

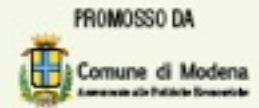
# A case of a CSR collaboration - partnership between local governments and entrepreneurs in Italy - Modena



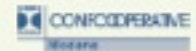
## Modena Network of Companies for Corporate Social Responsibility and Sustainability

An Italian case of Public-Private Partnership  
Laboratory for local CSR and Sustainability  
projects in the community

Walter Sancassiani



PARTNER SOSTENITORI



CON IL PATROCINIO DI



## A local Public Private Partnership:

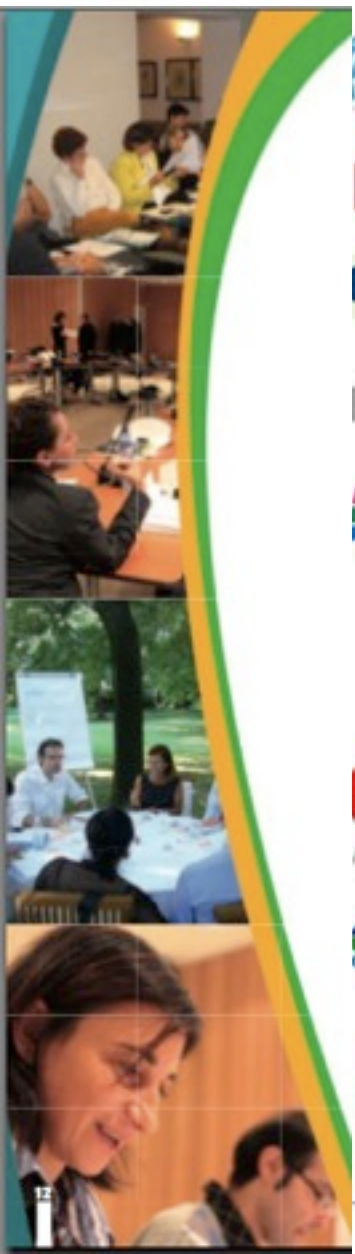
- **Multilevel Government:**  
(1 Region, 1 Province and a City council)
- **8 Industry and Commerce Associations**
- **Ngos Association**

### Aims

- **Create Sustainability and CSR projects in partnership by different actors, with low budget**  
Promote CSR as a new business approach oriented towards Management Innovation and Sustainability.
- **Enhance innovation and to develop Social Capital at local level.**



in 4 years involvement of 100 companies,  
 Larg, SMEs and Social Enterprises





## Industry Sectors represented

- Services,
- Metal and Mechanical,
- Ceramic Tiles Industries,
- Textile,
- Building,
- ICT,
- Craft,
- Chemicals
- Community Care Services

## Local Authorities

- Economic Policies,
- Environmental Policies
- Social Policies
- Job-Labour Policies



# Various Management Functions CEOs, EHS, R&D, Communications, HR



Claudio Testi  
Acciaieria Rubiera



Albano Ghizzoni  
AEC



Irene Ghizzoni  
AEC



Monica Argilli  
AMMS



Benaki Franco  
Assicoop Modena spa



Daniela Bazzani  
Gruppo CMS spa



Elena Solita  
Gruppo CMS spa



Angelo Mucoli  
Gruppo Concorde



Carlo Cotica  
Gruppo Concorde



Davide Corra  
Gruppo Concorde



Marco Nicopula  
Assitica BSA Srl



Marco Caffini  
Cedica Group



Paolo Pavarotti  
Cedica Group



Luigi Veranesa  
Caprati



Nicola Baraldi  
Caprati



Isa Neri  
MVI Logistic



Davide Riccardi  
Nera Modena srl



Cecilia Bondioli  
Nera Modena srl



Gabriele Magli  
Nera Modena Srl



Cecilia Giusti  
KF srl



Francesca Martinelli  
CMB



Giorgio Sparbi  
CSS



Vittorio Saltini  
CSS



Rossella Seragnoli  
Crown Aerosola



Roberto Berganti  
Crown Aerosola



Gianfranco Fregni  
KF srl



Gianluigi Covili  
Nerdiconad Soc. coop.



Enza Manzini  
Reflex Group



Paolo Ayvaz  
Reflex Group



Luca Mongiardi  
Smarten srl



Filippo Benini  
EniBanca



Giuliana Braidò  
EniBanca



Viviana Sgorbini  
Frattelli Di Salvia



Giulio Saltarelli  
Florim Ceramiche



Isa Ori  
Gruppo CMS spa



Paolo Moscati  
Tec. Eurofab srl



Margherita Garuti  
TecEurofab srl



Davide Cib  
Telture R&D spa



Gianmario Cazzorini  
Tetra Pak  
Packaging Solutions spa



Elisa Fattoni  
Tetra Pak  
Packaging Solutions spa

# The Process – 8 meetings per year



Promozione  
Adesioni

Brochure  
Sito Web

Febbraio  
2013



21 Marzo 2013

PRESENTAZIONE  
+  
SCAMBIO DI  
PRATICHE  
VALUTAZIONE  
CONTESTO



Aprile

IDEE  
PROGETTUALI  
  
Laboratori  
tematici +  
confronto



Maggio

VISITA  
FORMATIVA  
  
Incontro  
Itinerante



Giugno

PROGETTAZIONE  
+ Approfondimen  
tematici



Settembre

PROGETTAZIONE  
+ Approfondin  
tematici



Ottobre- Nov

PROGETTAZIONE  
+ Approfondimenti  
tematici

Dicembre

Forum  
Presentazioni  
e progetti  
RSI  
e risultati  
5° anno

*Sito Web + Documentazione lungo il percorso + Video*





# Thematic workshops during the process

- **Work-Life Balance**
- **Projects for local Community**
- **Green Innovation**
- **Sustainability Accountability**
- **Partnership with Schools**
- **Green Supply Chain**



# Partnership condition

**1. Commitment to define 1 CSR project by each Company**  
**Peer to Peer approach**

**2. Fee according to size for the CSR Laboratory management according to size**

**3. Commitment to implement the CSR project by its own resources**





# Working process each year

**1. CSR  
practices  
exchange**

**2. Evaluation  
on Strengths  
and  
weaknesses**

**3. Idea creation  
for CSR issues**

**2. Matching of  
Needs / Demand  
and Offer**

**Co-Design of  
CSR initiatives  
in partnership  
(Large, SMEs,  
Social  
Enterprises,  
Local  
Governments,  
Ngos**



# Mix of Project Co-Design techniques



- **World Cafè**
- **Bar Camp**
- **PCM**
- **Forum**
- **Focus group**
- **Multistakeholder Dialogue**



# Results - Process and Products of PPPs The local CSR Network - 2009-2012



**80 various  
companies**

**117 company  
representatives  
involved**

**1200  
presences**

**150 CSR  
projects**

**Various Awards  
by partners  
(companies  
and Local  
Authorities)**

**55  
projects  
in  
partnership**

**95  
by single  
companies**

# 4 years 150 CSR/sustainability projects

**Social and Environmental Reports**  
– Sustainability Reports (6 enterprises)

**Sustainability and environmental efficiency**

**Photovoltaic plants installation**

- Reduction of undifferentiated waste
- Reduction of plastic packaging
- Env. Management software

**Employees**

- Sustainable Purchasing Group (GAS)
- Safety Promotion in thermohydraulic sector
- Discount Agreements for social and cultural initiatives as a benefit for employees

**Work-Life Balance**

**Company nursery school**

- Car-Pooling Home-Work
- Survey about Quality of Work and CSR Commitment

**Marketing / CSR Promotion**

- CSR Training minimaster
- CSR-oriented taxation system

**Partnerships and projects with the Community**

- Pilot projects for job inclusion of disabled workers.
- Exhibition “Stop Child Labour Tour”

**5 Projects in partnership (Club companies and Ngos)**

between Club enterprises members and local Ngos on various issues (social inclusion of disabled people, environmental preservation, school, health promotion and prevention)

PROGETTI INDIVIDUALI - CLUB RSI 2009

AREA RSI	IMPRESA	PROGETTO
Rendicontazione Sostenibilità	AGC srl	Bilancio di sostenibilità
	Aimag spa	Bilancio di sostenibilità
	Gruppo CMS spa	Bilancio di sostenibilità
	Florim Ceramiche spa	Bilancio di sostenibilità e responsabilità
	Havi Logistics srl	Bilancio di sostenibilità
	Tellure R&D spa	Bilancio di sostenibilità
Sostenibilità e efficienza ambientale	Caprari spa	Autosufficienza energetica aziendale con fotovoltaici
	Crown Aerosols Italia srl	Riduzione rifiuto indifferenziato
	Hera Modena Srl	Hera_D per i soci del Club RSI
	KF Energy e KF srl	Impianto fotovoltaico per il raggiungimento dell'autosufficienza energetica
Qualità del Lavoro	Smarter srl	Sviluppo di una soluzione tecnologica per l'integrazione dei fornitori e la riduzione sprechi organizzativi/infrastrutturali
	Eredi Banca credito cooperativo	GAS aziendale
	F.lli Di Salvo snc	Diffusione della mentalità della Sicurezza Installatori partner
	Tec Eurolab srl	Attivazione di convenzioni sul territorio: un progetto sperimentale di sostegno ai per i dipendenti



# Critical aspects

Different Company sizes (SMEs and Large companies)

Different CSR / Sustainability experiences / profiles

Different commitment / contribution between actors

Daily challenge in integrating CSR and sustainability criteria in management procedures

Lack of rewarding criteria/incentives within public sector policies for PPPs.



## Results of a local informal PPP

- 150 CSR projects
- 50 projects in partnership
- Partnerships at different levels:
  - > Companies of different sizes
  - > Business - Ngos
  - > Business - Local Governments
- Low budget projects partnerships
- **Informal Partnerships**
- Platform to exchange skills and enhance Capacity Building
- Social Innovation and Networking
- Solution to problems / contribution to public policies and to the community in crisis situazione
- Money savings for Local Authorities





**Thank you for your attention**

[sancassiani@focus-lab.it](mailto:sancassiani@focus-lab.it)

[www.comune.modena.it/clubrsi](http://www.comune.modena.it/clubrsi)

