



ITALIE	Plan national RSE
<b>Intitulé officiel</b>	<b>Piano Nazionale della Responsabilità sociale d'impresa</b>  <i>Le plan national sur la responsabilité sociale de l'entreprise</i>
<b>Date de publication</b>	Mars 2013
<b>Période d'application</b>	2012-2014
<b>Détails pratiques</b>	<p>Nombre de pages :</p> <ul style="list-style-type: none"> <li>➤ Le plan national, 66 p</li> <li>➤ Partie consacrée aux initiatives régionales, 24 p</li> </ul> <p>Format disponible : ZIP</p> <p>Langue(s) disponible(s) : italien, anglais</p> <p>Lien de téléchargement :</p> <p><a href="#">Version anglaise</a></p> <p><a href="#">Version italienne</a></p>
<b>Cible(s) du plan</b>	Les entreprises, le secteur public et toute autre organisation, la société dans son ensemble
<b>Pilote(s)</b>	<ul style="list-style-type: none"> <li>• <b>Pilotes principaux :</b> <ul style="list-style-type: none"> <li>➤ <a href="#">Ministère du Travail et des Affaires sociales</a></li> <li>➤ <a href="#">Ministère du Développement économique</a></li> </ul> </li> </ul>

<b>Processus de construction du plan (parties prenantes impliquées)</b>	Le plan national italien est issu d'un <a href="#">processus interministériel et de la consultation de diverses parties prenantes</a> , notamment des partenaires sociaux et des ONG.
<b>Sommaire du plan national</b>	<ol style="list-style-type: none"> <li>1. La stratégie nationale</li> <li>2. Le cadre de référence</li> <li>3. Le plan d'action</li> </ol>
<b>Description du plan national</b>	<p>Le plan national comprend deux documents :</p> <ul style="list-style-type: none"> <li>➤ le document principal concerne les initiatives au niveau national</li> <li>➤ le second document concerne les initiatives au niveau régional</li> </ul> <p>Le <a href="#">document principal</a> concernant les initiatives nationales présente les objectifs du plan :</p> <ul style="list-style-type: none"> <li>➤ Renforcement de la culture de la responsabilité chez les entreprises, les citoyens et les communautés locales</li> <li>➤ Soutien aux entreprises qui mettent en œuvre la RSE</li> <li>➤ Contribution au renforcement des incitations du marché pour la RSE</li> <li>➤ Promotion des initiatives des entreprises sociales et de la société civile</li> <li>➤ Promotion de la transparence et du reporting extra financier</li> <li>➤ Promotion de la RSE via des initiatives internationales et des instruments reconnus au niveau international</li> </ul> <p>Pour chaque objectif, un tableau présente :</p> <ul style="list-style-type: none"> <li>➤ Les priorités (<i>voir tableau en annexe</i>)</li> <li>➤ Les actions (<i>voir tableau en annexe</i>)</li> <li>➤ Les initiatives à mettre en place</li> </ul>
<b>Description de la partie consacrée aux initiatives régionales</b>	La <a href="#">partie consacrée aux initiatives régionales</a> présente 55 initiatives de diverses natures (projets, législations,...) mises en œuvre ces 5 dernières années au sein de 11 régions italiennes. Certaines sont en phase de préparation et d'autres ont déjà en place. Pour chacune d'entre elles, il est précisé sa source de financement et les coordonnées d'un contact.

**Description de la partie consacrée aux initiatives régionales**

**Attachment 1 – Regional initiatives on CSR**

The present attachment collects the most significant CSR initiatives presented by the Regions. Altogether 55 initiatives of diverse nature (specific projects, programme documents or operational legislation) are reported. Almost all have been realized in the last 5 years. Some are active in this moment and some are in the preparation phase. The initiatives refer to the following 11 Regions:

1. Emilia-Romagna
2. Friuli-Venezia Giulia
3. Liguria
4. Lombardia
5. Marche
6. Piemonte
7. Puglia
8. Sardegna
9. Toscana
10. Umbria
11. Veneto

It is also worth noting that 10 out of 11 Regions presenting here the CSR initiatives participate to the realisation of the inter-regional project "Creation of a network for the diffusion of corporate social responsibility"; see at the end of the attachment.

Regional initiatives on CSR				
Region	Title and description	Duration	Financial resources	Link and contacts
EMILIA ROMAGNA	1) <i>Triennial programme for productive activities</i> Measure 2.1 Action A of the Triennial programme: support, jointly with the measures for the adoption of enterprise' instruments for quality; application of the social standard SA8000 as guarantee of the respect of fundamental ethical values inside the whole production processes and of the EU EMAS rule as the environmental management system (enterprises certified EU EMAS are 182; ISO 140001 – 1284; ECOLABEL – 32; and by international standard SA8000 – 52). The Region has also promoted the regional environmental action plan 2008-2010 for which 148,7 million Euro were budgeted.	2003-2005	Region	Direzione Generale Attività produttive, Commercio, Turismo e-mail <a href="mailto:atprod@regione.emilia-romagna.it">atprod@regione.emilia-romagna.it</a> Directorate General for Productive Activities, Trade, Tourism
EMILIA ROMAGNA	2) <i>Regional Law 6/2006</i> The Region has promoted signing deals with regional associations representing the cooperative movement for the presentation of integrated programs for the cooperative development and promotion. In this context an act of agreement was signed on 18 October 2007 between the Region, Legacoop, Confcooperative, Agci (three most representative cooperative associations) and Uncl. It provides the framework for the development of interventions through projects worth altogether 1 million Euro. As far as the promotion of the aforementioned agreements is concerned, let us cite as relevant the project named: "The ethical code: the other face of the social responsibility". It is a tool for an equitable and efficacious management of transactions and of human relations. It sustains the reputation of the enterprise while building trust in	2007-2009	Region	Direzione Generale Attività produttive, Commercio, Turismo e-mail <a href="mailto:atprod@regione.emilia-romagna.it">atprod@regione.emilia-romagna.it</a> Directorate General for Productive Activities, Trade, Tourism

**Bilan / état des lieux de l'existant**

Pour chaque action prévue, le plan fait le bilan des initiatives déjà existantes.  
Extrait :

**2. Raising citizens' awareness and avoiding unfair practices**

To give more strength to awareness raising actions it is necessary to act towards consumers and citizens with the double objective of giving visibility to virtuous enterprises and avoiding unfair conducts from enterprises (e.g. 'green washing'), together with interventions towards enterprises. Moreover, the valorisation of self-regulating and co-regulating processes put into place by enterprises reinforce the credibility of CSR processes.

At the same time, Public Administration, focusing on transparency and legality, contributes to reinforcing the trust relationship between Public Administration, enterprises and citizens. Consumers associations have an important role in informing citizens and active citizenship organisations organising training activities in schools.

**a) Visibility tools for responsible enterprises**

The government welcomes the initiative of the European Commission of setting up an award on CSR devoted to enterprise - stakeholders partnerships ("European CSR Award Scheme"): Inspiring partnership for innovation and impact ) and will support its successful realisation in Italy, contributing to its utmost visibility to promote a wide mobilization of the business world and stakeholders.

The EU Commission assigned the organisation of the "European CSR Award Scheme" to the consortium formed by CSR Europe and its national partners. In Italy, to the Fondazione Sodalitas foundation. It will manage the European CSR Award in the already established "Sodalitas Social Award" context. The European CSR Award will represent an important addition, for it focuses on the enterprise - stakeholders partnerships, while other categories remain devoted to different key demonstrations of social responsibility.

The Sodalitas Social Award is the award given by Sodalitas Foundation (88 members among leading enterprises on the Italian market) every year since 2002, to enterprises, trade associations, industrial districts and organisations practically engaged in Enterprise Sustainability Projects. It is divided in 6 categories, which cover significant fields of Enterprise Sustainability: environment, community, personal value and labour, market, CSR implemented by SMEs; CSR implemented by local authorities, institutions or schools. Sodalitas stems from an initiative launched in 1995 by Assolombarda (entrepreneurial association of the Lombardia region). Overall, the first 10 editions of the Sodalitas Social Award saw the participation of about 1,400 enterprises with over 2,000 projects. At the last edition of the Award, 253 projects by 199 enterprises were brought to the attention of the Commissions and the Jury.

Also the accomplishments in the CSR field of public administrations, trade organizations, third sector and existing networks will be valued, in order to acknowledge enterprises and increase their visibility. Some current rewards and registers initiatives are quoted below.

<p><b>Actions / mesures</b></p>	<p>Voir tableau en annexe Différentes initiatives sont décrites dans le plan dans la colonne « Interventions »</p>									
<p><b>Niveau de priorité des actions</b></p>	<p>/</p>									
<p><b>Tableau de bord de pilotage</b></p>	<p>Le chapitre 3 du document principal comporte un tableau résumant le plan d'action : à chaque objectif sont rattachés des priorités, des actions et des initiatives (voir tableau en annexe). Extrait :</p> <table border="1" data-bbox="695 370 1856 1141"> <thead> <tr> <th colspan="3" data-bbox="709 375 1841 467"> <b>A. OBJECTIVE - INCREASING THE CULTURE OF RESPONSIBILITY AMONG ENTERPRISES, CITIZENS AND LOCAL COMMUNITIES</b> </th> </tr> <tr> <th data-bbox="709 467 919 500"> <b>PRIORITIES</b> </th> <th data-bbox="919 467 1171 500"> <b>ACTIONS</b> </th> <th data-bbox="1171 467 1841 500"> <b>INTERVENTIONS 2012-2014</b> </th> </tr> </thead> <tbody> <tr> <td data-bbox="709 500 919 1136"> <p>1. Dissemination of CSR as integrated and strategic company approach</p> </td> <td data-bbox="919 500 1171 1136"> <p>a) Information and training actions for enterprises and dissemination of best practices</p> </td> <td data-bbox="1171 500 1841 1136"> <p>Creation of a multi-stakeholder group at the Ministry of Labour and Social Affairs</p> <p>Participation to European multi-stakeholder platforms</p> <p>Public-Private sectorial and/or territorial structured partnership for the achievement of shared objectives</p> <p>Partnerships between trade unions – enterprises for the definition of framework agreements for the promotion of CSR also in the sub-supply chain</p> <p>Multimedia tools, events, seminars and thematic/sectorial workshops to disseminate the strategic culture of CSR and best practices</p> <p>Training actions for enterprises, institutions and stakeholders</p> <p>Awareness raising actions on technical chains and districts for the development of joint projects</p> <p>Creation and implementation of the CSR/Third Sector channel in the SIONP - Non profit organisations information system of the Ministry of Labour and Social Affairs</p> </td> </tr> </tbody> </table>	<b>A. OBJECTIVE - INCREASING THE CULTURE OF RESPONSIBILITY AMONG ENTERPRISES, CITIZENS AND LOCAL COMMUNITIES</b>			<b>PRIORITIES</b>	<b>ACTIONS</b>	<b>INTERVENTIONS 2012-2014</b>	<p>1. Dissemination of CSR as integrated and strategic company approach</p>	<p>a) Information and training actions for enterprises and dissemination of best practices</p>	<p>Creation of a multi-stakeholder group at the Ministry of Labour and Social Affairs</p> <p>Participation to European multi-stakeholder platforms</p> <p>Public-Private sectorial and/or territorial structured partnership for the achievement of shared objectives</p> <p>Partnerships between trade unions – enterprises for the definition of framework agreements for the promotion of CSR also in the sub-supply chain</p> <p>Multimedia tools, events, seminars and thematic/sectorial workshops to disseminate the strategic culture of CSR and best practices</p> <p>Training actions for enterprises, institutions and stakeholders</p> <p>Awareness raising actions on technical chains and districts for the development of joint projects</p> <p>Creation and implementation of the CSR/Third Sector channel in the SIONP - Non profit organisations information system of the Ministry of Labour and Social Affairs</p>
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<p><b>Suivi</b></p>	<p>/</p>									

## Annexe 1 : « Tableau objectifs/priorités/actions »

Objectifs	Priorités	Actions
Renforcement de la culture de la responsabilité chez les entreprises, les citoyens et dans les communautés locales	Diffusion de la RSE en tant qu'approche intégrée et stratégique de l'entreprise	<ul style="list-style-type: none"> <li>➤ Actions d'information et de formation pour les entreprises et diffusion des meilleures pratiques</li> <li>➤ Intégration de la RSE dans l'éducation, la formation et la recherche</li> </ul>
	Sensibiliser les citoyens et éviter les pratiques déloyales	<ul style="list-style-type: none"> <li>➤ Dispositifs pour mettre en valeur les entreprises responsables</li> <li>➤ Dispositifs pour accroître le niveau de confiance chez les consommateurs</li> </ul>
Soutien aux entreprises qui mettent en œuvre la RSE	Soutien de l'administration publique	Incitations, allègements fiscaux, récompenses et simplifications
Contribution au renforcement des incitations du marché pour la RSE	Contributions du secteur financier	Promotion d'initiatives pour des crédits et investissements répondant à des conditions durables Finance éthique
	Les marchés publics	Promotion de marchés publics intégrant des critères environnementaux et sociaux
	Les consommateurs	Réseaux et forums de consommateurs
Promotion des initiatives des entreprises sociales et de la société civile	Promotion du potentiel social et financier des organisations de l'économie sociale	<ul style="list-style-type: none"> <li>➤ Diffusion de la RSE dans les organisations de l'économie sociale</li> <li>➤ Aide au dialogue avec les entreprises</li> </ul>
Promotion de la transparence et du reporting extra financier	Transparence et reporting des entreprises	Diffusion et cohérence des cadres de référence des indicateurs
		Soutien pour l'adoption de normes de durabilité et du reporting extra-financier
Promouvoir la RSE via des initiatives internationales et des instruments reconnus au niveau international	Les lignes directrices de l'OCDE pour les entreprises multinationales	Application des lignes directrices de l'OCDE pour les entreprises multinationales
	Promotion de normes et d'initiatives internationales	Pacte mondial
		ISO 26000
		EITI/ITIE ( <i>Initiative pour la Transparence dans les Industries Extractives</i> ) <i>Groupe de travail du G20 sur la corruption</i>
Coopération internationale	Attirer les entreprises vers les pays prioritaires pour la coopération italienne	