

18-20
November
2015

ECSITE DIRECTORS FORUM 2015



 ŠKODA

Hosted by Techmania Science Center
in Pilsen, the European Capital
of Culture 2015, the Czech Republic



Pilsner Urquell



2015 Plzeň

European Capital of Culture

 Techmania
Science Center

ecsitem 

Industrial heritage and Corporate Social Responsibility

WEDNESDAY 18 NOVEMBER

12.30 to 13.30	Ecsite Board Lunch (by invitation)
13.30 to 17.30	Ecsite Board Meeting (by invitation)
15.30 to 17.30	Registration
17.30 to 18.00	Welcome drink
18.00 to 18.15	Opening
18.15 to 19.00	Strategic Dialogues
Keynote speech 1:	Executive Director of the Czech Donors Forum, Mrs Klára Šplíchalová "European trends in platforms connecting the commercial and public sectors"
19.30 to 22.00	Welcome reception hosted by Mr Martin Zrzavecký, Mayor of the City of Pilsen, European Capital of Culture 2015 at the Pilsen Urquell Brewery

THURSDAY 19 NOVEMBER

10.00 to 10.45	Strategic Dialogues
Keynote speech 2:	CEO of Pilsen 2015, Mr Jiří Suchánek "The European Capital of Culture brand – challenges and opportunities"
10.45 to 11.15	Coffee break
11.15 to 12.45	Ecsite Future Discussion 1
12.45 to 14.15	Lunch
14.15 to 15.15	Strategic Dialogues
Keynote speech 3:	Minister of Culture of the Czech Republic, Mr Daniel Herman "Industrial heritage for a prosperous future"
15.15 to 15.45	Coffee break
15.45 to 16.45	Workshop run by the 2015 Ecsite Creativity Award Winner: Norsk Teknisk Museum, Oslo
16.45 to 18.00	A new service for Full Ecsite members: Ecsite move
20.00 to 23.00	Nocturne at Techmania Science Center with special art performance showing a glimpse of the rich Pilsen 2015 European Capital of Culture programme

FRIDAY 20 NOVEMBER

9.30 to 11.00	Ecsite Future Discussion 2
11.00 to 11.30	Coffee break
11.30 to 12.30	Strategic Dialogues
Keynote speech 4:	Member of the Board Plzeňský Prazdroj (Pilsner Urquell Brewery) Mrs Drahomíra Mandíková , Member of the Supervisory Board of ŠKODA Transportation, Mr Josef Bernard "Faith in knowledge - Industrial development as a way to raise quality of life"
12.30 to 13.30	Lunch
13.45	Closing of the Directors Forum
13.45 to 18.00	Visit the city of Pilsen!



KLÁRA ŠPLÍCHALOVÁ
Executive Director
of the Czech Donors Forum

Klára Šplíchalová graduated from the Faculty of Social Sciences at Charles University in Prague and has worked for the Donors Forum for more than twelve years now. She has participated in several projects, including the DONATOR Corporate Donors Club, the Association of Corporate Foundations and Funds, the Darujsprávně.cz donors' portal and recently Česko fandí charitě (The Czech Republic Supports Charity). For the past several years, she has been involved in the development of fundraising and linking the commercial and non-profit sectors, promoted quality conditions for the effective functioning of non-profit organisations and increasing their transparency. She is a member of the Legislative and Financial Committee of the Government Council for NGOs.



JIŘÍ SUCHÁNEK
CEO of Pilsen 2015

Jiří Suchánek graduated from the Faculty of Economy at University of Economics in Prague. His professional experience includes public affairs, grant policy, finance, CSR, event management and others.

A significant experience in his career was the delivery of EXPO 2010 in Shanghai. His career then took him to the non-profit sector as Director of the OKD Foundation (OKD is a hard coal producer from the Ostrava region).

He leads the Plzeň 2015 / European Capital of Culture project and is one of the key figures in the implementation of the cultural and social potential of the European Capital of Culture (ECOC) title.

WELCOME TO PILSEN

Pilsen Region spreads across the south-west part of the Czech Republic. The location of the region is very favourable, as it is situated at the crossroads between the Czech capital, Praha (Prague), and Western European countries.

The centre of the region is **the City of Pilsen** - an economic, cultural and social metropolis of Western Bohemia. The city gained its worldwide fame primarily thanks to the production of the beer brand Plzeňský Prazdroj - Pilsner Urquell. Its exceptional quality was confirmed when it earned the title **European Capital of Culture for 2015**. Pilsen covers 138 km², and with nearly 170,000 inhabitants, it is the fourth

largest city in the Czech Republic. Pilsen is located 90km away from Prague. It is reachable by train, bus or taxi.

The royal city of Pilsen was founded in 1295 by Wenceslas II at the confluence of four rivers. The high cultural and social level of the city is reflected in its unique building development. Valuable monuments include the Gothic St. Bartholomew's Cathedral, the Renaissance town hall, a Franciscan monastery and a Jewish synagogue.

During the age of industrialization in the 19th century, industrial giants appeared, including the Skoda engineering complex and world-famous Pilsner Urquell brewery. The founding of the University of West Bohemia and a bishopric added further cultural and spiritual dimensions to the city.



DANIEL HERMAN
Minister of Culture
of the Czech Republic

Daniel Herman studied theology and for more than 15 years held several positions of responsibility in the Church.

He opted for a secular career in 2007 and worked for the Ministry of Interior and as Head of the Information Office at the Ministry of Culture. In 2010 he was elected Director of the Institute for the Study of Totalitarian Regimes, and he worked there until 2013.

In the 2013 October Parliamentary election he was the leading candidate of the Christian Democrats (KDU-ČSL) in Prague and he was elected MP. In January 2014 he was appointed Minister of Culture of the Czech Republic.

He is a member of the Czech-German Discussion Forum, a member of the Association of Ackermann-Gemeinde, a Board member of the Central Academy (Academy of Mitteleuropa).



DRAHOMÍRA MANDÍKOVÁ
Member of the Board
Plzeňský Prazdroj (Pilsner Urquell Brewery)

Drahomíra Mandíková is a member of the Board and Executive Committee of Plzeňský Prazdroj. After an original career in the bank sector, she has now been working for sixteen years in the beer industry, holding different corporate affairs and human resources positions in Slovakia, the Czech Republic and India. As Corporate Affairs Director of Plzeňský Prazdroj, she is in charge of the communication, sustainable development and reputation of the business and its brands. She is also a Board member of the Czech Brewers and Maltsters Association, where she is actively involved in supporting the image of Czech Beer and advancing the Czech brewing industry.

Drahomíra Mandíková is actively engaged in corporate social responsibility policies. She aims to shift her business environment towards greater sustainability, with a particular focus on diversity in business, female leadership and shaping corporate culture.

Plzeňský Prazdroj (like Škoda Transportation) is active member of Business for Society and the Business Leaders Forums, platforms for socially responsible entrepreneurs who care about the people and environments in which they operate. These platforms are part of prestigious international organisations and seek to monitor the latest trends in the field of responsible business abroad and transfer learnings to the Czech business environment.



JOSEF BERNARD
Member of the Supervisory Board,
Škoda Transportation

Josef Bernard has devoted his life to Pilsen Škoda, where he has worked in many different positions. He was a technician and a foreman and later the HR director in one of Škoda's subsidiaries. In 2002, he became HR Director and later the Executive Director of Škoda Holding. In addition, he has held different positions on various Boards of Directors and Supervisory Boards in companies across the group. He was the CEO of Škoda Transportation between 2010 and 2014.

CSR is one of the highest priorities for Škoda Transportation. In general the company's CSR is built on five basic pillars: Impact on the environment, Employee Care, Community Care, Support of Science and Innovations, Business Ethics. The company is also a member of the Business for Society platform, the largest professional association focused on promoting CSR principles and Sustainable Business practices in the Czech Republic.

Josef Bernard is also one of the decision makers who supported the realization of project Techmania Science Center.