

SPIBA Digest December 2019

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December Highlights 2019

On December 4th, SPIBA together with the analytical platform MarketMedia and the company "JTI Russia" held a conference "Waste Processing and recycling in the ecosystem "production-retail-buyer". Within the conference there were highlighted the current problems with the collection and disposal of waste in St. Petersburg and the Leningrad region, proposed possible ways out of the situation, discussed the introduction of modern technologies in the waste processing industry. The conference consisted of two blocks "Prospects for the development of waste processing and recycling in retail and consumer goods production" and "Principles of sustainable



development: implementation economics, risks and preferences", which were presented by representatives of the local authorities, the real sector of the economy and public organizations.



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On December 9th, SPIBA Marketing and Communications Committee discussed how to deal with stress and avoid professional burnout at the meeting "Homo Confusus: how to survive a professional in the VUCA world". The speakers of the event shared their experience and gave recommendations on how to cope with the stress provoked by the information flow in the VUCA world (volatility, uncertainty, complexity, and ambiguity), how to work effectively while maintaining yourself. Galiya Saifutdinova, Head of PR and Advertising department, Nexign, spoke about the methods used to prevent professional burnout of employees.



Yury Zachek, Certified coach (PCC ICF), author of the book "#Upshifting", shared his experience and knowledge about how top managers manage stress and develop stress tolerance skills. Igor Gertsev, business Business coach on stress management, in addition to individual methods of dealing with stress, suggested ways to reduce stress and prevent burnout of employees at the company level. Oksana Pikuleva, Doctor of psychology, expert in leadership (Executive consulting), presented her lifehacks to combat stress, as



presented her lifehacks to combat stress, as

well as the principles of energy potential management. The meeting ended with a gift for all participants: at the request of the moderator, each speaker offered one or two lifehacks that help them personally survive in the VUCA world.

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On December 19th, SPIBA New Year General Meeting was held. As



always, the evening gave the participants useful information and many pleasant surprises. Traditionally, the General meeting began with the introduction of new members of the Association. Then SPIBA's long-time friend Vasily Klyucharev, Professor, Director of



Institute of Cognitive Neuroscience, Higher School of Economics – National Research University, made a presentation on "Brain and Freedom", where he shared the results of numerous studies confirming that the state of the brain changes for some time before a person makes a conscious decision. By the activity of certain parts of the brain, you can predict what kind of decision will be made. However, there is no definitive and undisputed opinion on the freedom of decision-making.








The raffle of gifts (from sweet sets to certificates for the purchase of goods) from SPIBA members (BSH Bytowije Pribory, Ariston Thermo Rus, IL MIO, DEFO, KiiltoClean, Lubimy kray, SEB Group-Vostok, Heineken Brewery, ROUST, MARS Wrigley, Nissan Manufacturing Rus and Gorki Golf & Resort) for many lucky people brought the holiday closer. And the biggest gift to all participants of the event was the performance "Count Nulin" from the Theater "Na Liteinom". Charming, light "anecdote in one act", staged by Sergey Morozov, allowed the guests to plunge into the atmosphere of almost two hundred years ago, enjoy the brilliant style of Alexander Pushkin and smile.



[Read more](#) – [See photos](#) – [Read post release in Russian](#)

December Events 2019

<p>03.12</p>	<p>Joint event with the Consulate General of the Netherlands: Russian-Dutch business meeting on circular agriculture "FOOD WASTE / FOOD LOSSES" Read more – See photos</p>	
<p>04.12</p>	<p>Breakfast with the Director: Robert Mann, General Director, Ahlers Russia Read more</p>	
<p>05.12</p>	<p>Real Estate & Construction Committee: PROPTECH: HOW TO USE NEW TECHNOLOGIES IN REAL ESTATE? Read more</p>	
<p>12.12</p>	<p>Legal Committee: The latest large-scale changes in the Procedural Legislation that entered into force on October 1, 2019. Speaker: Mikhail Z. Schwartz, SPbSU Read more – See photos</p>	
<p>24.12</p>	<p>Finance Committee: "Pitfalls" of new lease accounting Read more</p>	

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