

Gli aspetti della responsabilità sociale vedono oggi impegnate le imprese nella convinzione, fortemente condivisa, che la sola attenzione agli azionisti sia condizione necessaria ma non più sufficiente per garantire all'impresa un futuro. La responsabilità sociale figura sempre più nelle agende aziendali quale strategia in grado di rispondere alle aspettative della società e del mercato generando un "valore" che sia al tempo stesso economico, ambientale e sociale.

L'obiettivo della conferenza è quello di proporre una diversa chiave di lettura del dibattito sulla responsabilità sociale delle imprese, evidenziando come questa si integri nei meccanismi di governance dell'impresa. Una tematica complessa che chiama in causa assetti organizzativi, regole, controlli, trasparenza. L'attenzione sarà tesa a cogliere ed analizzare nuove dinamiche che si affermano sui mercati e nella società quali fattori di posizionamento ed elementi di credibilità delle imprese. Sempre più la corporate governance delle aziende figura come punto di riferimento essenziale per confrontare strategie, programmi e prestazioni delle imprese, in relazione a criteri di valutazione economici ma anche ambientali e sociali. A questi indicatori, ulteriori, di performance fanno sempre più riferimento gli investitori istituzionali ed un pubblico ampio di interlocutori con cui le aziende intrecciano relazioni quotidiane: oltre agli azionisti, i clienti, i dipendenti, la comunità locale, le autorità, i fornitori, l'ambiente.

La manifestazione è organizzata in partnership da ABI, Forum per la Finanza Sostenibile - un'associazione multistakeholder di cui ABI è socio fondatore e il cui obiettivo è quello di promuovere la cultura della sostenibilità nella comunità finanziaria italiana - e dal network Eurosif che raggruppa i soggetti attivi in Europa sui temi della finanza sostenibile.

CORPORATE GOVERNANCE, SOCIAL RESPONSIBILITY AND SUSTAINABLE INVESTMENT

A one day high-level international conference organised by **ABI - the Italian Banking Association**, the **Forum per la Finanza Sostenibile** and **Eurosif - the European Sustainable and Responsible Investment Forum**, in partnership with **Gruppo Telecom Italia**

Thursday • February 5, 2004
Rome, Palazzo Altieri • Piazza del Gesù, 49

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INTERNATIONAL CONFERENCE



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Enterprises today tend to be engaged in the area of social responsibility, in the ever more widely shared conviction that attention to shareholders alone is a necessary but no longer sufficient condition to assure a company's future. Social responsibility is an increasingly important item in business agendas as a strategy for responding to the expectations of the community and of the market, generating a "value" that is at once economic, environmental and social.

The purpose of the conference is to look at social responsibility through a different perspective, arguing how corporate social responsibility could integrate into corporate governance mechanism. This is a complex theme that involves organizational arrangements, rules, controls and transparency. The conference will pick out and analyze the emerging dynamics in markets and in society as factors in corporate positioning and elements in corporate credibility. Corporate governance is increasingly an essential point of reference in comparing and measuring strategies, programmes and performance, by standards that are economic, of course, but also environmental and social. Institutional investors and a broad public with whom the banks have daily relations are increasingly attentive to these additional performance indicators; these stakeholders include, in addition to shareholders, customers, employees, the local community, authorities, suppliers and the environment.

The conference has been organised jointly by ABI, the Forum per la Finanza Sostenibile – a multistakeholder association of which ABI is a founding partner and whose purpose is to promote the culture of sustainability within the Italian financial community – and by the Eurosif network, which brings together European groups and associations active on issues of sustainable finance.

MORNING

Plenary session coordinated by Davide Dal Maso,
Forum per la Finanza Sostenibile and Eurosif

- 9.30 a.m.** Welcome
Walter Veltroni, Major of the City of Rome
- European Union view
Mario Monti, European Commissioner
- Keynote speech
Angelo Tantazzi, Borsa Italiana, Chairman
- 11.15** Coffee break
- 11.30** Round Table
moderated by **Simon Targett**, *Financial Times*
- Mats Isaksson**, OECD - Organisation for Economic Co-operation and Development, Head of Corporate Affairs
Karina Litvack, ISIS Asset Management, Director of Governance and SRI
Rainer Masera, Sanpaolo IMI, Chairman
Marco Tronchetti Provera, Telecom Italia, CEO
- 1.00** Conclusions
Maurizio Sella, ABI - Italian Banking Association, Chairman

With honorary speaker, **Roberto Maroni**, Italian Minister of Labour and Social Affairs

AFTERNOON (2.30 - 5.30 p.m.)

WORKSHOP 1

Corporate governance, socially responsible investment and shareholder activism
moderated by **Piet Sprengers**, VBDO, Executive Director

Panellists

Michael Bahn, Henkel, Director of Corporate Sustainability Management
Walter Cerfeda, ETUC - European Confederation of Trade Unions, Secretary General
Alan Mac Dougall, European Corporate Governance Services, Managing Director
Philippe Spicher, SiRi Co - Sustainable Investment Research International, Managing Director

WORKSHOP 2

From corporate governance to a new concept of an enlarged governance: management systems and involvement
moderated by **Matt Christensen**, Eurosif, Executive Director

Panellists

Angelo Bettinzoli, Sabaf, CEO
Michele Candotti, WWF Italia, Secretary General
Gianluca Manca, UNEP-FI - United Nations Environment Programme-Finance Initiative, Asset Management Working Group
Giovanni Moro, Active Citizenship Foundation, Chairman

The morning session is reserved for invited delegates only; the afternoon session is open and free of charge. Confirmation is required.

Simultaneous translation will be provided.