



Global Compact Network
Italia

**Provisional Program
International Conference on**

**Exploring the link between Competitiveness and
Corporate Social Responsibility**

April 29th, 2010
Pisa, Italy

9:00 Registration

9:15 Welcome - Sant'Anna School of Advanced Studies, Pisa, Italy

9:30 T. Dodd - European Commission - D.G. Enterprise and Industry

The EU Programme 'Responsible competitiveness: fostering CSR in European industrial sectors'

9:50 M. Frey, F. Iraldo - Sant'Anna School of Advanced Studies, Pisa, Italy

Presentation of the Cosmic Project Results

10:30 *Coffee break*

10:45 Guest Speakers Presentation:

T. Ketola - Vaasa University, Finland

Fair purchases, production and sales as CSR and competitiveness factors

A. Martinuzzi - RIMAS - Research Institute for Managing Sustainability, Austria

EU public policies on CSR and their impacts on enterprise

J. Fontrodona - IESE Business School, Spain

Corporate Social Responsibility: a road towards excellence and competitiveness

A. Ferrante - Italian Ministry of Welfare

Italian public policies in the field of CSR

R. Ravagli - Gucci CSR Manager

Gucci's experience in the supply chain management

A. Sabbatino - Global Compact Italian Network

GCIN initiatives for SMEs

13:30 *Lunch*

15:00 Selected Papers Presentation

Session 1: Presentation of papers on Supply side analysis and market demand side analysis

Session 2: Presentation of papers on credit and insurance system and public policies analysis