

POLITEIA

Centro per la ricerca
e la formazione in politica ed etica



Università degli Studi di Milano
DIPARTIMENTO DI STUDI
SOCIALI E POLITICI

ISTITUTO DI FILOSOFIA E
SOCIOLOGIA DEL DIRITTO

**Fourth Annual Forum
on
Business Ethics and Corporate Social
Responsibility in a Global Economy**

**Restoring Responsibility:
The Accountable Corporation**

Milan, 13th-14th September 2007

Sala di Rappresentanza del Rettorato
Università degli Studi di Milano
Via Festa del Perdono, 7

The Forum is organized by the Research Centre Politeia in cooperation with the University of Milan and a Promoting Committee composed by several well-known Italian companies and organizations. Politeia is responsible for the academic organization and supervision of the Forum, while the Promoting Committee provides the sponsorship of the Forum and participate in the definition of the annual agenda.

Stimulated in great part by the initiatives and discussion promoted by the European Commission with its Green Paper (2001) and after the new Communication by the Commission (2006), Italy is witnessing a growing interest in business ethics and corporate social responsibility and various companies are promoting reflection and programmes on these issues.

The aim of the Politeia Annual Forum is to provide the necessary academic support for these programmes, organizing a conference in which top managers of national and international companies - companies that are known for their commitment to ethics - and experts in business ethics and corporate social responsibility from the most prestigious international research centres will have the opportunity to discuss the emerging issues of ethics in the global economic system. It will contribute to increasing awareness and knowledge among companies about the ethics and social responsibilities of economic organizations - and to contribute to filling the gap between 'practitioners' and 'experts'. The Forum will provide the opportunity to bring together and establish networks between international and Italian experts involved in theoretical and empirical research in the areas of business ethics and CSR and also the opportunity to discuss and interact with top managers of large companies.

Politeia is a non profit organization based in Milan and founded in 1983 with the purpose of promoting theoretical discussion on the relationship between ethics and public choices. Since 1985 Politeia publishes *Notizie di Politeia*, a bilingual (in Italian and English) quarterly journal, where the Forum proceedings will be published. The proceedings of the First, the Second and the Third Forum, edited by Emilio D'Orazio, are published respectively under the title "Business Ethics and Corporate Social Responsibility in a Global Economy" (vol. 74, 2004), "New Perspectives on the Stakeholder View of the Firm and Global Corporate Citizenship" (vol. 82, 2006), and "Corporate Integrity, Ethical Leadership, Global Business Standards: The Scope and Limits of CSR" (vol. 85/86, 2007).

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Simultaneous translation will be available*

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La partecipazione è gratuita previo invio a Politeia (mail to: politeia@fildir.unimi.it) della scheda allegata e ricevimento di conferma dell'iscrizione da parte della segreteria organizzativa.
Participation is free. Participants are required to send the enclosed registration form to Politeia.

PROGRAM		Friday, 14 th september 2007		Friday, 14 th september 2007	
Thursday, 13 th september 2007				IV. <i>Ethical Values in Global Business</i>	
14.30	Registration of participants	9.00	Registration of participants	Chair: Pia Acconci (University of Teramo)	
15.00	I. <i>Ethics and Economic Success</i>	9.15	II. <i>Managing Ethics in Business Organizations</i>	John Kline (Professor of International Business Diplomacy, Georgetown University) <i>Value Choices for Global Business: Who Decides and How?</i>	
Chair: Emilio D'Orazio (Director, Politeia)		Chair: Roberto Zangrandi (Head of CR, ENEL)		Giorgio Sacerdoti (Professor of International Law, Univ. Bocconi, Milan) <i>The Challenge for Multinationals: Being Serious in Avoiding Bribing</i>	
Norman E. Bowie (Professor of Corporate Responsibility, University of Minnesota) <i>Economics: Friend or Foe of Ethics</i>		W. Michael Hoffman (Executive Director, Center for Business Ethics, Bentley College) <i>Reinventing the Corporate Ethics Officer: A Strategy for Superior Governance and Integrity</i>		Marzio Galeotti (Professor of Economics, University of Milan) <i>The Cost of Climate Change: Sharing the Burden</i>	
Stefano Zamagni (Professor of Economics, University of Bologna; President, Agency for Non Profit Organizations) <i>The Civil Economy Approach to CSR</i>		Matteo Bartolomeo (Head CSR Audit Dept., Vigeo Italia) <i>CSR in the Core Business</i>		Giacomo Manetti (Dept. of Business Administration, University of Florence) <i>Assurance Services for Sustainability Reports: Standards and Empirical Evidence</i>	
Alessandro De Nicola (Chairman, Adam Smith Society) <i>Shareholders' Minority Rights in Italy after the Recent Company Law Reform. Opening Up the Corporation to Prevent Self-Referential Business Ethics?</i>		PierMario Barzaghi (Partner, KPMG Italia) <i>Corporate Responsibility and Value Creation</i>		16.30	Q&A
16.30	Q&A	Maria Serena Chiucchi (Dept. of Management, Univ. Politecnica delle Marche) <i>Exploring the Benefits of Measuring Intellectual Capital. The AIMAG Case Study</i>		16.45	Coffee break
17.00	Coffee break	11.00	Q&A	17.00	Round Table: Global Business and Sustainable Capitalism
17.15	Round Table: Ethics, Reputation and Competitiveness	11.15	Coffee break	Chair: Antonio Calabrò (Director, Public Affairs and External Relations, Pirelli & C.)	
Chair: Renzo Vanetti (CEO, SIA-SSB)		11.30	III. <i>Global Corporate Citizenship</i>	Maria T. Brassiolo (President, Transparency International It) <i>Main Strategic TI-Projects to Fight Corruption Around the Globe</i>	
Cinzia Frasccheri (Csr, CISL-Italian Confederation of Workers' Trade Unions) <i>The New Bounds of CSR in Italy</i>		Chair: Alberto Martinelli (University of Milan; Politeia)		Marco Stampa (Sustainability Dept., ENI) <i>Transparency in the Oil and Gas Sector: ENI Commitment</i>	
Giuseppe Schlitzer (Confederation of Italian Industry, Office of the Director General) <i>Upgrading the Italian Model of Development: Why CSR is Important</i>		André Habisch (Professor for Christian Social Ethics and Society, Kath. Universität Eichstätt-Ingolstadt) <i>Corporate Citizenship and the Allocation of Public Goods in Times of Globalization</i>		Maurizio Gubbiotti (Head International Dept., Legambiente) <i>CSR as a Necessity and as an Opportunity for Sustainability</i>	
Roberto Villa (Italian Association Internal Auditors) <i>Internal Audit Role in Order to Develop an Ethical Corporate Culture as a Competitiveness Factor</i>		Giovanni Moro (President, FONDACA - Active Citizenship Foundation) <i>Towards a European Framework for CSR Partnerships between Companies and Citizens' Organizations</i>		Silvio De Girolamo (Chief Audit Executive & CSR, Autogrill Group) <i>From Ethics as Part of Compliance Activity to Embed SR in Management Attitude: Autogrill Social Identity</i>	
Umberto Musumeci (Secretary General, Associazione Valore Sociale) <i>"Expected" and "Desirable" Ethical Behaviour as Source of Reputation and Competitiveness</i>		Lucina Mercadante (Direzione Prevenzione, INAIL- Italian Workers' Compensation Authority) <i>Social Responsibility: Costs and Benefits</i>		18.15	Closing remarks: Gian Francesco Imperiali (Chairman, ABB)
18.30	Closing of day	13.00	Q&A	18.30	Closing of day
		13.15	Buffet lunch		