Speakers

Opening session

Věra Jourová
European Commissioner for Justice, Consumers and Gender Equality

Jana Maláčová
Minister of Labour and Social Affairs

Keynote speech and Panel discussion 'Together for diverse Europe'

Magdaléna Vášáryová

Magdaléna Vášáryová is Slovak diplomat, politician, former member of the National Council of the Slovak Republic – member of Committee on Culture and Media of NC SR and European Affairs Committee (2006 – 2016) and former actress. Founder and Head of the Board of the NGO Via Cultura (since 2007), founder of the Institute for cultural policies and chairwoman of the oldest Slovak women's association „Živena, Slovak women association" (both since 2013). Member of the Program Board of the International Cultural Centre in Krakow. Former State Secretary in the Ministry of Foreign Affairs of the Slovak Republic (2005 - 2006). Ambassador of the Slovak Republic to Poland (2000 – 2005), Czechoslovak Ambassador to Austria (1990 – 1993). Founder and in years 1993 – 2000 the director of the Slovak Foreign Policy Association – SFPA (today honorary chair). Founder of "Citizen Eye" - NGO for election observation in Slovakia (1998 - 2000). Former lecturer at the Institute of International Relations and Law Harmonization at the Faculty of Law of the Comenius University in Bratislava and currently lecturer at the CEVRO Institute, Prague. In 2010 awarded with a Gold Medal for Meritorious for Culture – Gloria Artis, Poland. Author of several books and articles in domestic and international press mainly about domestic and foreign politics, V4 countries, culture, cultural policies, women's rights and gender issues, energy security.

Rabin S. Baldewsingh

former Deputy-Mayor of the City of The Hague, The Netherlands

Rabin S. Baldewsingh is former Deputy-Mayor of the City of The Hague, The Netherlands. He has been Deputy-Mayor in this International City of Peace and Justice since from April 2006 till June 2018. His portfolio consisted amongst others of Social Affairs, Employment, Neighbourhood Approach, Integration Policies, Livebility and Sports. In the last decade he has been one of the leading figures in the debate on integration and diversity in The Hague. He is strongly in favour of an inclusive society by building bridges towards all ethnic communities, and focussing on their strength and capacities rather than focussing on the colour of the skin. He is also known as a writer and poet and has written several books.

Rabin S. Baldewsingh is of Indian descend and was born in 1962 in Suriname, South America, as a grandson of Indian indentured labourers of a sugarcane plantation. He migrated to The Netherlands at the age of 13 in 1975. He lived for 5 years in Leiden. After his education he moved in 1980 to The Hague and became active in the socio-cultural and political activities.

From 1985 onwards Mr. Baldewsingh initiated various cultural festivals in The Hague. In 1986 he entered the media world in broadcasting journalism. As editor, producer and director, he has several dozen programs and documentaries to his credit.

Mr. Baldewsingh has been a member of the Dutch Labour Party since 1986 and served as a member of The Hague Municipal Council from 1998-2006. Since April 2006 he was appointed Deputy Mayor of the municipality of The Hague.

Being a migrant himself, Rabin Baldewsingh firmly believes that given the chance, anyone can be successful in carving out a future for themselves and their families. Mr. Baldewsingh is a real social democrat and has set out to provide equal opportunities for every citizen of The Hague. Providing jobs, including newcomers in society by recognizing their presence and capacities as an huge asset, is for him the key to successful participation in our community. But economic participation is not the only way forward. Baldewsingh is thoroughly convinced that all ethnic groups, including the native Dutch communities, should cherish their identity and bestow the best features of their own culture to the great city of The Hague, International City of Peace and Justice.

Besides politics Rabin S. Baldewsingh is also an accomplished writer both for prose and poetry. He has published his works in Sarnámi, English and in Dutch.

Fiona Bartels-Ellis OBE

Global Head of Equality, Diversity and Inclusion, British Council

Fiona Bartels-Ellis is Global Head of Equality, Diversity and Inclusion at the British Council, the UK's principle international cultural relations organisation. She has responsibility for setting and driving the strategic direction of equality, diversity and inclusion across the organisation's offices in over 110 countries and territories, supported by a global network. She places an emphasis on an applied approach and makes strenuous efforts to share the challenges and achievements of the UK journey towards a more inclusive and fair society for all and to learn from other societies and cultures.

Fiona is a member of the Higher Education Academy, her local Race Equality Council and Amnesty International. She is a fellow of the Royal Society of Arts, a trustee of the African Science Academy and an

external panel member for the Premier League's Equality Panel. Her qualifications include an Advanced Diploma in Social Work, a Post Graduate Certificate in Higher Education, an M.Phil in Social Policy and a Doctorate in Professional Studies. Her contribution has been recognised through a number of awards, inclusion in the Black Powerlist on 3 occasions, most recently 2018 and an OBE in the 2005 Queen's birthday honours list.

Michael Dickstein

Group Sustainability & Community Director Coca-Cola HBC

Michael joined Coca-Cola in November 2017, based in Amsterdam. He oversees the Mission 2025 sustainability strategy of Coca-Cola Hellenic Bottling Company, which is one of the largest non-alcoholic drinks bottlers in Europe, operating in 28 countries in three continents. During almost 20 years, Michael has gained comprehensive experience in the international beverage sector with a focus on stakeholder management, Public Affairs, communications and corporate citizenship. Having forged public private partnerships with the United Nations as well as with NGOs and business partners, Michael is passionate about 'crossover' cooperation.

In his early career, Michael worked in European Parliament as Head of Office for MEP Paul Rübig. He is Austrian and a father of two boys.

Parallel workshops

Diversity and inclusion – not just for a show! Measuring the success of diversity

Moderator: Zuzana Cisternas

Consultant, Mercuri Urvals

Zuzana Cisternas, based in Stockholm, is primarily focusing on Mercuri Urvals Retail and Wholesale sector. There she is working with Executive Search, Change Management, Professional Recruitment and Talent & Leadership Advisory. Zuzana also holds lectures and educations. Mostly within Sales and Leadership.

Before Zuzana came to Mecuri Urval she has worked as a CEO, Business Sales Manager, Area Manager and District Manager within the Retail segment. She has a broad experience internationally and has established large Retail companies in Europe. One example is Lindex in Czech Republic.

Zuzana has experience in Coaching and Mentoring. One company used Zuzana as a Mentor to strengthen women in leading positions to become stronger leaders.

Zuzana has a Coach education according to ICF (International Coach Federation).

Christian Berg

CEO of AllBright Stiftung

Born in Stockholm, Sweden, Swedish citizen

Master in International Economics, Stockholm School of Economics, 1993

Diplomat, Swedish Ministry for Foreign Affairs, 1995-2015
Embassies in Athens, Wien und Berlin
Press Councellor and Head of the Department of Press, Culture and Business Promotion at the Swedish Embassy in Berlin until 2015

CEO of AllBright Stiftung, Berlin 2016-

Magdaléna Dobišová

Chief Officer Ethics, D&I

Magdalena Dobisova began at Skanska, in 2006. In 2012 she started working as the Managing Director Skanska Slovakia and from April 2017 as the Chief Officer Ethics, D&I Skanska CZ, SK, RO, HU.

She pursues a strategy of decency and honesty and believes these values can be both economic and competitive advantages. She argues that firms do not only affect business environment, but they can also positively change their surroundings.

Sonia Malaspina

HR Director South East Europe for Early Life Nutrition Division and HR Director of all country business units of Danone in Italy and Greece

Sonia Malaspina, milanese, graduated in Languages and Literatures at the Catholic University of Milan, holds a Master in Personnel and Organisation at SDA Bocconi.

She has covered various managerial roles in Human Resources as part of executive committees in multinational companies based in Italy in various sectors: Lucent Technologies, Dell, Kellogg. Since 2011 she is HR Director in Danone Company where she is actually HR Director South East Europe for Early Life Nutrition Division and HR Director of all country business units of Danone in Italy and Greece.

She has launched the parental policy in Danone Italy in 2011 that has inspired the global parental policy of Danone. She has been recognised in 2014 as the best female manager in Italy for diversity management with the Merito e Talento Award granted by Federmanager Aldai. She has attended technical committes related to labour law evolution with particular focus on the welfare legislation since 2008. Currently she is consulted by the Ministry of Family to promote equal opportunities and parental support thanks to the activities and results achieved in Danone.

She is part of Italian HR Director association (GIDP) and council member in Assolombarda/Confindustria in the Food Sector.

From exclusion to inclusion – minorities at the workplace

Moderator: Alice Odé

Project coordinator of the Diversity Charter in the Netherlands

Alice Odé wrote her masterthesis in Anthropology, in particular women's studies. She started her career in fair trade, supporting Latin American coffee cooperatives and launching the "Oké banana" on the Dutch market. After her third child was born she changed her line of work from fair trade to refugee aid and integration of ethnic communities. Being the coordinator of the national council of ethnic minorities she proposed to launch the Diversity Charter in the Netherland. With the support of the minister of Social Affairs and Employment the Charter was established in 2015, embedded in the Labour Foundation, a national consultative body of the trade union federations and main Employers Associations in the Netherlands. Alice Odé is employed as the project coordinator.

Terence Guiamo

Head of Diversity & Inclusion PwC NL and Chairman of Agora Network.

Terence Guiamo works for PwC The Netherlands since 2014 and is Head of Diversity & Inclusion. He is also the Chairman of the Agora Network since 2017, a non-profit organisation which supports cultural diversity in organisations on all job levels (especially to top management positions).

In both roles Terence works on a "system" where everybody's qualities are valued and used. It's his passion to work with people on change, growth and development by investing in the best version of each individual. Optimizing the system and challenging the status quo is how he tries to do it.

Pwc

To ensure that everyone within PwC is able to develop his or her various abilities, they encourage an inclusive culture in which all colleagues feel involved. Diversity & inclusion has been strategically interwoven in all levels of the organisation at PwC. Within PwC, they consider diversity as the basis for the excellent services they provide. There mission is: "To create an inclusive culture, a culture in which all professionals are involved and feel involved by making optimal use of and developing various abilities."

Agora Network

The purpose of the Agora Network is to improve the intake, promotion and retention of cultural diverse talent in order to make the workforce of The Netherlands more cultural diverse, especially in the top of the organisations. They supports organizations to use the full potential of cosmopolitans by organizing events, bringing knowledge together and share their networks. Agora Network exist of 13 members (ABN AMRO, Achmea, Aegon, Allen & Overy, EY, City of Amsterdam, ING, KPMG, NS, PostNL, PwC, Rabobank, UWV).

Amber Lingmont

Inclusion & Diversity Lead, Accenture the Netherlands

Amber Lingmont is the Inclusion and Diversity Lead of Accenture in the Netherlands. She is leading one of Accenture's strategic talent priorities: increasing the diversity of talent and creating a inclusive culture.

Together with the recruiters, HR advisors, talent strategy team and business counterparts she builds a diverse workforce of people with different capabilities, cultures, perspectives, abilities and experiences.
Concretely, Amber initiates recruitment & community events, creates internal and external awareness, organizes workshops & trainings and optimizes processes for recruitment and talent management.

Accenture brings individuals together with common needs or interests varying in ethnicity, gender, sexual orientation, religion, ability, career paths, and more. Inclusion and diversity are fundamental to our culture and core values, fostering an innovative, collaborative and high-energy work environment. Having a diverse workforce of people with different capabilities, cultures, perspectives, abilities and experiences enables Accenture to compete effectively in the marketplace.

Cinzia Prometti

Senior Corporate Social Responsibility Officer at the European Investment Bank

Cinzia Prometti is a Senior Corporate Social Responsibility Officer at the European Investment Bank, focusing more particularly on social aspects, which include diversity and inclusion. Before that she has worked for 15 years in Human Resources, both in the private and the public sector as a Compensation and Benefits specialist and an HR generalist.

Becoming a champion – how to change the organization culture? What we need from leaders?

Moderator: Pavlína Kalousová

Chair, Business for Society/Czech Diversity Charter

Pavlína Kalousová is a sustainability and diversity ambassador. She is a founder and Chairperson at the Business for Society (working with top 100 companies in CSR and sustainability), leading business alliance for sustainable business that mobilises businesses and other key institutions for social issues, responsible business and sustainable performance. Under her leadership 50 Czech companies signed the Czech Diversity Charter, part of the European platform for Diversity Charters that works on key challenges such as women leadership, mothers at work, age management, LGBTI. She is also founder of the Czech Women on Boards Index assessing women representation at boards of top companies in the Czech Republic. She is also the Pride Business Forum platform board member where she strives to promote LGBTI equality at workplace. She also works as strategic advisor to many entities on CSR, sustainability and diversity (such as Kooperativa Vienna Insurance Group, Staropramen, Plzeňský Prazdroj, Samsung, GE Money Bank, GSK and others).

Pavlína Kalousová initiated some CSR innovation projects such as unique donation system using SMS for supporting charities (DMS) that so far brought around 550 million CZK or Zapojimse.cz as interactive program and tool connecting corporate volunteers and communities or National Food collection as the most visible NGO campaign in CZ.

She has also been active in systemic changes for civil society sector, since 2006 she served as a Deputy Chair for the Governmental Council for Civil Society and a Chair for the Committee for Legal and Fiscal Affairs at the Governmental NGO Council. Pavlína has lectured at several universities on sustainable business and conferences such as for the European Commission, CSR Europe, Czech Government, World Bank, European Foundation Center, J.P.Morgan Private Bank, Resource Alliance and others.

Vera Budway

Chief Diversity Officer in Erste Group Bank AG

Vera Budway is Chief Diversity Officer in Erste Group Bank AG, in Vienna, Austria. By creating new, forward-thinking policies, she helps make the working environment at Erste more diverse, inclusive and engaging. From 2007 - 2013, she was Head of Diversity & Inclusion in Erste´s subsidiary in the Czech Republic Česká spořitelna (Czech Savings Bank) where she built up Erste Group´s first comprehensive Diversity & Inclusion Program "Diversitas".

Prior to joining Erste Group, Ms. Budway spent over 10 years as Senior Political Advisor on Democratization, Cross Border Cooperation and Economic Development to multilateral development organizations in Vienna, Brussels and Geneva. She received Master's Degrees in Political Science and International Relations from Georgetown University (Washington, DC).

In addition to her committed work for the Erste Group, Ms Budway is an active member of Rotary International Vienna (President 2018/19); and serves on the boards of directors of the Open Society Prague and the Institute for Stability and Development. She is Chairwoman of the British Chamber of Commerce´s Working Group on Diversity and CSR, and is a founding member of the Austrian Chapter of the International Women´s Forum (IWF) and serves on its Board as Deputy Vice President.

Renata Mrázová

Global Head of HR of NN Group

Renata Mrazova began her career in 1995 in the Swedish pharmaceutical company Astra as assistant to the financial division. Here she had gone through several positions within the Finance and HR, the accountant, chief accountant, HR manager to Chief Financial Officer. She coordinated the merger with British Zeneca. In 2000 she joined ING Group as Chief Financial Officer for the Czech and Slovak Republics (currently NN Group). At the end of 2005 she decided to accept the offer to establish Direct Insurance Company at a "Greenfield", where, in the position of CEO and Chairman of the Board operated until July 2007.

In September of 2009 she returned to the ING Group and worked as Chief Financial Officer again (currently NN Group). From June 2011 - August 2015 she became responsible for the insurance and pension activities of NN in the Czech and Slovak Republics in

the position of Chief Executive Officer. ING Life (currently NN Life) was awarded Best Insurance Company and Most Customer-Friendly Insurance Company in 2012 – within a prestigious competition arranged by Hospodarske noviny (HN) daily.

She is member of supervisory board of NN Polish entities (former ING Polish entities) and the chairwoman of the supervisory board of NN Czech and Slovak entities

As of August 2015 she moved to The Netherlands at the position of Global Head of HR of NN Group in The Hague.

Giangiacomo Pierini

Public Affairs & Communication Director Coca-Cola HBC Italia

Giangiacomo Pierini was born in Trieste in 1977. After the Classical Gymnasium he graduated in Law School at Parma University and in 2004 he attended a master's Degree in Marketing and Corporate Communication at Accademia di Comunicazione in Milan.

The same year he started his professional career in MS&L Italy – Publicis Group – where he reaches the role of Senior Account. In this position, he provides consultancy most of all in the areas of corporate communication and crisis communication for national and multinational corporations leaders in the Food & Beverage, Healthcare and Childcare markets.

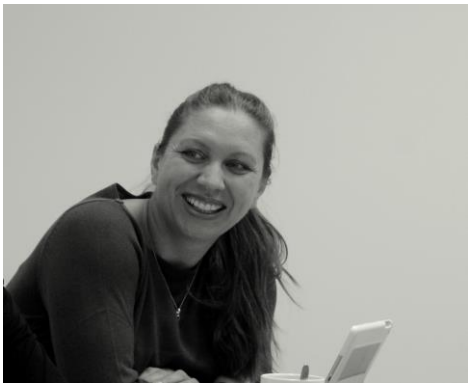
In January 2010 he starts working in Coca-Cola HBC Italia as External Communication Manager. His duties in time will grow include also the management of Public Affairs and Events. In January 2015 he is appointed Public Affairs and Communication Director, reporting directly to the General Manager.

Pierini is also a Board Member of CIAL (Consortium for the recycling of Aluminum), Vice-President of Assobibe (Soft Drink Italian Association), Vice-President of Fondazione Coca-Cola HBC Italia and FERPI (Public Relations Association) member.

Diversity drives innovation – How can technological innovation and new economic models drive diversity?

Moderator: Barbara ZUPANČIČ

Head of Development, Institute Šentprima.



Experienced expert, psychologist, lecturer and long-time head of development in Institute Šentprima. Her main work relates to employment rehabilitation, education of experts and employers about the importance of an inclusive working environment for diverse vulnerable groups and promotion of mental health in the workplace. She has over 15 years of experience in the field of providing employment rehabilitation services for people with disabilities, mainly for people with mental health problems.. She contributed to many European projects through which main focus was on raising awareness about importance of inclusion, searching work opportunities and giving empowerment counselling to vulnerable groups and to employers.

For strengthen communication with the High Level managers and development of supported tools for implementation of diversity policies in the companies of the region, she is now leading project I.D.E.A.S., which is co-founded by EC, General directorate for Justice and Consumers, through which 3 new European Diversity Charters emerged in 2017, Slovenian, Croatian and Romanian. At the Launch Ceremonies of the Charters more than 150 companies from the region signed Diversity Charters and committed themselves to communicate values of diversity, equality and inclusion and implementation of diversity policies in their respect companies.

Sarah Atkinson,

Vice President, Communications, CA Technologies
Board Member and Vice Chair, Diversity & Skills Council, techUK.

An experienced leader and former news journalist, Sarah has spent over 20 years in senior Communications positions in multinationals such as Cisco and BMC Software. She ran her own agency for several years, working for clients in the finance, HR, media and technology industries.

In 2015, she spearheaded a new initiative called Create Tomorrow, designed to inspire, influence and encourage more young people and women to consider a career in STEM. The goal is to reach 50,000 young

people by 2020; through numerous partnerships and employee volunteering initiatives, the programme has reached some 23,000 students to date.

She is also on the main board of techUK, a non-profit representing the companies and technologies that are defining today, the world that we will live in tomorrow.

As Vice Chair of the Diversity & Skills Council at techUK, Sarah is actively involved in several Diversity & Inclusion programs including Gender Pay Gap reporting, Returners Programs and is a founding supporter of the WISE Campaign's People Like Me Digital which aims to influence 200,000 11-15-year-old girls in the UK to consider a career in STEM. Sarah also worked with Girlguiding to incorporate STEM into their badges, launched this year, and attended 2018 Camp CEO as a role model for Girl Guides.

In 2018, she was listed in Cranfield University's School of Management 100 Women to Watch report - a supplement to the Female FTSE Board Report 2018 and in the Computer Weekly 100 Most Influential Women in Technology in 2017 & 2018.

A regular commentator on STEM, equality and inclusion topics, she has appeared on BBC News, BBC World and in various publications.

Rikke Risager

Vice president of Human Resources

"Blue Ocean Robotics is specialized in developing new generations of robots for the global market in our RoBi-X partnership program. The development is done in cooperation with strategic partners, which typically have a strong market position. While Blue Ocean Robotics takes care of the development and technology, the RoBi-X partner engages in global sales, service and production. The development is based on a number of integrated technology platforms (TP-X) that ensure synergy across Blue Ocean Robotics' different partnerships.

Rikke Risager is Vice president of Human Resources and manages everything from recruitment, on boarding , company karma to employee development in a company with 28 nationalities.

She is particularly interested in diversity management and diversity seen in a global perspective. How to create a sense of belonging, for all employees in a global, diverse labour marked. Her default HR comment is: "Please send more immigrants".

Rikke has several years of experience in how to develop human potential, make people beam and find their work passion. With a background in educational psychology, management, innovation, start up and coaching she wants to contribute to a global diversity agenda."

Panel 'The power of communication'

Moderator: Cristina Muntean

Founder of Media Education CEE

Cristina Muntean is a consultant, trainer, mentor and coach who specializes in personal branding, strategic communications, emotional and systemic intelligence for leadership. A former journalist with more than 12 years of experience in the Czech, Romanian and international media, she founded Media Education CEE, a PR advisory and training agency in Prague in May 2010. Her clients are executive level managers and entrepreneurs with Top100 companies in the Czech Republic and Central and Eastern Europe. Cristina is also an internationally certified trainer and coach with the Enneagram, a complex system of personal development, and a facilitator of systemic dynamics in business organizations. She provides her services in English, Czech, French and Romanian, her mother tongue.

Salim Murad

Lecturer at New York University in Prague

Since 2007, Salim Murad has been teaching at New York University in Prague. His main research topics involve ethnic stereotypes in Czech advertising and media and migration. Salim Murad also teaches in the Social Sciences Department of the Faculty of Education of the University of South Bohemia, where he started working in 2000. He is a course coordinator and lecturer of the university's teaching module in the Erasmus Mundus MA Program in Migration and Intercultural Relations. (www.emmir.org) Salim Murad has worked on projects for UNHCR Czech Republic and the Human Rights Education Centre of Charles University in Prague.

In 2010, Murad earned a PhD in Theory of Politics from the Comenius University in Bratislava (Slovak Republic). Murad graduated in 2000 from the Faculty of Social Studies at Masaryk University in Brno with a MA degree in Political Science.

From April to June 2003, Murad was a Visiting Fellow at the Refugee Studies Centre, Queen Elizabeth House, University of Oxford. His research there dealt with the issue of asylum in the Czech Republic since the fall of Communism and access to the EU. He also studied at the Institute of Political Science at Copenhagen University in 2004.

Friso Roscam Abbing

Head of Fundamental Rights Promotion Department, European Union Agency for Fundamental Rights

Friso Roscam Abbing heads the EU Fundamental Rights Agency's department that seeks to instil a fundamental rights culture across the EU. It raises rights awareness through cutting-edge communications and engages with a wide array of diverse stakeholders from the local to international level with targeted assistance and in-depth knowledge that is the hallmark of Europe's centre of fundamental rights excellence, FRA. He was previously a European Commission spokesman and Cabinet member, and headed the Sector in the Commission dealing with asylum policy. Before that he led the EU Office of the European Council on Refugees and Exiles, a European network of 96 NGOs in 40 European countries protecting and advancing the rights of refugees, asylum seekers and displaced people. He has a public administration degree from the University of Amsterdam.

Gabriella Wiiala

Business director, Spoon

Gabriella is a senior executive communication consultant at Spoon with more than 15 years experience from the communication industry.

Spoon is a creative agency, in a branch with tough competition, where success is dependent on creativity and innovation. A diverse and including workplace creates new ways of thinking and different outlooks, which in turn drives creativity and innovation.

At her current position as a business director in the award winning, global content marketing agency Spoon, she works on a strategic level with a large number of clients in many different industry fields. Her area of expertise lies in international account management and local market coordination of pan-European and global accounts.

Gabriella started her communication career working with internal communications at a global level for the cosmetic company Oriflame. Since then, she has worked with brands and organisations such as Axel Johnson, Swedfund, SOS Children's villages, Bonnier and Dustin.

She is also Chairman of the board in the organization Diversity Charter Sweden, part of the EU network.

Closing session

Szabolcs Schmidt

Head of Unit for Non-discrimination and Roma coordination of the European Commission

Szabolcs Schmidt graduated from the Budapest University of Economic Sciences with a specialisation in external economic relations. Before joining permanently the European Commission services he accumulated professional and managerial experience both in the corporate and in the public sector with postings in Germany, Hungary and Poland where he got engaged at an early stage with the European reunification process that materialized with the 2004 enlargement of the European Union. Within the European Commission services he worked in the areas of external and enlargement policies, cohesion policy and transport policy, since 2005 with managerial duties.

Since 2017 holds the position of Head of Unit for Non-discrimination and Roma coordination of the European Commission. In this function he is responsible for ensuring the appropriate implementation of the European Union's legislation in the area of equality and for its further development, as well as for promoting best practices in this area through non-binding instruments such as the 2018 Commission Recommendation on Standards for Equality Bodies, the Diversity Charter, the EU List of Actions on LGBTI equality or the EU Framework on National Roma Integration Strategies.

Pavlína Kalousová

Chair, Business for Society/Czech Diversity Charter

Pavlína Kalousová is a sustainability and diversity ambassador. She is a founder and Chairperson at the Business for Society (working with top 100 companies in CSR and sustainability), leading business alliance for sustainable business that mobilises businesses and other key institutions for social issues, responsible business and sustainable performance. Under her leadership 50 Czech companies signed the Czech Diversity Charter, part of the European platform for Diversity Charters that works on key challenges such as women leadership, mothers at work, age management, LGBTI. She is also founder of the Czech Women on Boards Index assessing women representation at boards of top companies in the Czech Republic. She is also the Pride Business Forum platform board member where she strives to promote LGBTI equality at workplace. She also works as strategic advisor to many

entities on CSR, sustainability and diversity (such as Kooperativa Vienna Insurance Group, Staropramen, Plzeňský Prazdroj, Samsung, GE Money Bank, GSK and others).

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She has also been active in systemic changes for civil society sector, since 2006 she served as a Deputy Chair for the Governmental Council for Civil Society and a Chair for the Committee for Legal and Fiscal Affairs at the Governmental NGO Council. Pavlína has lectured at several universities on sustainable business and conferences such as for the European Commission, CSR Europe, Czech Government, World Bank, European Foundation Center, J.P.Morgan Private Bank, Resource Alliance and others.