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Member of the International Vocational Training Association

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To the attention of

UNITED NATIONS DEVELOPMENT PROGRAM

GLOBAL COMPACT



Name of the participating company/organization: European Management Centre

Country: Bulgaria

Sector: Management & Culture Know-how Transfer for Bulgaria

Reported period: January 2007 - December 2007

THIS REPORT IS MADE TO DECLARE CONTINUATION OF EUROPEAN MANAGEMENT CENTRE THAT
SUPPORTS THE GLOBAL COMPACT PROGRAM PRINCIPLES

**A Statement of continuing support
For the Global Compact by the
Director of the European Management Centre**

This year, as every one, as a director of *European Management Centre* and a chairman of the *Bulgarian-Austrian Economic Chamber*, I would like to present my report on the progress in the activity of these two institutions regarding the implementation of the ten principles of the Global contract, as the most important initiative before those observing this process - The United Nations Organization - The Program on development in Bulgaria.

By this report I would like to mark also the progress in the activity of these two institutions connected not only with the strive for observation and implementation of the ten principles, but also their explanation and stimulation of organizations and institutions to ponder over them and to accept them as understanding, whether their are members of the Global contract or not.

This is one of the pleasurable duties, I think, and I would like to say that it is an integral part of the work of a director, which shows respect on one hand towards the institution which is called upon to represent this activity in Bulgaria, and on the other hand - towards all organizations and individuals that I have met and worked with during the year.

**B Practical activities
On the realization of the observation and implementation of the ten principles**

This year as well the Center was aiming at developing and applying its model of Communication identity and work connected with more noticeable events which the Center has organized or took part in their organization and implementation. They were directed generally at the following aspects:

- The model of positive and constructive conception of an activity - at the work and contact with the members and partners - creation of a product, except for the direct need to develop itself and the conception of a personal social and national identity.
- Within the membership in the Chamber - the number of companies and organizations which are active members runs to 400. At the annual meeting there were presented questionnaires which they should fill in.

The idea was to cover the level of comprehension and assimilation compared to the last year meeting - what is the visible progress in their integration to socially sensitive market moments and the treatment of the effect from satisfaction not only as a marketing indicator and instrument, but also as an inner human satisfaction.

- **Holding a practical two-day conference on the subject:**

Corporate Social Responsibility
For Small and Medium Businesses and Advisory Institutions in Bulgaria

Initiated by
European Management Centre and UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

The conference was held in June 2007 with the active support and actual contribution of:

UNITED NATIONS GLOBAL COMPACT INITIATIVE - LOCAL NETWORK - BULGARIA

Ms. Maya Nyagolova Ms. Ralitca Germanova




BULGARIAN BUSINESS LEADERS FORUM



Mr. Stamen Tassev-Ex. Director

As a practical contribution from the conference I would mention the participation of 125 real market units, and through the "feed-back" forms it became clear that to most of them this social commitment is close and necessary.

The Conference was financed by EMC, UNIDO and Company Tandem

 To the specific model of engaged communication of EMC/ connected with the observance of the Global Compact underlying principles, I would mention the opportunities given for development regarding the Business Management/ with focus on cultural lines as **Management and Culture Know-how Transfer** for Bulgaria:

- Free participations of company leaders/ socially engaged/
- Supporting young leaders - development programs on social engagements through market identity/ **part of the EMC model/**
- Financial support through organization of a Viennese ball/ part of the funds going to UNICEF in Bulgaria/
- The total funds that the Centre has allocated for a complete conception for the participation in initiatives motivated by its membership in the Global network, and a visible part of them are not less than Euro 10 000, but our members and partners speak for it being a useful communication market attendance with a pronounced social value . They are listed on the page of the Centre.

European Management Centre is going to feel motivated to work in the future as well:

- to initiate, organize and finance undertakings which will contribute to the establishment of valuable criteria for social commitment through market identity / **For example-this year this was the model with company TANDEM/**
- together with Sofia Chamber of Commerce and Industry and the Ministry of Labour and Social Policy actively supported by government programs of European countries, is going to work on:

Construction of a Model which will be a social and economic criterion and/ for example CSR, and SBC-socially useful corporate communication /will be of vital significance in enjoying privileges in the economic activity in any of the EU member states

Together with the Municipal administration of Sofia District it will work as per the model of communication utility and competency at future economic leaders who understand the meaning of the principles of work and conduct of the Global network

Finally, I would like to thank all organisations and individuals, we worked together this year and specially to The **UNITED NATIONS GLOBAL COMPACT INITIATIVE - LOCAL NETWORK-BULGARIA**

For the good and productive cooperation

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COP Details

Participant Name
European Management Centre
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Bulgaria
Sector
Management and Culture Know-how Cooperation
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Communication on Progress - January 2008
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Methods COP is shared with stakeholders:
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Sofia,
European Management Centre
Bulgarian-Austrian Economic Chamber
P. Petrov
Ex. Director

17 January, 2008