

# Strengthening Transparency and Boosting Competitiveness through Effective Environmental, Social and Governance (ESG) Reporting



March 24th - 25th - 2010  
Grand Hyatt Hotel



# Course Description

The course will define environmental, social and governance (ESG) reporting and explain the relationship between it and related topics, including: competitiveness; compliance; corporate governance; corporate social responsibility (CSR), disclosure; socially responsible investment (SRI); sustainability; and transparency.

The course will chart the development of ESG reporting as a concept and a phenomenon, by presenting several case studies about a number of companies' ESG reporting and analyzing the methodologies for ESG reporting. Public policy choices and public policy implications of ESG reporting will be debated/ discussed.

By analyzing the three constituent elements of CSR, the course aims to dispel a commonly-held misconception/misperception that CSR is philanthropy. Instead, through case studies and numerous examples, the course will explain that CSR in fact involves both internalities within and externalities surrounding a corporation. The careful analysis and effective management of these internalities and externalities brings both internal and external benefits to the corporation.

An inaugural survey of reporting on CSR by the largest listed companies in Egypt will be presented. This survey will be compared with eight years of surveys of reporting on CSR by the largest listed companies in Central and Eastern Europe (CEE) and three years of surveys by peer companies in Brazil, Russia, India and China (BRIC) as well as Ukraine. Comparisons with peers in other markets will also be made.

At the end of the course, a number of best practice examples in ESG reporting will be analyzed.

# Agenda

## Day One:

09:30 – 10:00	Registration
10:00 – 12:00	Reporting on Corporate Governance - Case Study
12: 00- 12:30	Coffee Break
12:30 – 14:30	Reporting on Corporate Governance Indicators and Methodology - Case Study
14:30 – 15:00	Coffee Break
15:00 – 17:00	Environmental, Social and Governance (ESG) Reporting Indicators and Methodology
17:00 – 18:00	Lunch

## Day Two:

10:00 – 12:00	Reporting on Environmental Issues - Case Study Reporting on Social Issues - Case Study
12:00- 12:30	Coffee Break
12:30 – 14:30	Survey of Reporting on CSR by the Largest Listed Companies in Egypt – 2010 Surveys of Reporting on CSR by the Largest Listed Companies in CEE, BRIC and Ukraine – 2001-2009 ESG Reporting by the Largest Listed Companies in Other Countries
14:30 – 15:00	Coffee Break
15:00 – 17:00	Best Practice in ESG Reporting Strengthening Transparency and Boosting Competitiveness through Effective Environmental, Social and Governance (ESG) Reporting.
17:00 – 18:00	Lunch

# Biography of Presenter

## **Mr. Geoffrey Mazullo**

Adjunct Professor

School of American Law (SAL)

Email: gmazullonh@yahoo.com

Geoffrey Mazullo possesses global corporate governance experience. For more than 17 years, he has analyzed governance practices of listed companies in Canada, Central and Eastern Europe (CEE), several European Union (EU) member states, Japan, Russia, South East Europe (SEE) and the United States. He has been directly engaged in corporate governance developments in a number of transition economies in CEE, SEE and the Newly Independent States of the former Soviet Union (NIS).

Mr. Mazullo was Director of the Partners for Financial Stability (PFS) Program from 2001-2009. Under his leadership, the PFS Program published 17 semi-annual Surveys of Investor Relations Online and 13 semi-annual Surveys of Reporting on Corporate Social Responsibility (CSR) by the Largest Listed Companies in 11 CEE Countries. From 2005-2009, each edition of the survey includes a comparison with peers in other (largely emerging) markets, including: Greece and Turkey (autumn 2005); Portugal and Spain (spring 2006); and Brazil, Russia, India and China (BRIC) as well as Ukraine (autumn 2006-2009). From 2001-2009, the PFS Program organized a series of 17 investor relations seminars in cooperation with 14 stock exchanges, attracting over 850 participants. From 2003-2009, the PFS Program was engaged in a regional corporate governance initiative that included advisory work on corporate governance codes implemented by several stock exchanges, including: Ljubljana, Slovenia; Riga, Latvia; Vilnius, Lithuania; and Zagreb, Croatia.

Mr. Mazullo is an Adjunct Professor of the School of American Law (SAL), Faculty of Law and Administration, University of Gdansk; and the SAL, Faculty of Law, Administration and Economy, University of Wroclaw; Poland. Since 2006, Mr. Mazullo is Chairman of the Baltic Market Awards, a joint initiative of the stock exchanges in Estonia, Latvia and Lithuania to recognize achievement in investor relations. He is also a member of the International Advisory Board of TBLI Europe. From 2006-2009 he served as a member of the Advisory Board of the Center of Excellence in Finance (CEF), Ljubljana, Slovenia

In 1983, Mr. Mazullo received a Bachelor of Science in Foreign Service (BSFS) degree from Georgetown University. He received a Diploma from Uniwersytet Jagiellonski in Krakow for graduate studies undertaken in 1985-86.

In 1989, he received a Master of Science from the London School of Economics and Political Science. He speaks French, German, Polish and Serbo-Croatian and is proficient in Italian and Russian.