



POLITEIA
Centro per la ricerca
e la formazione in politica ed etica

**UNIVERSITÀ DEGLI STUDI
DI MILANO**
DIPARTIMENTO DI STUDI
SOCIALI E POLITICI

7th Annual Forum
on
**Business Ethics and Corporate Social
Responsibility in a Global Economy**

**The Corporation as
a Political Actor:
a New Role of Business
in a Global Society**

Milan, May 19-20, 2011

**Palazzo Visconti
Via Cino del Duca, 8 - Milano**

The debate on the relationship between business and politics is traditionally based on a model that considers state agencies the only political institutions that directly focus on the well-being of society, while business firms are conceived of as economic actors only. According to this vision the coherent regulatory framework of business behavior in modern societies is made by the law and by moral rules. Current theories of corporate social responsibility are also built on the assumption of a coherent regulatory framework, in which national legislation and values and expectations of social communities define the responsibilities of the firms.

Over the last decade, however, the neat separation between the political and the economic sphere has become hazy. In fact, the process of globalization and the pluralism of modern society has brought the loss of cultural homogeneity and has eroded the national context of governance. In several cases the state system has failed in regulating the economy, dealing with transnational social and environmental problems, providing public goods, administering citizenship rights, and serving the public interest. Under these conditions, multinational corporations as well as civil society groups have started to participate in the formulation and implementation of regulation in policy areas. These areas include the protection of human rights, the implementation of social standards, the preservation of the environment, the struggle against corruption and the production of global public goods. This kind of development shows a shift in global business regulation from a state-centric mode toward new multilateral non-territorial modes, with the inclusion of private and non-governmental institutions as key actors. On the global level, therefore, non-state actors play an active role in what has been called "governance without government". The result is that some multinational corporations promote positive social change and assume direct political responsibilities traditionally belonged to government, as it is shown by their widespread participation in the UN Global Compact (Rasche and Kell (eds.), 2010).

For this reason, globalization and pluralism need to be embedded in a new concept of the firm as an economic and political actor in market societies.

In management studies, some scholars have begun to analyze the consequences of globalization on the concept of corporate responsibility and corporate citizenship. Palazzo and Scherer (2006; 2007) have proposed a new theory of "political CSR" or "corporate citizenship", while Crane, Matten and Moon (2008) have argued that firms should be considered as state-like agencies and not so much as citizens, as firms often adopt a state-like role and protect citizens' rights in cases where governments are neither able nor willing to perform this function.

Aim of the Forum is to discuss the consequences of a political mandate of the business firm - especially, but not limited to, the context of developing economies -, to analyze the interaction between business firms and other societal actors, to research whether and how voluntary corporate responsibility practices represent a way to fill the governance voids, and to examine the implications for the theory of the firm, being aware that the political nature of firms is highly contested, partly because it challenges existing notions of the role of business in society, but also because of substantial concerns about the implications of this shift for the idea of democratic accountability.

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.

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.

ENTI PROMOTORI/SPONSORS



TRANSPARENCY INTERNATIONAL ITALIA (TI-I)
ASSOCIAZIONE CONTRO LA CORRUZIONE



E' previsto il servizio di traduzione simultanea / Simultaneous translation will be available

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

Segreteria organizzativa / Conference organization
Marta Minoia, Chiara Monaco, Matteo Grasso

POLITEIA Milano Tel. +39 02 58313988; Fax +39 02 58314072
www.politeia-centrostudi.org
E-mail: info@politeia-centrostudi.org

La partecipazione è gratuita previo invio a Politeia (mail to: info@politeia-centrostudi.org) 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

PROGRAM

Thursday, 19th may 2011

- 14.00 Registration
- 14.30 Welcome Address
Emilio D'Orazio (Director, Politeia)
- 14.45 **I. Ethics and Economic Success**
Chair: Alberto Martinelli (Professor of Political Science, University of Milan; Politeia)
Guido Palazzo (Professor of Business Ethics, University of Lausanne)
The Corporation as a Political Actor: understanding corporate responsibility for the 21st century
Alessia Di Pascale (Researcher in European Union Law, University of Milan)
CSR and New Regulatory Mechanisms in the EU
Maria Ludovica Agrò (OECD National Contact Point, Ministry of Economic Development, Italy)
The OECD Guidelines and the Firms as Responsible Actors for Sustainable Development: the role of institutions
- 16.10 Q&A
- 16.30 Coffee break
- 16.45 **Panel: Toward a New Paradigm of CSR**
Luciano Balbo (President, Fondazione Oltre Onlus)
Beyond CSR, the Social Responsibility of Wealth
Lucina Mercadante (Directorate of Prevention, INAIL)
The Value Chain Through INAIL Economic Incentives
Flavia Mirabelli (HR Director, Bombardier Italy)
Making the Most of HR and Ethical Management of Organizations: the Bombardier experience
Paolo Nazzaro (Group Sustainability Director, Telecom Italia)
Public-Private Partnerships: the Telecom Italia experience
Angelo Spina (Chairman, Acquisti & Sostenibilità)
Sustainability for a Competitive Supply Chain end-to-end
Moderator: Nicola Pasini (Associate Professor of Political Science, University of Milan; Politeia)
- 18.15 Closing of day

Friday, 20th may 2011

- 9.00 Registration
- 9.30 **II. Global Corporate Citizenship**
Chair: Emilio D'Orazio (Director, Politeia)
Andrew Crane (Professor of Business Ethics, Schulich School of Business, York University, Toronto)
Private, but Public: how companies manage their quasi-governmental roles and responsibilities
Frank G.A. de Bakker (Associate Professor of Strategic Management, Vrije Universiteit, Amsterdam)
How Activist Groups (try to) Impact Corporate Policies on CSR
Giacomo Manetti (Assistant Professor in Financial Accounting, University of Florence)
The Quality of Stakeholder Engagement in Sustainability Reporting: empirical evidence and critical points
- 11.00 Q&A
- 11.30 Coffee break
- 11.45 **Panel: Corporate Citizenship and Stakeholder Engagement**
Maurizio Gubbiotti (Head of International Dept., Legambiente)
NGOs and the Challenges of Sustainability
Carlo Montalbetti (General Manager, Comieco)
Private and Public Responsibilities and Citizens Engagement: the Comieco experience
Lamberto Prati (Head of CSR, Barilla)
Stakeholder Engagement and Enterprise Value: the challenges of the future
Fulvio Rossi (CSR Manager, Terna)
From Management Practices to General Norms: the role of partnerships in Terna experience
Moderator: Ludovica Lardera (Head of Sustainability, UniCredit)
- 13.00 Buffet Lunch

14.30 **III. Ethical Values in Global Business**

- Chair: Pia Acconci** (Associate Professor of European Union Law, University of Teramo)
Elena Pariotti (Professor of Human Rights, Padua University)
Soft Law, Human Rights and Non-state Actors: framing transnational corporations' accountability
Andreas Rasche (Assistant Professor of Business in Society, Warwick Business School)
Global Compact 2.0 - Reflections on the next phase
Emily Sims (Senior Specialist, ILO, Geneva)
Righting the Relationship between Hard Law and Soft Law: the role of international inter-governmental organizations
- 16.00 Q&A
- 16.15 Coffee break
- 16.30 **Panel: CSR and Global Governance**
Silvio De Girolamo (Chief Audit Executive & CSR, Autogrill Group)
Inspire and Sharing Ethical Principles in a Global and Local Corporation
Riccardo Facchini (Amnesty International Italy)
From CSR to Business & Human Rights Accountability: the need for a new regulatory framework
Antonio Giacomucci (Sustainability Controller, ABB)
Social Policy and Human Rights
Sabina Ratti (Sustainability Vice President, ENI)
Access to Energy: how to meet local needs to address a global challenge
Moderator: Maria T. Brassiolo (President, Transparency International Italia)
- 18.00 Closing of day