

5.5.1 REGION OF TUSCANY: 28th – 30th of April – Florence

Corporate Social Responsibility for a Europe of Rights

Objective:

The most important objective was to build a proposal for the European strategy on CSR and to share it with the European Institutions the proposals.

At the same time the event was an opportunity to present Regional Ethical Commission projects (discussed in the panels).

Target Audience: Public Authorities; SMEs; Non profit organisations; European Organisations, Students, Consumers.

Speakers/Programme

Regional Ministry representative Ambrogio Brenna opened the two-day meeting, presenting actions carried out in Tuscany since 2002 and the Tuscan view of CSR as part of the regional governance.

Experts' speeches related to corporate governance and social justice. The panels following were related to Districts and production chains: steps for an integrated management system; Social aspects in economic and financial world; reporting of firms' responsible performance. Representatives of Integra Foundation (Slovakia) and Novia Salcedo Foundation (Spain) spoke on the Vaderegio project experience and their regional actions.

Each panel was chaired by two members of the Tuscany Regional Ethical Commission (a multistakeholder group, chaired by the Regional Ministry). The Ethical Commission prepared also the documentation distributed to the panels participants.

Other speakers included representatives of the EU Commission, European Consumers Associations, Business representatives, Universities, European Associations.

The second day's discussion focused on the European strategy for CSR, and the contribution of the new Member States, with contributions from European Institutions and International Organisations such as Amnesty International and OECD.

The Tuscany president Claudio Martini and the Minister Ambrogio Brenna summarised the discussions and proposals and confirmed their intention to invest in CSR policies.

The convention was organised within the international Fair of handcrafting and Tuscany Region organised a pavilion for SA8000 SMEs, and to present all the regional activities.

This pavilion was visited by the convention participants and by the fair visitors (also secondary schools were invited to have a guided visit in it).

Outcomes

Tuscan actions have been reinforced by this initiative which involved 500 participants.

The direct involvement of the Ethical Commission was a cohesive factor and the members asked for a stronger role in promoting CSR.

For SMEs the exhibition provided a good opportunity to build commercial relationships with new clients and suppliers.

The convention helped to build stronger relations between Italian and European CSR actors.

Contact Details

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