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Socially Responsible Investors: a (weak) driver for increasing business sensibility to CSR

To be rooted in a company's culture, CSR needs a link to business results. Consumers and investors that choose to buy goods, services and shares of sustainable or ethic corporations can create the market conditions for an increasing business sensibility to CSR. Terna's commitment to sustainability has been reinforced by sustainability ratings and by the inclusion in some major indexes such as Dow Jones Sustainability. Yet, investors could exert a much greater pressure: the SRI market share is still very limited in Italy. Banks and pension funds could be more active. Sustainability rating agencies play a key role as they express stakeholders' concerns.