

# CONFINDUSTRIA: CSR AS CROSS-ELEMENT OF ITALIAN INDUSTRIAL POLICIES

Integrated Thinking & Reporting

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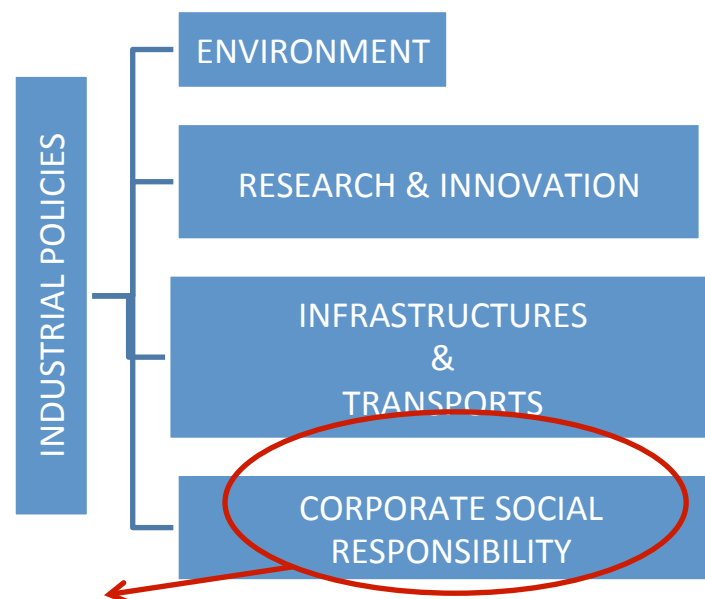
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**Maurizio Stirpe**  
Vice Presidente per il Lavoro e le Relazioni Industriali



**It is the first time that Confindustria recognizes a strategic role to CSR. CSR becomes a strategic element of industrial policies and of competitiveness**

## New Confindustria approach on CSR as part of the industrial policy

Confindustria objective is to contribute to the economic recovery of Italy making manufacturing as a major source of competitive advantage of our Country through a new industrial policy.

We want an industrial policy targeted to ambitious objectives so as to create the conditions for an innovative, sustainable and inter-linked industry

- ✓ **An industry that:**
  - **is capable of** transferring scientific developments into the production process
  - **is capable of** transforming burdens into opportunities
  - **is capable of** exploiting the potential deriving from digital technologies
  
- ✓ **In order to do this we have to:**
  - **take action** with a medium – long perspective
  - **focus on** clear priorities
  - **play a central role** in innovation processes
  - be committed to enhance the role of enterprises

## Three Factors are driving the change: markets, institutions and finance

**MARKETS:** markets (and consumers) are calling for a new approach

Since 2008 24.5% of Italian companies have made green investments. It could seem a low result, but we do not feel this: we work to move on and make this trend grow....

In the meantime Italy is at the top in Europe for eco-efficiency of the production system, we are advanced for the share of renewable energy in electricity production (43.3%), we are European leader in industrial recycling (more than 25millions tons) (\*)

**INSTITUTIONS:** even if the numbers of companies affected by the impact of the next UE Directive on the disclosure of non-financial information are few, we believe that there will be a strong effect on the supply chain

**FINANCE:** there are many signals towards an effective change (like the shift of significant investments from no sustainable businesses to companies actively engaged on ESG): we are working to collaborate with financial institutions to strengthen the new trend and help our companies, SME first of all, to be involved in this process

(\*) Source from Symbola research 2016

## Sustainable Development Goals



In this context, **Confindustria** is a reference guide for its member companies on the latest development of international instruments and policies on CSR/sustainability (e.g. for SMEs operating in global supply chains which require full awareness of the various international standards/instruments – like the OECD Guidelines), and to assist member companies with updated services on these global issues: **promoting awareness-raising, guidance and tools, training and networking activities, exchange of experiences with other EU Employers Organizations, etc.**

# The Technical Group on CSR of Confindustria

## OUR OBJECTIVES IN THE NEXT FOUR YEARS

- ✓ **get out of the corner**, not an issue for debates and social events: CSR is a matter of the industrial policy of this Country
- ✓ **get into the public debate** both to demonstrate the economic 'value' of CSR impact and to create a shared path with tools designed to grow the business
- ✓ **get bigger** and enlarge the audience of companies that adopt socially responsible behaviour in a logic of "shared value"
- ✓ **listen and disclose** corporate stories is a fundamental point in order to rescue and share business practice to produce "shared value"

