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NGOs and the Challenges of Sustainability

Once again, the conference promoted by Politeia raises issues and questions very interesting and topical. What should be the roles and the relationships between state, private enterprises and citizens, the reality of civil society in the world today is so different and above all global, are fundamental questions. In addition, the housekeeper world which we used is skipped, and there are many difficulties to catch a glimpse of new, but I think that the challenge to build for the future can only be that of sustainability. The environmental and social sustainability and in this it is clear that the role of NGOs can be more proactive and should be designed in a different way the roles and relationships. A challenge for companies is also increasing internal awareness, that is to share the values expressed by the company by all employees and then identifying measures to increase the cohesion and motivation among employees. Even educating citizens in a big role in their choices of firms and markets is important. They can choose to direct their purchases towards products with environmentally and socially sustainable, then favoring companies that demonstrate a real and tangible commitment to the protection of human rights and environmental protection. This is what is already happening and will happen more important in the coming years and that is why we should also reserved a significant effort to study and design of tools and best means to educate and inform citizens on CSR system