

2010 CSR Forum

Description of the Event

The CSR Forum, at its **fifth edition**, is the annual ABI conference dedicated to **corporate social responsibility** and became a reference point for all experts of this issue that here meet each other and can bring up to date, discuss, compare their experience and outline the possible development lines.

The current economic scenario calls for deep change, one that is able to prevent the same "behaviors" that led to the crisis. Such as now, the objective and role of CSR become even more crucial, as CSR's basic concept is to make the environment in which banks and businesses operate one that fosters long-term value creation.

The aim of this new edition of the Forum was to understand if the CSR knowledge, procedures and typical tools, that have been developed to date, can improve traditional models' ability to correctly assess economic and financial phenomena and, if so, how we can integrate them; if they can help identify risks and opportunities and, in general, if we can build on the CSR practices in order to meet the current need for enhanced transparency.

All individuals and firms working in the field of corporate social responsibility must be committed to sharing and **integrating knowledge and practices**, which have been developed to date, **with respect to typical banking and business activities**, in order to identify and quantify non-financial criteria and **ensure that these criteria are taken into account by managers when managing their company and by the market when assessing a company's financial soundness**. Therefore, in the current environment, it becomes apparent that **CSR plays a key role in favoring transparency in corporate management and marketing**; CSR also enables firms to control risks more effectively and favors long-term market stability.

CSR Forum 2010, this year as well, was organized in **Plenary Sessions**, in-depth **Round Tables** and interactive **Co-building Sessions** in which banking experts, academics and representatives from businesses and associations discussed issues, work together and share ideas and experiences.

Program of the Event

FIRST DAY - 10 FEBRUARY

8,00 a.m. Registration

OPENING PLENARY SESSION

The role of non-financial criteria in making banks more transparent

9,00 a.m. Opening address

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

Keynote Speaker: Giulio [Sapelli](#), *Professor of Economic History and Political Economy University of Milano*

Chair: Davide **Dal Maso**, *General Secretary Forum per la Finanza Sostenibile*

Corporate Social Responsibility in banking activity among rules and best practice
Enrico **Granata**, *Head of Normative Department ABI*

ESG Disclosure as an important element of a credible CSR Strategy
Pedro [Ortún Silvan](#), *Director for CSR in DG Entr. European Commission*

Concerted Self-Regulation and the Stakeholder Engagement Model
Massimo **Roccia**, *Head of Retail Department ABI and General secretary Consorzio PattiChiari*

The Montepaschi Group's Approach to Strategic Management of Intangible Assets
Antonio [Vigni](#), *General Manager Banca Monte dei Paschi di Siena*

11,00 a.m. Coffee break

11,15 a.m. Parallel Co-building Session - First round and First Round table

PARALLEL SESSIONS - FIRST PART (11.15 a.m. - 1.30 p.m.)

PARALLEL CO-BUILDING SESSIONS - first round

A1 - CREDITWORTHINESS AND FINANCIAL INNOVATION

Non-financial criteria help assess creditworthiness and support financial innovation

Chair: Alessandro **Messina**, *Head of Retail Credit Department ABI* and Antonio [Adinolfi](#), *Manager of Treasury Department Ministry of Economy and Finance*

B1 - INVESTING AND ALLOCATING SAVINGS

Investors and savers also take non-financial criteria into account when making informed decisions

Chair: Michele **Guerrieri**, *Executive Sales Manager Etica Sgr* and Gianfranco **Venuti**, *Director for Center Investment Service Banca popolare di Milano*

C1 - OBJECTIVE 20-20-20: INVESTING IN ENERGY EFFICIENCY FOR A SUSTAINABLE FUTURE

Banks and energy efficiency, in order to reduce costs, optimise environmental performance, and improve company image

Chair: Zeno **Beltrami**, *Key Customer Management Head Of Department* and Antonio **Astone**, *Sustainability & Business development Manager DNV Italia*

D1 - SUSTAINABLE COMMUNICATIONS

Content, participation and new media

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

E1 - MANAGEMENT AND REPORTING

From management to reporting and vice versa, comparing reference models

Chair: Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area SCS Consulting* and Filippo Maria **Bocchi**, *CSR Manager Gruppo HERA*

ROUND TABLE I

FROM A EUROPEAN POINT OF VIEW: NON-FINANCIAL CRITERIA IN REPORTING.
COMPARING THE MARKET AND SOCIETY.

Chair: Marco **Frey**, *FUR Director Scuola Superiore Sant'Anna* and
President Global Compact Italian Network

Panel:

Daniela **Carosio**, *Member of the ESG Commission EFFAS - European Federation of Financial Analyst Societies*

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

Paolo **Nazzaro**, *Director Group Sustainability Area Telecom Italia*

Fulvio **Rossi**, *Vice President CSR Manager Network Italia*

Giuseppe **Van Der Helm**, *Executive Director VBDO EUROSIF - European Sustainable Investment Forum*

13,30 Buffet lunch

PARALLEL SESSIONS - SECOND PART (3.00 a.m. - 5.15 p.m.)

PARALLEL CO-BUILDING SESSIONS - second round

A2 - CREDITWORTHINESS AND FINANCIAL INNOVATION

Non-financial criteria help assess creditworthiness and support financial innovation

Chair: Alessandro **Messina**, *Head of Retail Credit Department ABI* and Fabrizio **Arboresi**, *Business Consulting Director CRIF Decision Solutions*

B2 - INVESTING AND ALLOCATING SAVINGS

Investors and savers also take non-financial criteria into account when making informed decisions

Chair: Davide **Dal Maso**, *General Secretary Forum per la Finanza Sostenibile* and Maria Paola **Marchello**, *Programme Officer Forum per la Finanza Sostenibile*

C2 - OBJECTIVE 20-20-20: INVESTING IN ENERGY EFFICIENCY FOR A SUSTAINABLE FUTURE

Banks and energy efficiency, in order to reduce costs, optimise environmental performance, and improve company image

Chair: Zeno **Beltrami**, *Key Customer Management Head Of Department* and Antonio **Astone**, *Sustainability & Business development Manager DNV Italia*

D2 - SUSTAINABLE COMMUNICATIONS

Communicating CSR through the media

Chair: Andrea **Linares**, *Economic Editors-in-chief ANSA - Agenzia Nazionale Stampa Associata*

E2 - MANAGEMENT AND REPORTING

From management to reporting and vice versa, comparing reference models

Chair: Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area SCS Consulting* and Filippo Maria **Bocchi**, *CSR Manager Gruppo HERA*

ROUND TABLE II (3.00 a.m. - 5.15 p.m.)

FROM A EUROPEAN POINT OF VIEW: NON-FINANCIAL CRITERIA IN REPORTING. COMPARING THE MARKET AND SOCIETY

Chair: Leonardo **Becchetti**, *Università di Roma Tor Vergata* and *Consultant EconomEtica*

Panel:

Ruggero **Bodo**, *Consultant Fondazione Sodalitas*

Victor **Kjaer**, *Deputy Director General Danish Commerce and Companies Agency*

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

Lorenzo **Saa**, *Assessment and Training Manager PRI - Principles for Responsible Investment*

Mike **Wallace**, *Director Sustainability Reporting Framework GRI - Global Reporting Initiative*

5,15 p.m. Closing of Forum CSR 2010 first day

SECOND DAY - 11 FEBRUARY

CLOSING PLENARY SESSION

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

9,00 a.m. PRESENTING THE CO-BUILDING SESSIONS' RESULTS

Creditworthiness and financial innovation

Alessandro **Messina**, *Head of Retail Credit Department ABI*

Investing and allocating savings

Davide **Dal Maso**, *General Secretary Forum per la Finanza Sostenibile*

Objective 20-20-20: investing in energy efficiency for a sustainable future.

Vittore [Marangon](#), *CEO DNV Italia*

Sustainable Communications

Andrea **Linares**, *Economic Editors-in-chief ANSA - Agenzia Nazionale Stampa Associata*

Management and reporting

Valeria [Fazio](#), *Head of Accountability and Corporate Responsibility Area SCS Consulting*

11,00 a.m. Coffee break

11,15 a.m. **CLOSING ROUND TABLE**

THE ROLE PLAYED BY NON-FINANCIAL CRITERIA IN IMPROVING MARKET TRANSPARENCY. FUTURE PROSPECTS AND HOMEWORK

Chair: Lorenzo **Sacconi**, *Università di Trento* and *Director Econometrica*

Panel:

Andrea [Bianchi](#), *General Manager for industrial policy and competitiveness Ministry of Economic Development*

Juan [de la Mota](#), *President Global Compact Network Spain*

Carien [Duisterwinkel](#), *Manager Membership Relations CSR Europe*

Alessandro **Laterza**, *President Cultur Commission Confindustria*

Gianluca **Manca**, *Co-Chair AMWG UNEP FI and Head of Sustainability Eurizon Capital SGR, Intesa Sanpaolo*

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

13,30 p.m. Closing of Forum CSR 2010
