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An Energy Company and Local Communities: a Shared Value Approach

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.