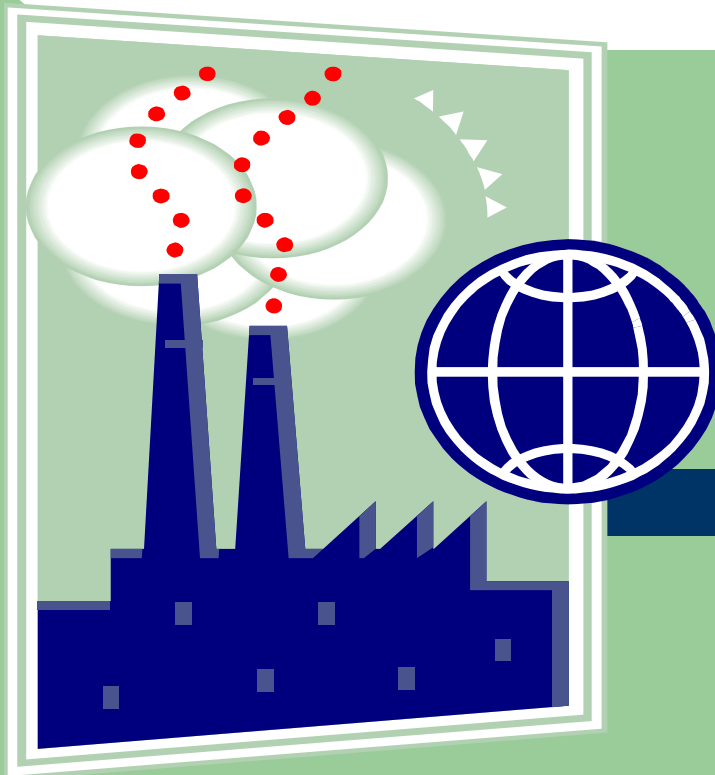




DIESIS Programme – Visit study on CSR

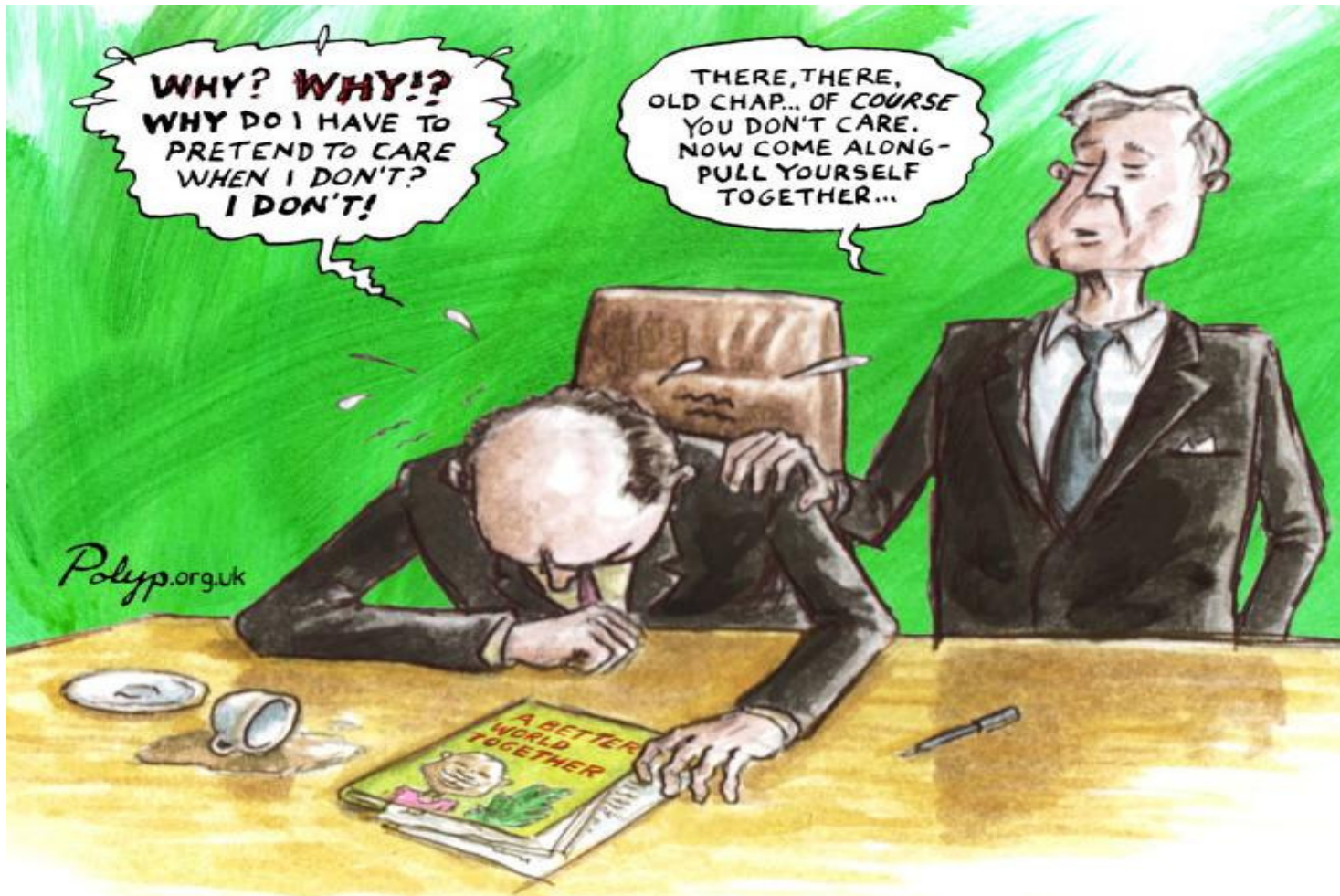
Towards a national policy for CSR: the Italian case



Danilo FESTA

Italian Ministry of Labour and Social Policies

Berlin, February 18, 2014



Milton FRIEDMAN

"The social responsibility of business is to increase its profits"
New York Times Magazine, Sept. 13, 1970

Why the public actor?

Art. 41 della Costituzione Italiana

1. *L'iniziativa economica privata è libera.*
2. *Non può svolgersi in contrasto con **l'utilità sociale** o in modo da recare danno alla sicurezza, alla libertà, alla dignità umana.*
3. *La legge determina i programmi e i controlli opportuni perché l'attività economica pubblica e privata possa essere indirizzata e coordinata a **fini sociali***

1. Private economic initiative is free.
2. It may not be carried out against the **common good** or in a way that may harm public security, liberty, or human dignity.
3. The law determines appropriate planning and controls so that public and private economic activities may be directed and coordinated towards **social aims**.

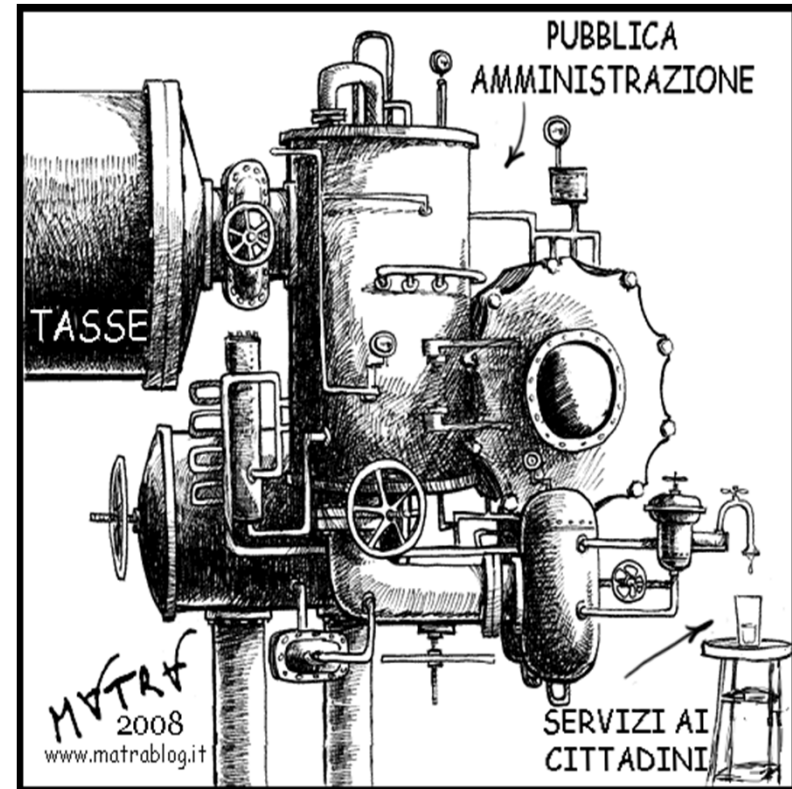
The italian scenario

- The Italian economic scenario is mainly made up by SMEs
- The Italian economy is based on SMEs with less than 10 employees which are **94.8%** of the total amount of Italian enterprises. They employ **47.4%** of the work force: the average dimension is **3,9 units** per enterprise (ISTAT, 2009)
- Many studies show that SMEs often manage their own impact on society in an intuitive and informal manner. They often adopt, even without being totally aware, CSR policies and practices
- Other studies show that the majority of consumers is ready to pay more for products and services from a socially responsible enterprise. It must be taken into account that the economic crisis had a severe impact on that behaviour.

The various public actors

After the 2001 Green Paper on CSR of the EC, the central role in the Italian administration has been implemented by the **Ministry of Labour and Social Policies**. Other departments and agencies are involved at national and local level

- Economic Development – NCP and OECD Guidelines
- Foreign Affairs – Global Compact and G8
- INAIL – Health and Safety on the workplace
- PM Office
- Environment – Strategy of sustainable development and SPP
- Economy and Finance: Public procurement (green e social); Regions and local authorities



The Italian Action Plan

Communication of the Commission: a renewed EU strategy 2011-14 for Corporate Social Responsibility (*Brussels, 25.10.2011, COM(2011) 681 final*)

The Action Plan for the MSs: 4.7 The Commission invites Member States to develop or update by mid 2012 their own plans or national lists of priority actions to promote CSR in support of the Europe 2020 strategy, with reference to internationally recognised CSR principles and guidelines and in cooperation with enterprises and other stakeholders, taking account of the issues raised in this communication

The Italian Action Plan - 2

Presented to The European Commission on Feb 7, 2013 and in Italy on April 16, 2013.

3 Steps:

- 1) Consultation of all **public actors** involved on the CSR dossier (jan/feb 2012)
- 2) A national roundtable with **national stakeholders**, trade unions and consumers has been called (march/april 2012)
- 3) Consultation of **NPOs** (april/may 2012)

To all participant we asked to contribute to the following guidelines:

The Italian Action Plan - 3

1. OBJ: Increase the CSR culture into enterprises, citizens and communities
2. OBJ: Support enterprises which adopt CSR strategies
3. OBJ: Contribute to strenghten “market incentives”for CSR
4. OBJ: Promote initiatives by social enterprises, NPOs and active citizenship organizations
5. OBJ: Promote transparency and disseminationn of information (social and environmental)
6. OBJ: Support respect of recognized principles at international level

The Italian WG is now working on the draft of the 2014-2016 National Action Plan

The CSR+D project



“The inclusion of the disability aspect within CSR begins by admitting that people with disabilities form an interesting group from a wide perspective: not only as employees, but also as clients/users, providers, shareholders and investors, and as a group of society to be taken into consideration in the social action area”

The Italian WG (Axis 3) is working on the final draft of Guidelines on CSR social clauses on social public procurement in favour of persons with disabilities

The reform of the Italian labour market (Law 92/2012)

Art 1

- Inclusion of women in economic life;
- Women occupation and salary levels for gender equality; Protection of motherhood and fatherhood and in case of work accidents

Art. 4

- Conciliation life and work ;
- Protection of persons with disabilities
- Promotion and support of territorial networks for services, education, vocational training and jobs

Dankeschön!



Danilo FESTA

dgfesta@lavoro.gov.it

www.lavoro.gov.it