

Name of the organization: IMPRONTA ETICA

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THE ORGANIZATION

Impronta Etica is a non-profit association started up in 2001, in order to promote and develop Corporate Social Responsibility.

The association's purpose is to promote Sustainable Development, creating a network among companies and organizations for which social commitment is an essential part of their mission and which are engaged in practices of Corporate Social Responsibility. Impronta Etica is also National Partner Organization of the network CSR Europe.

To date, 26 member companies joined Impronta Etica: Coop Adriatica, Granarolo, Conad, Camst, Coopfond, Scs Azioninova, Coop Ansaloni, Unipol Gruppo Finanziario, Coop Murri, Hera, Nordiconad, Coop Consumatori Nordest, Homina, Argon Sette, CMB, Manutencoop, Obiettivo Lavoro, Coop Costruzioni, GamEdit Srl, Emil Banca, CCC – Consorzio Cooperative Costruzioni, Palm Spa, Indica Srl, Tetra Pak, Mediagroup 98, CADIAI soc.coop.

THE PROPOSAL 2020

The members companies of Impronta Etica share the project plan proposed by the Committee created to define goals for Europe 2020.

In particular, they make reference to the enclosed document for the evaluation of Social Responsibility as an important element to overcome the crisis. The general goal is to define a pattern of development compatible with the concepts of "common good", individual and collective responsibility, cooperation and collaboration.

The financial crisis, and the global recession that followed, are the results of a pattern of growth no longer sustainable, particularly due to the increasing inequalities and to the progressive depletion of the energetic and environmental resources. For this reason, the member companies of Impronta Etica undertake to make a Europe which is open to the world and keeps on being a model of reference, communicating its values and promoting higher standards for labour, environment and safety.

The Europe 2020 strategy represents an important tool in order to review the priorities and the modalities of economic and social development. It is necessary to re-create a public forum for negotiation between individual needs and interests and common good, focusing on the single person, as a carrier of both needs and values as well as expression of a culture.

The central role of the person is highlighted both in promoting the idea of a knowledge-based growth as a wealth factor, and in engaging citizens in a participatory

society.

This issue is particularly important. In fact, at present there is an alarming “democratic” crisis: this one jeopardizes the principles by which the representation right is exerted and therefore the protection of people's interests, regardless of their income and their economical weight in the society.

For this reason, the member companies of Impronta Etica believe that public institutions have a decisive role: the states, but even more supranational bodies. Therefore, they support the intent to strengthen the Committee's governance.

On the other hand the very lack of democratic representation implied in this crisis urges a wider access and use of internet and of the communications tools as a social, open and democratic network, which can represent a development engine. Therefore, the commitment to eliminate the digital divide would be more than welcome.

Such a crisis inevitably brings the attention to some important issues such as responsibility, innovation, planning quality and especially to the possibility of looking at the economy and at the development in a long-term perspective, considering above all the future of the society and of the planet.

It urges to redefine the relationship between tools and goals and to state more clearly that the economy, the market, the production and the finance are the instruments through which it is possible to combine the different factors in order to achieve greater social value. This one must be considered in terms of higher material, human, cultural and civil wealth, both for individuals and for the territory.

All this requires a different determination of the priorities which should guide the development and the consequent investments: from research to human capital training, from culture to social and health services. These choices can be taken only on condition that they are supported by a political vision of a global economic development in terms of social inequalities reduction and environment preservation in a sustainable perspective.

PRIORITIES AREAS OF INTERVENTION

The member Companies of Impronta Etica believe that the policies for Social Responsibility are strictly related to those for competitiveness. Actually, they consider that nowadays it is appropriate to combine the concept of competitiveness with the one of “responsible competitiveness”. The latter one is not understood as a sum of socially responsible policies either of the social actors or by each single company, but

is rather the result of the virtuous and synergistic interaction among social agents (individuals, public institutions, non-profit organizations) that determines the development of a given territory.

Conversely, from the viewpoint of the companies, this means to define as "policies of social responsibility" those choices that are intended to ensure the highest possible level of "welfare" of an area.

This well-being does not end within the company, but requires a closer relationship among companies, institutions and educational, health and infrastructural systems for people's benefit.

This leads up to a configuration of different and autonomous partners which operate in a synergistic relationship and exchange, joined by the shared intention to create social value which could be sustainable over the time.

The member Companies of Impronta Etica are particularly interested in identifying the priorities according to the ones pointed out by the Committee.

As for the first one, that is **a knowledge-based growth as a wealth factor**, they think that it is absolutely necessary to strengthen the educational and training system. Research, knowledge, widespread culture, talents and skills enhancement are main resources for enterprises and for an entire territory, in terms of competitive ability. Especially if they are seen as closely related with contemporary science and technology development.

It is possible to achieve these goals, only if all the subjects (economical, social, entrepreneurial and educational), which operate in the reference context, contribute to define strategies and active policies in a synergistic way.

As a matter of fact, if the competitive ability of the entire territory, along with the individual and collective well-being and the quality of social and personal life, would increase thanks to everyone's contribute, then every stakeholder would get his own profit, like in a game with a positive final result.

University has a key role in it: it has to develop a stronger focus on research, exploiting the potential of young people and forging a closer partnership with the business system. This one, in turn, should open up with investments (in research, innovation, people, etc...) in a long term perspective. On the other hand, public administration must act in a non-bureaucratic perspective, becoming itself a reference point and an operational support. This would be possible only by ensuring an equal access, by exploiting all the talents and strong points of the territory. At the same

time governments must promote the welfare system, that allows to achieve effective integration processes, cooperating if necessary with associations and non-profit organizations. This should be pursued also with the weakest subjects at risk of ostracism, because the fulfilment of a supportive community becomes an opportunity for growth and qualified development for everybody.

The second priority takes into account **the involvement of citizens in a participatory society**. That means: developing new skills, focusing on creativity and innovation, renewing entrepreneurial system and making easier to change job. These are all main factors in a world that will offer more employment in exchange for a greater flexibility. As for this second priority, the member companies think that the main thing is to invest in innovation in its broader meaning – technological, social, and cultural – rather than to reduce costs, starting with the labour ones.

If the goal is a better quality of life both for individuals and for the community, in a system that aims to promote the well-being and not just to increase financial wealth, then only the single person should be the focus of economic activity. The same should happen also with institutions both public and private.

The term “person” is to be understood as citizen and not only as producer, consumer or saver. Starting from this, it is necessary to develop strategies, policies and actions to ensure more services to individuals and families, a more effective relationship between lifetime and work time and, finally, more opportunities to promote a widespread culture that interprets diversity as an opportunity and not as a risk.

Therefore, companies have to recover the concept of quality of work rather than mere quantity. They have to exploit the time work effectiveness and efficiency, giving to the workers the chance of a flexible work organization. If necessary they have to try out innovative solutions capable of better meeting the productive and personal needs. On the other side the trade unions are invited to leave apart an attitude reflecting conservative and defensive logics and to face courageously the innovations in a constructive spirit, without failing to protect the inalienable rights. They should understand the new demands coming not only from the companies, but also from the workers, especially the young ones who bear new lifestyles. In order to develop more well-being for everybody it is necessary a more open and far-sighted approach, able to combine defence and enhancement of the person as an employee and most importantly as a citizen in the society.

In order to guarantee integration and flexibility companies must increase welfare

services for persons: improving productivity, reducing distresses and strengthening a sense of belonging. This all increase enterprise's competitiveness. The entire company population benefit from this type of interventions, but the greatest benefit would be for women. As a matter of fact, promoting policies to facilitate women's access to the labour market means to invest in unexpressed potentialities and to offer innovation opportunities for a new and different entrepreneurial and social organization. The intervention within the organization, however, can be nourished and strengthened, only if it is possible to adjust time work to reference social models. Something similar should be done also for the policies which are intended to promote social cohesion, integration and enhancement of diversity. It is definitely necessary to invest in order to develop a higher culture capable of managing diversities within the single company. However it is necessary not to leave alone enterprises. That means that public administration must undertake to promote a more widespread and shared social culture by supporting processes of cultural mediation.

As for the third priority, that is **a competitive, interconnected and more green economy**, in recent years the environmental issue has emerged worldwide as a crucial issue for the development, closely related to the very survival of the planet and therefore to the future of generations to come.

As a matter of fact, today we have already started to value the well-being of a territory and, of course, of the people who live in it, also in terms of the ability to manage environmental resources with awareness. In this framework there are many working areas interconnected: the use of the resources, waste management, health protection, safety and healthiness, sustainable mobility. With regard to health protection, this one is to be intended both as prevention and healthiness, and it is strictly related with a correct environmental management.

In particular the member companies consider that it is not possible to postpone any longer the interventions to reduce energy consumption and to increase energy production by alternative sources. Therefore, research and innovation represent key-factors for a competitive and responsible development. For this reason, research is considered to have a key role which must be properly supported by public administration, allocating funds. On the other hand companies must increase their willingness to test and to apply innovative tools and equipments.

Along with the needful strategic choices taken by political agents, by institutions and

by the great energy agencies (local, national and international ones), it is essential to develop and spread an energy conservation's culture. This one could be strengthened also through more careful and responsible daily behaviours from companies as well as from single citizens.

All this points out the need of a strong stakeholders' commitment to achieve these goals, supported by mass media, by educational system and by organizations which promote an active citizenship. A similar process and similar responsibilities concern the attention that the social actors in a given territory should pay to waste management, undertaking to reduce waste upstream and then to properly dispose of it, both supporting correct behaviours and pursuing innovative solutions.

Moreover, also the development of a more sustainable mobility, both in terms of infrastructure and of mass-diffusion of awareness, is the result of a virtuous interaction between those who innovate and enhance (research, public administration, companies) and those who are willing to change (individuals and organizations for an active citizenship).