



AGENDA

Taking Action Towards the European SDG Summit



Webinar 11.00 AM – 12.30 PM CEST,
10 September 2020.

Context

CSR Europe, in collaboration with Edelman, is currently running the communication campaign #Pact4EU for a European Pact for Sustainable Industry to invigorate leadership and engagement towards a Sustainable Europe 2030.

Why a campaign? Because we all have a DUTY TO COLLABORATE constructively, actively and on an ongoing basis to:

- Care about people's health, families, jobs, and environment;
- Increase the resilience of enterprises and support new forms of leadership, entrepreneurship that creates value to society
- Achieve the UN SDGs and innovate economic activities within a socially inclusive, just, climate transition.

About the Webinar

CSR Europe, in collaboration with **Edelman**, will illustrate:

- How you can join the campaign and make your voice heard (spoiler alert: it is free and open to everyone)
- The social media toolkit we have prepared to mainstream the ongoing/planned collaborative actions undertaken to reach the SDGs
- The next steps of the campaign leading to the **European SDG Summit on 26-30 October**

Who should join:

- CSR Europe's Corporate Members
- CSR Europe's National Partner Organisations
- Companies who endorsed CSR Europe's CEOs Call to Action
- Industry Federations

Contact:

Stefan Crets, *CSR Europe Executive Director*, if you wish to engage in the Pact.

Daria Delnevo, *Senior Communication Manager*, for the Campaign with Edelman.

Schedule

| TIME | TOPIC | SPEAKER(s) |
|---------------------|---|---|
| 11.00 - 11.05 | <ul style="list-style-type: none"> • Welcome & Introductory Remarks | <p>Jan Noterdaeme <i>Senior External Advisor</i> CSR Europe</p> |
| 11.05 - 11.15 | <ul style="list-style-type: none"> • 1st Session: The #Pact4EU <ul style="list-style-type: none"> ➤ What is the #Pact4EU? ➤ Why a #Pact4EU ➤ Our achievements so far | <p>Daria Delnevo <i>Senior Communications Manager</i> CSR Europe</p> |
| 11.15 - 11.45 | <ul style="list-style-type: none"> • 2nd Session: The #Pact4EU at the European SDG Summit <ul style="list-style-type: none"> ➤ Context ➤ The New Social Media Toolkit ➤ How to use it ➤ Expected impact | <p>Rowan Emslie <i>Head of Digital, Edelman Brussels</i></p> |
| 11.45 - 11.55 | <ul style="list-style-type: none"> • Q&A Session | <p>All the panelists</p> |
| 11.55 - 12.00 | <ul style="list-style-type: none"> • Next Steps | <p>Daria Delnevo <i>Senior Communications Manager</i> CSR Europe</p> |

We look forward to your participation!