

## **Mainstreaming the corporate ethics to the key stakeholder**

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The key issue in drawing competitiveness and reputation benefits from the corporate ethics lies in the awareness of the efforts accomplished acknowledged by the key stakeholder of a company. Ways to mainstream the efforts are based on a sound and accountable communication policy and in specific confrontation stages that must be developed with the specific publics. Ethics might be the object of a communication campaign, but in doing so, a company may result scarcely appreciated. An adequate mix of communication tools, market researches can help the corporate world in making its point vis-à-vis the stakeholders and the industry.