

## Silvio De Girolamo

### *Inspiring and Sharing Ethical Principles in a Local Corporation*

- From compliance approach to sustainability approach
- Embed accountability concept in management attitude
- From a rules driven code of ethics to principles driven management

In the past the business ethics weren't expressly shared among the management, it was a sort of implicit obviousness and many times this kind of responsibility was completely separated from other responsibilities.

With introduction of Italian law D.Lgs.231 it was considered as part of compliance activity.

Moreover transparency is became a very important value for companies and now any approach to business is no more considered implicit or obvious.

What is important is: to define general principles and main values that have to inspire people's behaviours (concerning both business issues and relationship issue) and the organization's tone.

We would like to spread principles in order to create a shared vision of the organization.

How to spread these principles? Surely with courses/education but also through innovative and interactive tools (the intranet portal Aconnect, online surveys, ...) that:

- permit company to give the example of an ethic behaviour showing how it acts towards its employees,
- involve people actively,
- give to them the possibility of express themselves and their opinion.

We have:

- Identified and shared main principles and values of the company
- Instilled and increased awareness of management about Ethics and Sustainability

- Created Web Section on Intranet and E-learning System to facilitate comprehension of principles and values
- Organized an annual survey to know the tone of organization