

Title
<ul style="list-style-type: none"> • RSI Responsabilità sociale di impresa • Corporate Social Responsibility (COM)
Thematic Area (list in 2 lines)
<ul style="list-style-type: none"> • To collect the initiatives already undertaken by the private companies in coherence with COM principles • To enhance the COM best practices as concrete examples to replicate • To diffuse the awareness about the opportunity to create value through COM actions • To diffuse the knowledge about instruments to implement COM actions
Main Aspects of Interests (list in 3 lines)
<p>A wide network of promoters and local actors (private and public) has been involved. Private and public funds have been managed at local level in an integrated way to sustain the project</p>
Duration
From 2005 to present
Background or Context or Context opportunities and constraints
<p>Modena entrepreneurs have a tradition of responsiveness to social context – starting in the form of industrial clusters– strongly connected to the territory, other local actors and public administration.</p> <p>The project aims to promote social responsibility in a structured form, for replication and dissemination.</p>
Lessons Learned and/or Best Practices
<p>The website http://www.responsabilitasocialedimpresa.mo.it/ has been created with information, documents, good practice examples and guides on COM principles.</p> <p>23 companies participated in the contest in 2006. 9 of them were cooperatives; 9 small companies, with under 50 employees; 6 medium companies, with between 51 and 250 employees; and 8 were big companies, with more than 250 employees.</p> <p>There were 38 projects divided into 8 categories: 12 projects were selected by 2 panels (one a technical panel and one formed from the representatives of stakeholders).</p> <p>A public ceremony was held on 9 October 2006 and the winning companies was granted use of the RSI logo in its' publications.</p> <p>A video was made presenting the 12 winning projects, and this is available on the website and can be shown at local events</p>
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