EUROCHARITY

CSR • Green Economy

Leadership for Sustainability

EuroCharity Yearbook 2011

overview

Leadership for Sustainability

Now in its fifth year, the EuroCharity Yearbook aims at highlighting critical issues and helping galvanise public opinion into positive action. We chose this year's theme, "Leadership for Sustainability," because leadership, more than ever, is needed to create a more just, sustainable, economically viable and thriving world. In challenging times such as these, where the world is changing, and changing fast, leadership for sustainability cannot be considered a "luxury", but a necessity. Each sector of the global economy and every corporation and organisation, regardless of size or geographic reach, needs to provide for the next generations to come.

The 5th EuroCharity Yearbook will profile leading CEOs, corporations and organisations who/that have been leading the way when it comes to sustainability. It will also provide a platform to leading decision-makers, visionary entrepreneurs, members of royalty active in sustainability and leadership, Nobel Laureates, top university professors, gurus and other specialists to share their views and vision in this unique, 160-page international publication.

With a global distribution and readership, the "EuroCharity Yearbook 2011: Leadership for Sustainability" is an extremely timely and important multi-stakeholder album that will be published and publicly presented in June 2012. Further details of the official launch date and venue will be announced in due course.

Indicative list of authoritative guest writers that have been invited to contribute to the Yearbook

- Academics
- Activists
- Adventurers
- Authors
- Chief Executive Officers
- Entrepreneurs
- Environmentalists
- Financiers
- Heads of States
- Members of Parliaments
- Nobel Laureates
- Philanthropists
- Royalty
- Sustainability Councils
- United Nations Officials
- *And many other distinguished guest authors...*

"Thank you for the book which we received last week. I have been passing it around our staff. Very extensive and quite attractive to read. Congratulations on a job well done."

– Walden Asset Management, U.S.A.

Indicative list of contributors to previous EuroCharity Yearbooks (2007-2010)

- His All Holiness Ecumenical Patriarch Bartholomew I, Turkey
- Dr. Achim Steiner, Under-Secretary-General, United Nations, UNEP Executive Director, Kenya
- Connie Hedegaard, European Commissioner for Climate Action, Belgium
- Paul Clements-Hunt, Head, UNEP Finance Initiative, Switzerland
- Dr. James Gifford, Executive Director, Principles for Responsible Investment (PRI), U.K.
- Prof. Mervyn E. King, Honorary Chairman of the Board of Directors, Global Reporting Initiative (GRI), South Africa / The Netherlands
- Dr. Lykke Friis, Former Minister for Climate and Energy, Denmark
- Prof. Jacqueline McGlade, Executive Director, European Environment Agency (EEA), Denmark
- Fabio Salviato, President, European Federation of Ethical and Alternative Banks and Financiers (FEBEA), Belgium
- Joe Sibilia, CEO, CSRwire, LLC, U.S.A.
- Stavros Dimas, Former European Commissioner of the Environment, Belgium
- Louise O'Halloran, Executive Director, Responsible Investment Association Australasia (RIAA), Australia
- Giuseppe van der Helm, President, European Sustainable Investment Forum (Eurosif), France; Executive Director, Dutch Association of Investors in Sustainable Development (VBDO), The Netherlands
- Muhammad Yunus, Founder, Grameen Bank; Chairperson, Yunus Centre; 2006 Nobel Peace Laureate, Bangladesh
- George A. Papandreou, Former Prime Minister of the Hellenic Republic
- Prof. Don Tapscott, bestselling author, Canada
- John Elkington, Executive Chairman, Volans, U.K.
- Prof. Jacqueline McGlade, Executive Director, European Environment Agency (EEA), Denmark
- Nicole Notat, Chairwoman, Vigeo, France
- Yolanda Kakabadse, President, WWF International, Switzerland
- Paul Dickinson, Executive Chairman, Carbon Disclosure Project (CDP), U.K.
- Frederic Hauge, Founder and President, Bellona Foundation, Norway
- Lisa Woll, CEO, US SIF (The Forum for Sustainable and Responsible Investment), U.S.A.
- Dr. David Wood, Director, Initiative for Responsible Investment (IRI) at the Hauser Center for Nonprofit Organizations at Harvard University, U.S.A.

"Many thanks for the copy of your book – very impressive collection of articles! Much appreciated."

– United Nations

Indicative list of Companies and Groups of Companies that have been profiled in previous EuroCharity Yearbooks

• Alpha Bank	• Maersk Line
• Italcementi Group / Halyps Cement	• Marriott Hotels & Resorts
• Blooomberg	• Morgan Stanley
• BP and BP Solar	• Fiat Group
• Japan Tobacco International (JTI)	• Mytilineos Holdings
• Coca-Cola (Company & Hellenic)	• Frigoglass
• KPMG	• NBG Group
• Delhaize Group / AB	• Heineken
• Lafarge Group / Heracles	• Starbucks
• Diversey	• Henkel
• Eureko / INTERAMERICAN	• VINCI Group / GEFYRA

"Very interesting body of work – great to have so many high-profile people sharing their perspectives and particular interests."

– Bloomberg, U.S.A.

about

EuroCharity

Founded in 2006, EuroCharity is headquartered in Athens, Greece with a mission to become Europe's largest privately-run communication and networking platform specialised in CSR, responsible investing and the green economy. A unique social entrepreneurship model in Europe, EuroCharity owns and operates two popular portals, updated on a daily basis, at www.eurocharity.gr/en and www.eurocharity.eu.

The resource-rich, climate-neutral portals focus on CSR, sustainability, accountability, transparency, business excellence, business ethics, corporate governance, SRI, impact investing, social and green entrepreneurship, civil society, volunteerism, clean technology, social innovation, philanthropy, climate change and the green economy.

EuroCharity offers innovative on-line and off-line services to its 470+ members and clients from the corporate, financial, public, academic and citizen sectors in Greece and, increasingly, from across Europe. EuroCharity is a signatory to the Ten Principles of the UN Global Compact and founding member of the Global Compact Network Hellas. EuroCharity is GRI's Data Partner for Greece and Organisational Stakeholder (OS), collaborates with CSRwire and Ethical Performance, and donates a percentage of its annual pre-tax earnings to help fund innovative, not-for-profit projects that make an impact.

EuroCharity Yearbooks

The idea to launch the first multi-stakeholder EuroCharity Yearbook germinated when, in 2007, Greece was experiencing an environmental and social crisis of unprecedented dimensions– devastating forest fires. The inaugural "EuroCharity Yearbook 2007: The Spirit of the Forest" was published in Greek in June 2008. A year later, the EuroCharity Yearbook 2008 focused on Sustainability & Green Development and how they have an impact on competitiveness, entrepreneurship and innovation. The third "EuroCharity Yearbook 2009: It's a Matter of Culture...", published in 2010, highlighted the importance of corporate culture.

The 4th "EuroCharity Yearbook 2010: The Future of Responsible Investing" was released in June 2011 and presented in Nicosia, Athens and London. The book attracted extensive international media attention. The 4th EuroCharity Yearbook also touched on a wide spectrum of related themes, including microfinance, climate change, Rio+20, the Europe 2020 strategy, the Danish government's Energy Strategy 2050, the green economy, sustainability and integrated reporting, ethical banking, transparency, stakeholder engagement and much more.

To date, EuroCharity Yearbooks have been distributed to 8,500 key stakeholders in more than 30 countries on 4 continents.

"I was impressed by the many big names that contributed to the book. This enhances the quality a lot and I'm glad the DJSI is in your book as well."

– Dow Jones Sustainability Indexes (DSJI), SAM, Switzerland