



UNIVERSITÀ DEGLI STUDI
DI MILANO
DIPARTIMENTO DI STUDI
SOCIALI E POLITICI

POLITEIA

Centro per la ricerca
e la formazione in politica ed etica

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

**Corporate and
Stakeholder Responsibility
for Sustainability**

Milan, 26th February 2010

**Sala Assemblee Intesa Sanpaolo
Piazza Belgioioso, 1 - Milano**

A way of thinking about corporate responsibility emphasizes the moral obligations of the corporation towards its stakeholders (Freeman and Liedtka, 1991).

This edition of the Forum focuses on the corporate responsibility from the perspective of the complex interactions between business and its stakeholders within the context of the sustainability. Wheeler et al. (2003) presented a proposal to reconcile a stakeholder approach, CSR, and sustainability with the creation of value (economic, social and ecological) for the constituencies of the firm, not only economic value for the shareholders. As Wheeler et al. have stated, if sustainability is “an ideal toward which society and business can continually strive, the way we strive is creating value, i.e. creating outcomes that are consistent with the ideal of sustainability along social, environmental and economic dimensions”. Therefore, “a stakeholder approach (...) offers the best hope in effecting the pursuit of global as well as organizational sustainability”. The stakeholder view framework (Post et al., 2002) contributes to a comprehensive view on a firm’s wealth creation and dissemination process that enables a definition of a comprehensive corporate responsibility. This view “places the firm at the centre of a web of stakeholder relationships, and demonstrates that sustainable organizational wealth can be enhanced by a purposeful management of favourable relations between the corporation and its strategic stakeholders” (Sachs et al., 2005). Under this view, “the corporation is only legitimized in its existence if it creates wealth for and with all its strategic stakeholders”, that is “its potential beneficiaries and/or risk bearers” (Sachs et al., 2009). For this reason, the value creation is an interactive process that includes relevant stakeholders. Consequently, more formal processes of “shared governance” are now required to address social and environmental aims and challenges. This would involve invoking processes of stakeholder inclusion in order to construct clearer partnerships arrangements between government, business and civil society. Multi-stakeholder partnerships for sustainable development and for climate change have received particular attention from companies (Pinkse and Kolk, 2009). As Zadek (2001) has stated, corporate responsibility “will only be effective if and where it evolves to a point where business becomes active in promoting and institutionalizing new global governance frameworks that effectively secure civil market behaviour”. Thence, “civil corporations” will be those that “actively engage in promoting governance frameworks that enable, and if necessary enforce, the wider business community to address (...) the aspirations underpinnings sustainable development”, that is the corporations that “will drive markets in a more ethical directions”. Aim of the Forum is to understand how the redefinition of the interaction between firms and stakeholders may enhance business excellence. World’s leading scholars will show results and key findings of their research, relating to different regions and countries, various topics - including climate change, poverty and child labour - and mechanism such as partnerships, codes of conduct and CSR/sustainability report.

The Forum is organized by the Research Centre Politeia in cooperation with the University of Milan and a Promoting Committee of 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.

The aim of Politeia is to organize a conference in which managers of national and international companies and experts in business ethics and corporate social responsibility from the most prestigious international research centres will have the opportunity to discuss the emerging ethical issues in the global economic system. By this way, it aims to 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’.

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Si ringrazia Intesa Sanpaolo per la concessione della Sala Assemblee

PROGRAM

9.00 Registration of participants

9.30 **I. Ethics and Economic Success**

Chair: Emilio D'Orazio (Director, Politeia)

Sybill Sachs

(Head of the Centre for Strategic Management,
University of Applied Sciences for Business
Administration, Zurich)
*Corporate Value Creation with and for
Stakeholders*

David Wheeler

(Pro Vice-Chancellor and Dean, Plymouth Business
School)
*Sustainable Value Through Stakeholder-Led
Responses to Climate Change*

Fabio Iraldo

(Associate Professor of Management, Scuola
Superiore Sant'Anna, Pisa)
*The Effects of Sustainability-oriented Strategies
on Business Competitiveness: results of some
empirical studies*

11.00 Q&A

11.30 Coffee break

11.45 **Panel. Sustainability, Ethics, and Strategic
Management**

Chair: Alessia Sabbatino

(Director, Fondaca/Global Compact Network Italia
Focal Point)

Damiano Carrara (Head of CSR, UBI Banca)

*Social Responsibility: Reality or Illusion?
Reflections on the perception of CSR
based on a survey on consumers and businesses*

Luca Guzzabocca (Head of the Procurement and
Logistic Area, Montepaschi Group)

*Sustainable Procurement at Gruppo
Montepaschi: delivering efficiency,
delivering value*

Paolo Nazzaro (Director of Group Sustainability,
Telecom Italia)

*The Role of the ICT Sector in the Fight against
Climate Change*

Fulvio Rossi (CSR Manager, Terna)

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

13.00 Buffet lunch

14.30 **II. Ethical Values in a Global Business**

Chair: Alberto Martinelli

(Professor of Political Science, University of Milan;
Politeia)

Ans Kolk

(Professor of Sustainable Management, Amsterdam
Business school)
CSR and Sustainability: the Role of Multinationals

Simon Zadek

(Senior Fellow, Centre for Government and Business,
Harvard University's Kennedy School)
*Emerging Economy Leadership in Corporate
Responsibility and Sustainability
- a Chimera or Reality?*

Federico Versace

(CEO, Vigeo Italia)
*Monitoring the Ethical Code Enforcement in
the Organizations: from Values to Stakeholders
Satisfaction*

16.00 Q&A

16.30 Coffee break

16.45 **Panel. Global Business and Sustainable Capitalism**

Chair: Antonio Giacomucci

(Sustainability Manager, ABB Italia)

Pierluigi Firpo (Technical Director, Bombardier
Transportation Italia)

*The Importance of Environmental Sustainability in
Railway Technology: the Bombardier Model*

Maurizio Gubbiotti

(Head of the International Dept., Legambiente)
Social Responsibility in Climate Challenges

Lucina Mercadante

(Directorate of Prevention, INAIL)
*ISO26000 and Sustainability: a New Perspective on
Health and Safety at Work*

Lamberto Prati

(Head of CSR, Barilla G. e R. Fratelli)
A Path toward Sustainability: the Barilla experience

Sabina Ratti (Sustainability Vice President, ENI)

*Eni Cooperation Model From Global Partnerships to
Local Engagement*

18.30 Closing of day

*È previsto il servizio di traduzione simultanea/
Simultaneous translation will be available*

Segreteria scientifica/Scientific secretary
Emilio D'Orazio, Paola Branchi, Paola Gallo, Nicola Pasini

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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.*