

Il rapporto tra un'azienda energetica e le comunità locali: Edison e l'approccio al valore condiviso

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The Relationship Between an Energy Company and Local Communities: Edison and the Shared Value Approach

Abstract: Edison is Europe's oldest electricity company and one of Italy's main energy providers. The principle behind sustainability is that a company's role in society is not limited to providing products and services and thus the creation of economic value. As a result, Edison is an open system, that by engaging with its stakeholders, generates progress and a value that exceeds mere economic value: the social value. Edison is implementing a new approach of redesigning the business-society relationship improving its position within the social context: creating economic value while delivering value to society and addressing social needs through business. Many challenges and cultural barriers face the shared value approach of an energy company: the management culture about sustainable development and dialogue with stakeholders and the real involvement of local communities with its particular dynamics.

Keywords: Energy, Shared value, Local communities, Sustainability, Edison.

notizie di POLITEIA, XXXI, 117, 2015. ISSN 1128-2401 pp. 31-34