



FORUM



CSR



2011

CSR and core business:
successful integration

Rome,

*Roma Eventi Convention
Center - Fontana di Trevi*

20 and 21

January 2011

**D R A F T
A G E N D A**

DRAFT AGENDA

FIRST DAY – THURSDAY 20TH JANUARY

Morning - I part: (9.00 a.m. – 11.00 a.m.)

8,00 a.m. *Registration of Participants*

OPENING PLENARY SESSION

Environmental, social and economic sustainability for Europe: the 2020 outlook

9,00 a.m. Opening remarks
Giuseppe **Mussari**, *President ABI* and *President Banca Monte dei Paschi di Siena*

Keynote Speaker: Paul **Druckman**, *Co-chairman*
IIRC Working Group - International Integrated Reporting Committee

Chair: Gianna **Zappi**, *Head of CSR Office ABI*

Andrea **Bianchi**, *General Manager for Industrial Policy and Competitiveness*
Ministero dello Sviluppo Economico

Enrico **Giovannini**, *President Istat*

Alessandro **Laterza**, *President of Culture Commission* **Confindustria**

Costas **Andropoulos**, *Head of Unit, DG Enterprise & Industry, F2* **European Commission**

Signature of the Protocol
ABI - CONFINDUSTRIA - MINISTERO DELLO SVILUPPO ECONOMICO

11,00 a.m. *Coffee Break*

11,15 a.m. *Start of Co-building Sessions – first round and Round Table*

Morning - II part: (11.15 a.m. – 1.30 p.m.)

CO-BUILDING PARALLEL SESSIONS – FIRST ROUND

A1 – HOW TO BUILD A SUSTAINABILITY REPORT

The Materiality

Chair: Licia **Veronesi**, *CSR Unit Intesa Sanpaolo* and
Giulia **Cosulich**, *SCS Consulting*

B1 – CSR MANAGERMENTS MODELS IN COMPARISON

Planning and management of CSR in the business process

Chair: Marisa **Parmigiani**, *Head of Sustainability Unipol Gruppo Finanziario*

C1 – SHAREHOLDER ACTIVISM

Chair: Michele **Guerrieri**, *Head of Development Area Etica Sgr* and
Fulvio **Rossi**, *CSR Manager Terna*

D1 – WHEN SUSTAINABILITY REPORT IS NOT ENOUGH

Chair: Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area SCS Consulting*
Company experiences: **De Cecco** e **Gruppo Roche**

E1 – HOW TO COMMUNICATE SUSTAINABILITY

Chair: Ippolito **Alfieri**, *CEO Koan multimedia*

F1 – GREEN BANKING

Project finance: what kind of socio-environmental impact? The effect of renewable sources regulations on investment sustainability

Chair: Claudio **Visco**, *Managing Partner Macchi di Cellere Gangemi studio legale*

I ROUND TABLE

How to put in practice UNI ISO 26000:2010

Chair: Ruggero **Lensi**, *Technical Director UNI - Ente Nazionale Italiano di Unificazione*

Panel:

Antonio **Astone**, *Sustainability & Business Development Manager DNV Italia*

Filippo **Bocchi**, *Corporate Social Responsibility Director Hera*

Simone **Ceruti**, *External Relations Director Danone*

Ornella **Cilona**, *President of Technical Committee on Social Responsibility Organization CGIL Nazionale*

Angela **Tanno**, *ISO 26000 WG Industry Expert, Italy ABI*

Representative **GRI ***

1.30 p.m. **Buffet Lunch**

New!

Guide to Social Responsibility

Available for participants in the CSR Forum 2011 a document created ad hoc from ABI and UNI, which also contains the new international standard UNI ISO 26000:2010

Afternoon: (3.00 p.m. – 5.15 p.m.)

CO-BUILDING PARALLEL SESSIONS – SECOND ROUND

A2 – HOW TO BUILD A SUSTAINABILITY REPORT

The Materiality

Chair: Licia **Veronesi**, *CSR Unit* **Intesa Sanpaolo** and
Giulia **Cosulich**, **SCS Consulting**

B2 – SUPPLY CHAIN CONTROL

Chair: Antonio **Astone**, *Sustainability & Business Development Manager* **DNV Italia**

C2 – WHEN SUSTAINABILITY REPORT IS NOT ENOUGH

Chair: Ludovica **Lardera**, *Head of Corporate Sustainability* **UniCredit**

D2 – HOW TO COMMUNICATE SUSTAINABILITY

Chair: Federico **Luperi**, *Multimedia Director* **Gruppo Adnkronos**

II ROUND TABLE

Sustainability and Human Resource Management. A potential alliance *Organized by CSR Manager Network*

Opening remarks

Caterina **Torcia**, *Public and Social Affairs Manager* **Vodafone**

The results of the annual survey of CSR Manager Network on CSR and Human Resources

Matteo **Pedrini**, *Research fellow* **ALTIS - Alta Scuola Impresa e Società**

Marco **Guerci**, *Research fellow* **POLIMI**

Feedback to search results

André **Habisch**, **Eichstatt University** and *Associate Research Director* **EABIS** (on video)

Gianfranco **Rebora**, *Director Department of Management* **Carlo Cattaneo - LIUC University**

What cooperation in human resources for sustainability?

Chair: Mario **Molteni**, *Director and Full Professor of Corporate Strategy* **ALTIS - Cattolica University**

Panel:

Piergiorgio **Angeli**, *HR Director Operations* **Luxottica**

Marina **Donati**, *Head of RSI and Sustainability Report* **Gruppo Generali**

Pietro **Ferrario**, *Head of Human Resources European Countries* **Autogrill**

Carla **Panetta**, *Vice President* **HRCommunity Academy**

Fulvio **Rossi**, *CSR Manager* **Terna**

SECOND DAY – FRIDAY 21ST JANUARY

CLOSING PLENARY SESSION

9.00 a.m. **SUSTAINABILITY AND CORE BUSINESS: IDEAS FROM CO-BUILDING SESSIONS**
Chair: Davide **Dal Maso**, *General Secretary* **Forum per la Finanza Sostenibile**

How to build a sustainability report
Licia **Veronesi**, *CSR Unit* **Intesa Sanpaolo**

CSR managements models in comparison
Marisa **Parmigiani**, *Head of Sustainability* **Unipol Gruppo Finanziario**

Shareholder activism
Alessandra **Viscovi**, *Direttore Generale* **Etica Sgr**

When sustainability report is not enough
Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area* **SCS Consulting**

How to communicate sustainability
Federico **Luperi**, *Multimedia Director* **Gruppo Adnkronos**

Supply chain control

Green banking
Claudio **Visco**, *Managing Partner* **Macchi di Cellere Gangemi studio legale**

11.00 a.m. **CLOSING ROUND TABLE**
Sustainability and core business
Chair: Elio **Silva**, **Il Sole 24 Ore**

Panel:

Graziano **Caldiani**, *General Manager* **UBI Banca**

Jamie **Dettmer**, *Director of Communications* **PRI - Principles for Responsible Investment**

Federico **Ghizzoni**, *CEO* **UniCredit**

Chiara **Mio**, *Delegate CNDCEC - Sustainability Group*
FEE - The Federation of European Accountants

Giovanni **Sabatini**, *General Manager* **ABI**

1,30 p.m. **End of the Conference and see you at Forum CSR 2012**

** to be confirmed*