



PROJECT CO-FUNDED BY
THE EUROPEAN COMMISSION



Programme

*Closing Conference of the
“Discerno Promoting Corporate Social Responsibility” project*

Rome, 20 June 2008
Auditorium dell’Ara Pacis
Via di Ripetta, 190

DISCERNO PROJECT CLOSING CONFERENCE

ABOUT THE CONFERENCE

Since the advent of the 21st century, no one idea has become as relevant to a company's livelihood as Corporate Social Responsibility. Business is entering a new era in which the stakeholder's sustainable well-being is more important than ever for a mutual growth and success. Combined with the drastic climatic changes affecting our planet, this has created a new landscape in which companies must adapt to survive.

In this context, the conference, **"Discerno Promoting Corporate Social Responsibility"** aims to:

- contribute to the current debate on CSR principles and instruments
- explain what a company need to do in order to develop a well-rounded CSR policy
- clarify how do businesses manage to effectively communicate their policies and attitudes to their stakeholders

All these issues and more will be examined in the conference of the **"Discerno Promoting Corporate Social Responsibility"** project, to be held in **Rome** on the **20th June 2008**. This is the final event of a project funded by

the European Commission whose main objective is to promote the Corporate Social Responsibility in enterprises. The project partners are: *CEEP Italy, Conf-servizi, CEEP France, Fédération des Entreprises Publiques Locales (EPL), Stanislaw Staszic's Higher School of Public Administration, German Association of Municipalities (DSTGB) and German Federation of Local Enterprises (VKU)*.

CEEP and the other project partners invite you to share the opportunity to engage and brainstorm in a strategic dialogue with international experts and companies on how to position CSR as an important element of the European Growth and Jobs Strategy since it can contribute to a number of public policy objectives such as more integrated labour markets and high levels of social inclusion, employability and better innovation.

The members of the international jury (EC, UN, OECD, etc) that has been established in the framework of this project has selected a number of companies which best comply with CSR principles and rules. Those companies will also give a short presentation on their CSR achievements during the conference.

ABOUT CSR in the EU context

The international dimension of Corporate Social Responsibility is a main pillar of the CSR strategy of the European Commission, with the ambition to make Europe a pole of excellence in CSR. At the Lisbon Summit in 2000, when setting the strategic goals for Europe, the European Council made, for the first time, an appeal on CSR, seeking contributions from businesses in meeting those goals. The European Commission identifies CSR as an important element of the European Growth and Jobs Strategy: CSR may contribute to a number of public policy objectives such as more integrated labour markets and high levels of social inclusion, investment in skills development and employability, improvement in public health, better innovation that address societal problems.

The EU has now entered a new phase with the European Commission's latest proposals, particularly the new Climate Change and Energy package published this year, which puts forward the main strategic points which need to be met if progress is to be achieved across Europe in grappling with the economic, environmental and social requirements of sustainability—essentially the issues at the heart of the sustainable debate.

PROGRAMME

Closing Conference of the
“*Discerno Promoting Corporate Social Responsibility*” project

9:00 – 09:30

Registration

09:30 – 09:50

Welcome address

Mr Raffaele Morese

President of Confservizi

Mr Massimo Massella Ducci Terri

President of CEEP Italy

9:50 – 10:10

Mrs Genevieve Besse

"Promoting CSR: challenges and
opportunities for the EU"

10:20 – 10:40

Mr Sergio Arzeni

"CSR, intangible assets and community values"

10:40 – 11:00

Mr Caspar Einem

President of CEEP – Company's awarding

11:00 – 11:20

Coffee break

11:20 – 12:20

Awarded Company's presentation

12:20 – 12:50

KEYNOTE SPEAKER

Mr Richard Howitt, MEP

European Parliament Rapporteur
on Corporate Social Responsibility

"The contribution of Public Enterprise in CSR in Europe"

12:50 – 13:10

Open debate

13:10 – 13:30

CONCLUSIONS

Mr Caspar Einem

President of CEEP

13:30 – 14:30

Lunch

14:30 – 15:30

Museum's Guided Tour,
offered courtesy of Confservizi

Moderator: **Mr Patrice Leroy** – CEEP

Interpretation will be in Italian, English and French

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ABOUT CEEP and Confservizi

CEEP gathers enterprises and organisations from across Europe, both public and private, at national, regional and local level, which are public employers or providers of Services of General Interest and is one of the three European Social Partners.

Confservizi, National Confederation of Services of General Interests, is an association that represents, promotes and lobbies for the interests of the local public service providers managing services of general interest. It is a CEEP member since 1998.

CEEP

15, rue de la Charité
B-1210 Brussels

Confservizi

Confederazione Nazionale dei Servizi
Via Cavour, 179/a - Roma 00184



FOR INFORMATION

Confservizi: Mrs Alessandra Fiore
+390647865312

Ceep: Mrs Gin Ngan
+3222292158

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