Become a Responsible CSR EU Leader

<p>DAY 3 7<sup>th</sup> August, 2013 (Wednesday)</p>	<p><u>7.30-09.30 a.m.</u> Breakfast</p> <p><u>10.00-12.30</u> Session 2: <u>CSR AND EU</u> <b>“European Policy on CSR”</b> <u>(Mr. Lukas Melka – EC Delegation)</u></p> <p><u>12.30-14.30</u> Lunch</p> <p><u>15.00-17.00</u> Session 3 : <u>CSR AND MACEDONIA</u> <b>“CSR in Macedonia - Perspectives of Business Sector vs. Customer Perspectives”</b> <u>(Prof. Snezana Mojsovka Salamovska, PhD, University of “St. Kliment Ohridski” Bitola, Faculty of Economics-Prilep</u></p> <p><u>17.00 – 19.00 (Free afternoon)</u></p> <p><u>19.00-21.00</u> Macedonian Farewell Dinner in honor of Mr. Lukas Melka</p>
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[Summer School 2013]

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<p>DAY 4 8<sup>th</sup> August, 2013 (Thursday)</p>	<p><u>7.30-09.30 a.m.</u> Breakfast</p> <p><u>10.00-12.30</u> Session 4: <u>CSR AND LEADERSHIP</u> <b>“Green” Socially responsible businesses: Macedonian perspective and future challenges”</b> <u>(Prof. Bobek Suklev, Ph.D., Faculty of Economics-Skopje; Prof. Leonid Nakov, Ph.D., Faculty of Economics-Skopje)</u></p> <p><u>12.30-14.30</u> Lunch</p> <p><u>15.00-17.00</u> WORKSHOP: Your ideas matter! <u>(Prof. Bobek Suklev, Ph.D., Faculty of Economics-Skopje; Prof. Leonid Nakov, Ph.D., Faculty of Economics-Skopje)</u></p> <p><u>17.00 – 19.00 (Free afternoon)</u></p> <p><u>19.00-21.00</u> Dinner</p>
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[Summer School 2013]

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<p>DAY 5 9<sup>th</sup> August, 2013 (Friday)</p>	<p><u>7.30-09.30 a.m.</u> Breakfast</p> <p><u>10.00-12.30</u></p> <p>Session 5: <b>Developing project ideas, part I</b> <b><u>TOURISM PROMOTION – CASE STUDY OF OHRID</u></b> - <u>Mr. Naser Hot, Representative from the Agency for promotion and support of tourism + Irena Tolevsaka, Macedonia Timeless</u> - <u>Mr. Mihail Risteski, Representative from the Association of Tourist Guides of Macedonia</u> - <u>Representative from the Municipality of Ohrid</u> - <u>Biljana Petrevska, PhD. &amp; Saso Koceski, PhD. “Goce Delchev” University – Stip, Macedonia</u></p> <p><u>12.30-14.30</u> Lunch</p> <p><u>15.00-17.00</u> Session 6: <b><u>CSR- CHALLENGE AND OPPORTUNITIES FOR BUSINESS LEADERS</u></b> Mr. Ljubomir Gajdov, Lecturer, Iustinianus Primus Law Faculty, Skopje &amp; University Goce Delcev, Stip; Management consultant; Foreign affairs commentator; Media researcher</p> <hr/> <p><u>17.00 – 19.00 (Visiting the Church of Plaoshnik-optional activity)</u></p> <p><u>19.00-21.00</u> Dinner</p>
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## Agenda

[Summer School 2013]

Become a Responsible CSR EU Leader

<p>DAY 6 10<sup>th</sup> August, 2013 (Saturday)</p>	<p><u>7.30-09.30 a.m.</u> Breakfast</p> <p><u>10.00-12.30</u> Session 7: <b>Developing project ideas, part II</b></p> <p><b>“Tourist roles preference patterns”</b> (Biljana Petrevska, PhD. “Goce Delchev” University – Stip, Macedonia)</p> <p><b>“Intelligent response to tourists’ needs”</b> (Saso Koceski, PhD. “Goce Delchev” University – Stip, Macedonia)</p> <p><u>12.30-14.30</u> Lunch</p> <p><u>15.00-17.00</u> Session 8: <b>Workshop</b> Project task CONSULTANCY AND GUIDELINES (Biljana Petrevska, PhD. &amp; Saso Koceski, PhD. “Goce Delchev” University – Stip, Macedonia)</p> <p><u>17.00 – 19.00 (“Free” workshop afternoon)</u></p> <p><u>19.00-21.00</u> Dinner</p>
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## Agenda

[Summer School 2013]  
Become a Responsible CSR EU Leader

<p>DAY 7 11<sup>th</sup> August, 2013 (Sunday)</p>	<p><u>7.30-09.30 a.m.</u> Breakfast</p> <p><u>9.45-10.45</u> <b>“Methodological aspects on practical analysis of CSR”</b> (<u>Prof. Bobek Suklev, Ph.D., Faculty of Economics-Skopje; Prof. Leonid Nakov, Ph.D., Faculty of Economics-Skopje</u>)</p> <p><u>11.00 -11.45</u> <b>PRESENTATIONS OF EDNOTERA-Skopje (sponsor of the Summer School)</b></p> <p><b>PRESENTATION OF THE PROJECT</b> (Summer School participants and representatives from the Municipality of Ohrid)</p> <p><u>12.30</u> Sightseeing tour of the lakeside of the Lake of Ohrid and visit to <u>St.Naum – Boat trip</u></p> <p><u>19.00-21.00</u> Dinner</p>
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[Summer School 2013]  
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<p>DAY 8 12<sup>th</sup> August, 2013 (Monday)</p>	<p><u>7.30-09.30 a.m.</u> Breakfast</p> <p><u>10.00-12.30</u> Session 9: <u>CSR EU LEADERS IN ACTION: HOW CAN WE HELP YOU? (Part I)</u></p> <p><b><u>“From risk management to sustainable competitiveness”</u></b> <u>(Mr. Aleksandar Nikolov, National Coordinating Body on CSR)</u></p> <p><u>12.30-14.30</u> Lunch</p> <p><u>15.00-17.</u></p> <p>Session 9: <u>CSR EU LEADERS IN ACTION: HOW CAN WE HELP YOU? (Part II) Mr. Aleksandar Nikolov, National Coordinating Body on CSR)</u></p> <p><b>Students – the BUSINESS – the Society</b> (Developing New Leaders for Tomorrow)</p> <p><u>17.00 – 19.00 (AIESEC ‘fun-games’ afternoon)</u></p> <p><u>19.00-21.00</u> Dinner</p>
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[Summer School 2013]

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<p>DAY 9 13<sup>th</sup> August, 2013 (Tuesday)</p>	<p><u>7.30-09.30 a.m.</u> Breakfast</p> <p><u>10.00-12.30</u> <b>“Free” day (workshops led by Mr. Aleksandar Nikolov, National Coordinating Body on CSR and representatives of different companies)</b></p> <p><u>12.30-14.30</u> Lunch</p> <p><u>15.00-17.00</u> <b>“Free” day (workshops led by Mr. Aleksandar Nikolov, National Coordinating Body on CSR and representatives of different companies)</b></p> <p><u>19.00-21.00</u> <b>“Black tie” dinner: PRESENTATION OF THE PROJECTS</b></p>
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[Summer School 2013]  
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<p>DAY 10 14<sup>th</sup> August, 2013 ( Wednesday)</p>	<p><u>7.30-09.30 a.m.</u> Breakfast</p> <p><u>10.00-12.00</u> Winners announcement and closing ceremony</p> <p>Leaving the rooms not later than 12.00 p.m.</p> <p><u>12.30-14.30</u> Lunch</p> <p>18:00 Departure for Skopje</p>
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