

**5.5.2. SLOVAKIA:** 20<sup>th</sup> of May, Bratislava, Slovakia

**Corporate Social Responsibility - a New Strategy for Business Success**
**Objective:**

The Integra Foundation and the Pontis Foundation (a Slovak NGO also working in CSR) were the main organizers of the conference. It was the first conference on corporate social responsibility (CSR) ever organized in Slovakia and thus the main objective was to raise public awareness in the area of CSR as well as to present the trends and best practice from different parts of Europe to various stakeholder groups from Slovakia. Speakers included the Ambassadors from the USA and the Netherlands who introduced contrasting styles or models of CSR. The target audience of the conference included representatives from Slovak large and small companies, NGOs and the public administration bodies.

**Target Audience:** Public Authorities; SMEs; Non profit organisations; European and International Organisations

**Outcomes:**

Though the workshop on the business – public sector partnerships was attended by a small number of participants, the international experience presented by the Vaderegio II project partners (Kyla Brand, Agenda, Scotland; Jeff Van der Wee, Ministry of the Flemish Community, Belgium; and Eugenio Ceglia, EURO, Sicily) was highly appreciated by several participants. The director of the Open Society Foundation, noted that the material will be used in preparing a “Multisectoral partnerships” grant scheme which is currently being launched. Also, the conference had an impact on a few other initiatives in the area of CSR. Some of the information presented by the speakers at the conference is published at the website [www.partnershipsm.sk](http://www.partnershipsm.sk). The conference materials will be used as one of the main resources for a publication on CSR that should incorporate a section on public administration and CSR and present the outcomes of the Vaderegio II project.

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