



Йошкар-Ола, 24-27 апреля

Экологическая и социальная ответственность в лесном секторе

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университет Падова - Италия

Содержание

- Маркетинг: путь развития
- Социальный маркетинг: КСО (корпоративная социальная ответственность)
- Основы КСО
- Различные уровни обязательств в КСО
- Системы контроля

Environment > Policies

Quality Policy
Forest Certification Principles
GMO Principle
Principles for Corporate
Social Responsibility
Principles for implementing
EMS
Transport Environmental
Principle
Wood Procurement Principles
Divisional Principles

Environmental and Social Responsibility Policy

Responsible Business

Stora Enso is committed to developing its business towards ecological, social and economic sustainability. These tasks are recognised as shared responsibilities within Stora Enso enabling a continuous improvement of our operations.

Eco-perspective

Stora Enso's objective is to supply customers with products and services that satisfy various needs related to printed communication, packaging and construction purposes. These products are mainly produced from renewable raw materials, are recyclable and safe to use. The concept of product life cycle is considered guiding our environmental activities and provides the framework for our efforts. We expect the same commitment from our suppliers and partners so that at every stage, from raw material to the end product, the impact on the environment will be minimised.

Social Respect

As an international company, Stora Enso acknowledges its role as a model company in the global, national and local society. Our attitude shall be characterised by respect for the cultures, customs and values of individuals and groups in countries where we operate. When developing our business to earn credibility, we will comply to and when necessary go beyond the requirements of national standards and legislation.

Transparent Interaction

In order to continuously strengthen our operations and develop environmental and social issues in a sustainable way, Stora Enso considers an open discussion and interaction with all stakeholders, both governmental and non-governmental, as fundamental.



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Почему?

Развитие задач маркетинга

В самом начале (до 30-х г.г. прошлого века) маркетинг фокусировался на **распределении продукта и логистике** (как поставлять по минимальной цене некоторые продукты)

С приходом **всеобщего маркетинга** акцент сместился на систему продаж, **повышение цены и 4 основных составляющих маркетинга:**

- цена
- продукт
- место
- реклама

Социальный маркетинг

Принимая решения, компании учитывают **долгосрочные** интересы не только отечественных, но и **зарубежных заинтересованных сторон**. (Kotler, Armstrong, Saunders, Wong, 2001 mod.)

Категории заинтересованных сторон

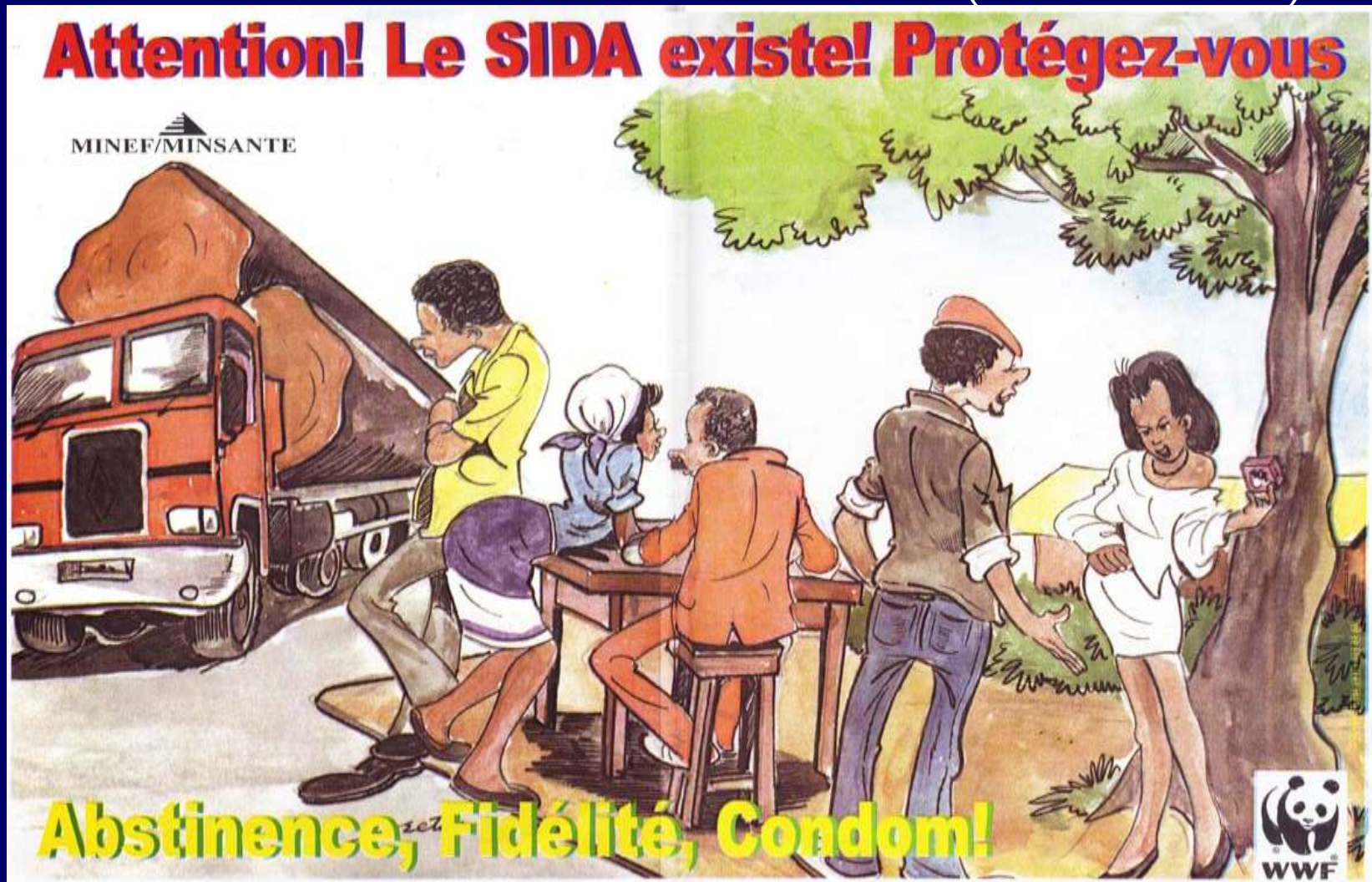
(from Lesourd & Schilizzi, 2001 mod.)

Организационная структура и фактическое месторасположение компании

	Отечественные	Зарубежные
Прямая	Менеджер, служащие, инвесторы	Клиенты, кредиторы, налоговые органы
Косвенная	Консультанты, поставщики, подрядчики	местное сообщество, негосударственные организации, СМИ, профессиональные организации, общественность

Косвенные зарубежные заинтересованные стороны:
пример

(Source: S.Baffoni)



Социальный маркетинг

→ Корпоративная социальная ответственность (КСР)

Определение КСО, данное Европейской Комиссией:

“КСО – это концепция, в соответствии с которой компании интегрируют социальные и экологические обязательства в свои деловые операции и во взаимодействие с заинтересованными сторонами на добровольной основе ”



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A to Z

Links

CORPORATE SOCIAL RESPONSIBILITY

Policies

New Communication on Corporate Social Responsibility

Implementing the Partnership for Growth and Jobs: Making Europe a pole of excellence on CSR (COM(2006)136 final of 22.03.2006)

[es](#) [cs](#) [da](#) [de](#) [el](#) [en](#) [et](#) [fr](#) [it](#) [lv](#) [lt](#) [hu](#) [mt](#) [nl](#) [pl](#) [pt](#) [fi](#) [sk](#) [sl](#) [sv](#)

Communication on Corporate Social Responsibility

A business contribution to Sustainable Development (02/07/2002)

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in pdf (color version) in [fr](#) [de](#) [en](#)



Council Resolution on CSR (3/12/2002)

European Parliament Report on CSR (13/05/2003)

Green Paper Promoting a European framework for Corporate Social Responsibility (18/07/2001)

available in pdf in

[da](#) [de](#) [el](#) [en](#) [es](#) [fr](#) [fi](#) [it](#) [mt](#) [pt](#) [sv](#)

Press Release to the Green Paper

Responses to consultation on Green Paper on CSR

Political milestones at the EU level

Commission documents of public interest

Speeches

Powerpoint Slides

CSR at national level

Compendium on national public policies on CSR in the European Union

More information

Other Commission webpages on CSR

DG Enterprise and Industry

DG Trade

Reference documents

Key CSR resources

Useful Internet links

Conferences

Responsible Competitiveness

Responsible Consumption [\(FR\)](#)

Responsible Sourcing

CSR in Enlarged Europe

Responsible Reporting

UK Presidency CSR Conference (2005)

Finnish Presidency CSR Conference (2006)

Other initiatives

Review meeting of the EU multi-stakeholders forum

7.12.2006

European multi-Stakeholder Forum on CSR

Socially Responsible Exhibition

12-21 December 2005, Brussels

Responsible consumption week @ the Commission

[en](#) [fr](#)

Funding, contracts & employment

CSR-related funding sources (Calls for Tender/Proposals)

Call for expression of interest "Consultancy services"

Traineeships

Publications



ABC of CSR
instruments



National
CSR public
policies

[Database](#)



EU CSR Forum final
report



EU CSR
Forum



Mapping
instruments for
CSR

Маркетинг, основанный на **этических** **принципах:**

- безопасность и здоровье рабочих, клиентов, местного населения
- отсутствие дискриминации, социального неравенства
- право на получение информации, открытость информации
- рациональное использование природных ресурсов (принцип предусмотрительности)

Не существует конфликта (нет обмена) между моралью и экономикой (прибыль, объем средств, ...)

Политика трех основ

- Идея о том, что вся деятельность компании должна измеряться, основывается на том, что эта деятельность вносит вклад в
 - экономическое процветание,
 - качество окружающей среды,
 - и социальный капитал.
- Социальный капитал: накопленные в данном сообществе совместная значимость и доверие.

•**Социальный капитал** – это предпосылка сотрудничества и организованного поведения людей, включая бизнес. Социальный капитал может быть трансформироваться, потребляться или пополняться, как и финансовый капитал.

Инструменты и инициативы КСО

(EC, DG E&SA, 2004 mod)

A. Социально ответственное управление

- Нормы поведения
- Стандарты управления
- Бухгалтерия, ревизии, отчетность

B. Социально ответственное потребление

- (Эко) маркировка

C. Социально ответственное инвестирование

- Компенсирующие капиталовложения
- Индекс нравственности
- Этическое финансирование

А1. Нормы поведения

2 Определения:

- **формальное установление ценностей и деловая практика** организации, и иногда ее поставщики
- **установление минимума стандартов и обязательство** компании **следить за их исполнением**, а также требование компанией от своих подрядчиков, поставщиков и лицензиатов **следить за их исполнением** .

Типы норм поведения

- Нормы поведения компании (принятые в одностороннем порядке)
- Нормы «ассоциаций производителей» или «специфические нормы сектора», принятые группой компаний в отдельной сфере промышленности
- Всеохватывающие международные и национальные нормы
- «Модельные нормы» разработанные профсоюзами, негосударственными и другими организациями
- Межправительственные нормы, обсуждаемые внутри международных организаций

Enterprise and activities	Marketing	Information and communication
-fundamental guiding principles of company -workplace health and safety -workers' rights -environmental responsibility -technological innovation -prohibitions of child labour, forced labour, discrimination based on race, religion, or ethnic origin -external relationships -product safety responsibility -support for the freedom of association and the right to organise and engage in collective bargaining -provisions limiting working hours, including mandatory overtime, in accordance with local laws - provisions on wages, usually based on local minimum wage legislation or prevailing wages in the local industry	-purchasing guidelines -conflict of interests -reporting in transactions and procedures -marketing policy	-security of proprietary information -confidentiality of employee records and employee privacy -intellectual property safeguards -drug-related issues -AIDS -relation with customers, competitors and suppliers

Содержание норм поведения

(source: our elaboration on data of Conference Board survey¹¹⁾)

Issued by
Thomas Bergmark

Approved by
Anders Dahlvig

2002-12-13

THE IKEA WAY ON PURCHASING HOME FURNISHING PRODUCTS

1. Our Code of Conduct

This document "The IKEA Way on Purchasing Home Furnishing Products" is our *Code of Conduct* in our relation with suppliers of products for the IKEA range. The *Code of Conduct* is our minimum requirements on Social & Working conditions and Environment.

It has been established in order to make the IKEA position clear to suppliers and their co-workers, as well as any other parties.

It is based on the eight core conventions defined in the Fundamental Principles of Rights at Work, ILO declaration June 1998 and the Rio Declaration on Sustainable Development 1992.

Further IKEA recognises the Fundamental Principles of Human Rights, laid down by the "Universal Declaration of Human Rights" (United Nations 1948).

We believe that our daily business has an impact on Environmental and Human Right issues, in particular, in relation to people's working and living conditions.

A complete specification of our minimum requirements is stated in the IWAY Standard document. (see appendix 2)

2. The IKEA Concept in a Nutshell

Our Vision

To create a better everyday life for the many people.

Our Business idea

We shall offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

This shall be achieved through

- a rational product range development and by adapting product design to production conditions.
- a rational distribution idea in combination with a caring meeting with the many people.
- a strict cost-consciousness in all areas.

3. Customers and Suppliers in Focus

We have decided once and for all to side with the many. This is an objective that carries obligations.

We want to offer our customers low prices for well-designed and functional home furnishing products of good quality, manufactured under acceptable working conditions

Использование твердой древесины: : «экологическая шкала» поставщиков компании IKEA

Шаг 1

Входной уровень
- Происхождение
- Не из HCVF

Шаг 2

Минимальные требования

- Соблюдение законов
- Не из охраняемых территорий
- Лесной попечительский совет по тропическим видам высокой ценности

Шаг 3

4 IKEA-стандарт
древесины для
перехода на
более высокий
уровень

Шаг 4

Леса, получившие
сертификат
Лесного
попечительского
совета (стандарты,
признанные в IKEA)

а заготовки леса, принятые ФАО

(1996 by Dennis P. Dykstra)



<http://www.fao.org/docrep/V6530E/V6530E00.htm>



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Framework agreement between IKEA and the IFBWW

The Swedish furniture company IKEA and IFBWW signed an agreement on the promotion of workers rights at IKEA wood suppliers in May 1998. IKEA has now developed its own Code of Conduct for their suppliers.

A revision of the old IKEA/IFBWW agreement for wood suppliers has been done to include reference to this new company Code of Conduct, "The IKEA Way on Purchasing Home Furnishing Products".

Follow up and co-operation between IKEA and IFBWW on the implementation is continuing in different countries and regions and on health and safety and forestry.

The full text of the agreement and its attachment reads as follows:

The IKEA Group is one of the world's leading home furnishing companies, with procurement in some fifty countries and retailing in presently twenty-two countries. The IKEA Group is faced everyday with cultural differences and diverse economic and social conditions.

The International Federation of Building and Wood Workers (IFBWW) is an international trade union organisation organising building, wood and forestry workers world wide. IFBWW's primary task is to promote and protect worker's rights in the aforementioned industries.

Both parties appreciate that the agreement signed in May 1998 between IKEA and IFBWW had the purpose of achieving certain minimum standards based on the ILO Declaration on Fundamental Principles and Rights at Work (eight core conventions). Both parties note that IKEA's wood suppliers' employment terms and conditions have been further expressed and developed into the "The IKEA Way on Purchasing Home Furnishing Products", attached hereto as Annex 1. "The IKEA Way on Purchasing Home Furnishing Products" includes provisions mainly based on the UN Declaration of Human Rights, 1948, the ILO Declaration on Fundamental Principles and Rights at Work (eight core conventions), 1998, and the Rio Declaration on Sustainable Development, 1992.

Related Articles:

[IFBWW Model Framework Agreement](#)

[Framework agreement between IKEA and the IFBWW](#)

[Framework agreement between Faber-Castell and IFBWW](#)

[Framework agreement between Hochtief and IFBWW](#)

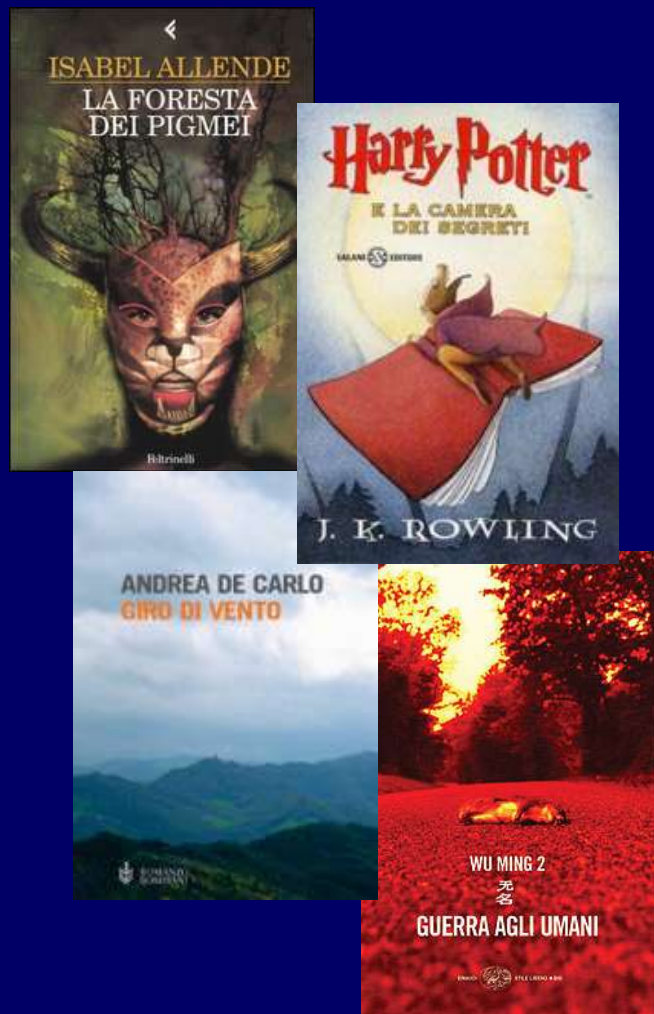
[Framework agreement between Skanska and IFBWW](#)

[Framework agreement between Ballast Nedam and IFBWW](#)

[Framework Agreement between IMPREGILO S.p.A. and IFBWW](#)

[Framework agreement between Veidekke and IFBWW](#)

“«Друзья леса: писатели и редакторы»»



Обязательство печатать книги на бумаге, сертифицированной Лесным попечительским советом или на бумаге, изготовленной TCF из бумажных отходов

Leading international authors such as JK Rowling, Ian Rankin, Günter Grass, Marlene Streeruwitz, Isabel Allende and Andrea De Carlo are just some of the more than 120 writers until now working with Greenpeace to ensure that their future books are printed on '[ancient forest friendly](#)' paper such as recycled and Forest Stewardship Council (FSC) certified paper.

Greenpeace Campaign:

www.greenpeace.org/international/campaigns/forests/greenpeace-book-campaign

А2. Стандарты управления

- ISO 14001
- EU EMAS

воздействие на
окружающую среду

- SA 8000

социальные
аспекты

- Лесной попечительский совет (FSC)



- Программа поддержки схем лесной сертификации (PEFC)



экологические,
социальные и
экономические
аспекты в
лесном
хозяйстве

А.3 . Бухгалтерия, ревизии, отчетность

- Всемирная инициатива отчетности (ВИО): методология отчетности

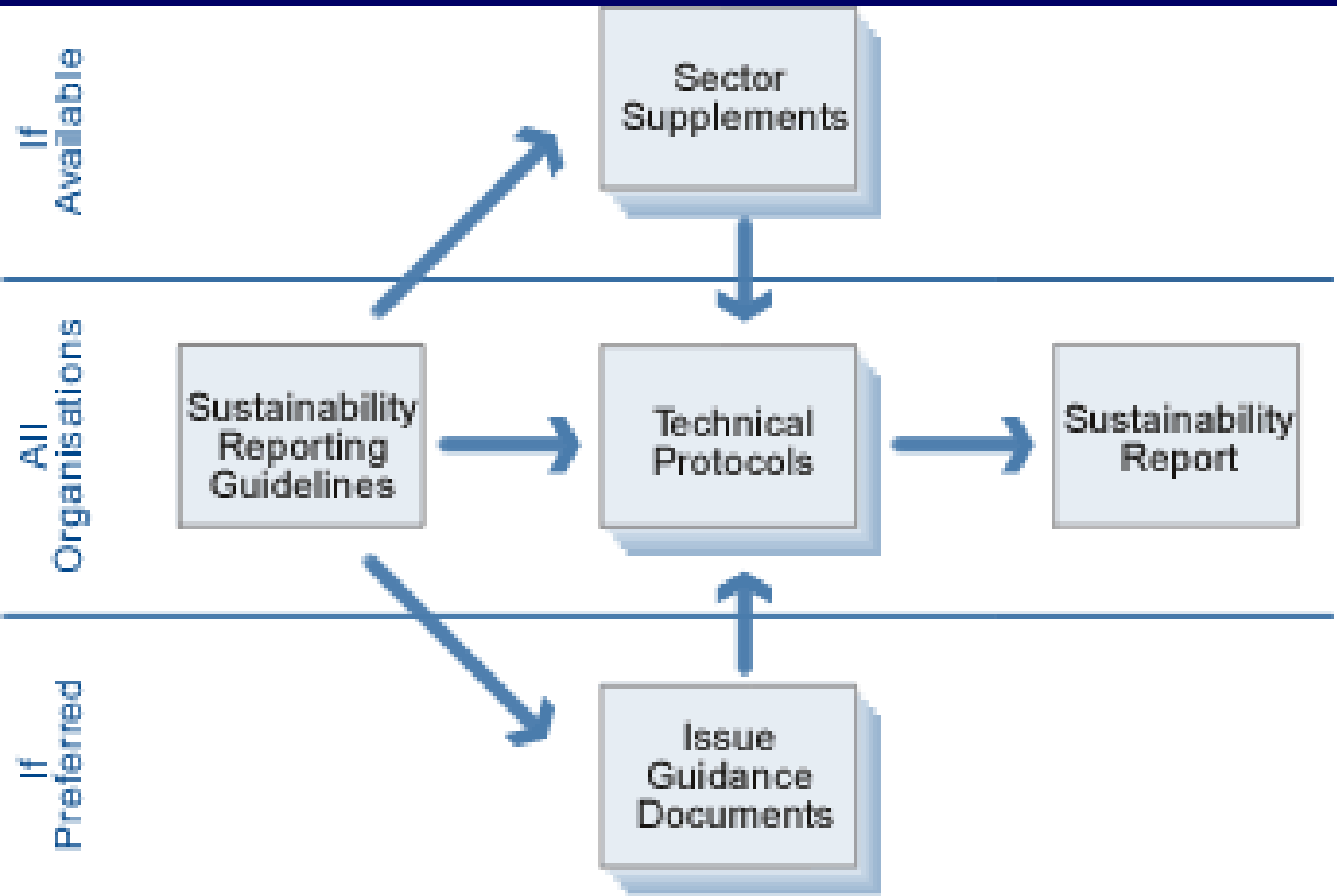


www.globalreporting.org

- Подотчетность 1000: консультации заинтересованных сторон



<http://www.accountability.org.uk/aa1000/default.asp>



AA1000 Series:

[I. AA1000 Framework](#)

[II. AA1000 Series Overview](#)

[III. AA1000 Series Specialised Modules](#)

I. AA1000 Framework

Launched in 1999, the AA1000 framework is designed to improve accountability and performance by **learning through stakeholder engagement**.

It was developed to address the need for organisations to **integrate their stakeholder engagement processes into daily activities**. It has been used worldwide by leading businesses, non-profit organisations and public bodies.

The Framework helps users to establish a systematic stakeholder engagement process that generates the **indicators, targets, and reporting systems** needed to ensure its effectiveness in overall organisational performance.

The principle underpinning AA1000 is inclusivity. The building blocks of the process framework are planning, action, and auditing and reporting. It does not prescribe what should be reported on but rather the 'how'. In this way it is designed to complement the [GRI Reporting Guidelines](#).



В1. (Эко) маркировка



- Свидетельство Европейского Союза об экологичности
- Декларация экологически чистой продукции
- (ISO 14025)
- Свидетельство организации «Международная Социальная и Экологическая Сертификация и Маркировка»
- Программа поддержки лесной сертификации
- Продвижение торговой марки



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ISEAL Members

The following organisations are Full Members of the ISEAL Alliance:

	Fairtrade Labelling Organizations (FLO)
	Forest Stewardship Council (FSC)
	International Federation of Organic Agriculture Movements (IFOAM)
	International Organic Accreditation Service (IOAS)
	Marine Aquarium Council (MAC)
	Marine Stewardship Council (MSC)
	Social Accountability International (SAI)
	Sustainable Agriculture Network (SAN)

The following organisations are Associate Members of the ISEAL Alliance:

	Global Ecolabelling Network (GEN)
	Chemonics International

<http://www.isealalliance.org/>

С1. Компенсирующие капиталовложения



cyberium



our work
germs + sparks
insights
get in touch

How to become a carbon neutral organisation

To help meet its environmental goals, a company or organisation can offset their carbon emissions. The best way to undertake this is by...

First calculate your carbon footprint

In the context of carbon offsets, vague terms such as "Climate Friendly" or "Carbon Neutral" can be misleading. A company's greenhouse gas emissions.

Some companies monitor and keep accurate internal records of emissions for their 'carbon footprint' - the impact of their activities expressed in tonnes of CO2. <http://www.bestfootforward.com/carbonacc.html>. Or (see later)

Forestry

Forests play an important role in the global carbon cycle, and so plant between terrestrial ecosystems and the atmosphere each year, of which...

During the 1980s emissions due to deforestation were estimated at 1.2 Gt, a central issue in the Kyoto Protocol.

Future Forests is one organisation which helps companies offset their carbon footprint. This is a lead agency for sequestration (locking up atmospheric CO2) for Climate Change report on sequestration.

They recommend the following requirements for credible forestry carbon offsetting:

- credible selection of planting sites
- accurate assessment of existing carbon stocks
- development of woodland management plans
- prediction of sequestration
- monitoring of changes in carbon stocks.

With the ECCM, Future Forests works out the amount of forest cover needed to offset a company's carbon footprint.

This is a 'gold standard' in forestry offset to support the carbon neutral criteria including:

www.cyberium.co.uk/carbonneutral.htm

Abbiamo ridotto i consumi elettrici e di acqua dal 1994 al 1999 rispettivamente del 27% e del 40% per unità di prodotto. Siamo stati i primi in Italia ad ottenere la **validazione EMAS**. Tutti i nostri siti nel mondo sono validati **EMAS** e certificati **ISO 14001** dal 1997. Abbiamo ottenuto i riconoscimenti più prestigiosi come il Climate Protection Award, nel 1999, dalla US Environmental Protection Agency. Siamo stati riconosciuti come **la prima azienda al mondo** nel settore dei semiconduttori, per l'impegno in uno **sviluppo sostenibile** (Dow Jones). Abbiamo fissato l'obiettivo ambizioso di **zero emissioni equivalenti di CO2** entro l'anno 2010, che intendiamo perseguire risparmiando energia, utilizzando fonti rinnovabili come il vento e con un ambizioso **piano di riforestazione**. Rispettare l'ambiente è per noi una precisa strategia di business, moltiplica il valore per gli azionisti e il valore sociale, dimostrando che **l'energia è un investimento** e non un costo.



STMicroelectronics
Investiamo sul futuro



Impatto Zero®

Il primo progetto italiano che concretizza il Pro

Impatto Zero è un progetto di LifeGate nato dalla necessità di compensare le emissioni di CO₂ carboniche nell'atmosfera. Il progetto è certificato da Bios, Organismo di Certificazione anche nel settore del controllo del metodo biologico con accreditamento Sincert UNI CEI EN 45011 e con accreditamento IFOAM.

COS'E' | EFFETTO SERRA | FORESTE | AZIENDE | PERSONE



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Scegli di
rispettare la natura con
DAIKIN e LIFEGATE

<http://servizi.lifegate.it>



Impatto Zero®

Elisa Negrini

ha contribuito alla salvaguardia dell'ambiente. Aderendo al progetto Impatto Zero® ha partecipato

alla creazione di 1.187 mq di foresta in crescita in Costa Rica

compensando 920 kg di CO₂ prodotti per la realizzazione della tesi:

"Bilancio del gas effetto serra delle Facoltà di Agraria e
Medicina Veterinaria - polo di Agripolis, Legnaro (PD)"



Parco Lombardo
della Valle del Ticino



CERTIFICATO n° 455-00975
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В2. Индекс нравственности

Рейтинг агентств и показатели социальной ответственности

- **Индекс устойчивости группы Dow Jones:** около 200 международных корпораций в 60 различных секторах, которые представляют первые 10% компаний с КСО
- **Социальный индекс Domini 400 (1990):** только компании США, не участвующие в табачной, алкогольной, игровой индустрии и компании, использующие инструменты КСО
- **Индекс выполнения принципов устойчивости Arese (2001):** 4 показателя, используемые в Европе, основанные на рентабельности, отсутствии социальных конфликтов, защите окружающей среды

Environment

Committed to sustainability

Stora Enso is committed to developing its business towards ecological, social, and economic sustainability.

All of these are recognised as shared responsibilities within the Group, enabling the continuous improvement of our operations. For our environmental network please click on [Contacts](#).



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[Water](#)

[Wood and fibre](#)



In focus

Questions on Veracel? [Read Sustainability News!](#) 4 Nov 2003

[Once again, Dow Jones ranks Stora Enso the most sustainable forest products company](#)

[Stora Enso supports WWF Heritage Forest initiative](#)

[More news](#)

REPORTS
2002

<http://www.storaenso.com>

Рейтинг агентств и индексы социальной ответственности

- **Учет 4 добродетелей:** производство табачных изделий и ядерного оружия, атома и урана исключается; рейтинг на основе: уважения к Декларации прав человека ООН, ясность среди и сотрудничество с заинтересованными сторонами, управление ориентировано на SD принципы защиты окружающей среды
- **Этический SGR рейтинг (Европейское агентство капиталовложений):** государства присоединяются на основе этических стандартов ООН, OECD, ILO и Европейского Союза

Социально ответственные компании имеют финансовый оборот выше среднего

- Социальные показатели торговли на фондовой бирже – полезные исходные данные, чтобы продемонстрировать положительное воздействие социального отсева на финансовое исполнение: Показатель устойчивости группы Dow Jones возрос на 180% с 1993 по сравнению со 125% всемирного показателя Dow Jones за этот же период.
- Трудно оценить точно, что определяет финансовый возврат социально ответственной компании. Исследование показало, что около половины компаний с уровнем выполнения социальной ответственности выше среднего могут объяснить это социальной ответственностью, в то время как другая половина объясняет это исполнительностью их сектора.

INAISE ЕЗ. Этическое финансирование

(Международная ассоциация инвесторов в социальную экономику)

- Цели
 - Поддерживать организации, которые инвестируют защиту окружающей среды, культуру, нравственность, уделяя особое внимание самым слабым категориям (местное население, пограничные народы, женщины, ...)
- Члены
 - Члены: 43 организации в 18 странах
- Деятельность
 - Деятельность: ведомственность PAs
 - Мониторинг и отчетность
 - Информационный бюллетень
 - Международные семинары, конференции

В Италии



- Финансирование 4 типов проектов с высоким социальным показателем по:
- экологии (защита окружающей среды, экологически чистое ведение сельского хозяйства, биоэнергия)
- Развитие международного сотрудничества в Италии
- Социальное сотрудничество в Италии
- Культурная деятельность, качество жизни, ассоциации
- Культурная деятельность, информация и коммуникация
- Разработка проектов (руководство проектами Европейского Союза, Исследование и Развитие)
- Управление этическими фондами
- Члены ассоциаций, федераций организаций, участвующих в этическом финансировании (SEFEA – FEBEA)



Diamo valore alla responsabilità so

Etica SGR

Cerca Cerca

da un'i




Valori Resp. Monetario 5,242 euro

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La selezione etica

- Ethibel
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Il nostro gestore

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Area Interattiva

Etica Sgr's activities

Mission statement

Etica Sgr is the investment management company of **Banca Etica** (www.bancaetica.com), the first and only ethical-ecological bank in Italy. Etica Sgr is completely dedicated to the provision of **socially responsible investments** for retail and institutional clients.

The company is committed to sustainable development by:

- **investing** the whole of the assets in best in class companies and countries in social responsibility;
- **donating** a percentage of the invested assets to a guarantee fund for microcredit in Italy;
- working in close cooperation with an **experienced ethical advisor** (Ethibel, www.ethibel.org) and an independent Ethical Committee;
- **involving key stakeholders** in the evaluation process based on Corporate Social Responsibility (CSR) criteria;
- **involving mainstream partners** (banks, companies) aiming at positively influencing financial and economic systems;
- **promoting shareholder awareness** and activism;

Основы КСО

КСО: почему необходимо
действовать в соответствии с
этическими принципами?

1. Командно-контролирующая функция
2. Нравственность, основанная на
полезности
3. Нравственность, основанная на долге

1. Ответ на командно-контролирующую функцию

- Общественные блага (товары) находятся под ответственностью органов государственной власти
- Они определяют правила игры: командно-контролирующие инструменты
- Компании поручают государству всю ответственность по установлению стандартов
- Мы (компании) уважительно относимся к правилам и увеличиваем прибыль общества

We (companies)
respect the rules and
maximise profits →
society welfare



Но иногда это рискованно: нас могут попросить отчитаться по охране окружающей среды и некоторым социальным аспектам на правовой основе

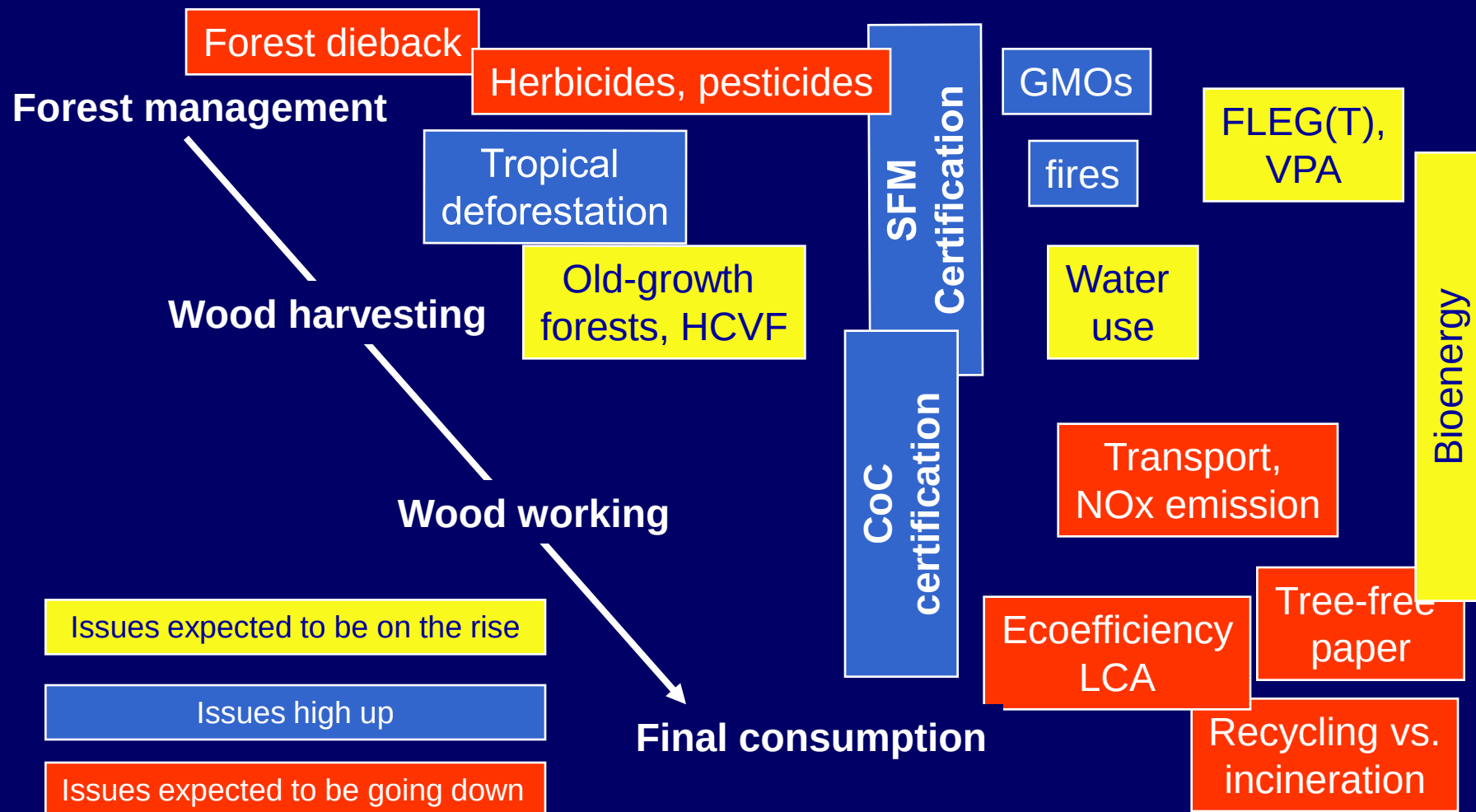
- Мы видим приход концепций:
- «ответственность без вины»
природоохранного законодательства
- «ретроактивная ответственность»
(ответственность за прошлое)
- Задолженность в миллионы Евро за
прошлую промышленную деятельность

-итак, на очень конкурентном рынке Вам необходимо больше:

- Восприятие проблем общественностью и предпочтения потребителей меняются:



Мое восприятие экологических и социальных проблем как восприятие потребителя



2. Нравственность, основанная на полезности

- Получить преимущество в конкуренции:
- Старые инструменты
- Доступность природных ресурсов
- Затраты на оплату труда
- Технология и дизайн
- Услуги
 - Новые инструменты: две основных тревоги
- Социальная тревога относительно равенства или справедливости
- Экологическая обеспокоенность относительно целостности, здоровья и стабильности экосистемы

В интересах моей компании
развивать КСО

Преимущества КСО можно обнаружить в 4 направлениях:

- КСО может **сократить прямые затраты** (энергия, сырье, затраты времени на внешний контроль, ...)
- КСО может **повысить производительность труда** рабочих (более высокая мотивация, редкие случаи прогулов, сокращение текучести рабочей силы)
- КСО может **сократить управленческий риск** (более легкий доступ к кредитованию, увеличение ценности активов для инвесторов, поддержка заинтересованными сторонами, избегание бойкотов, ...)
- КСО улучшает **конкурентный имидж** фирмы



3. Нравственность, основанная на долге (деонтологизм)

В то время как утилитаризм основывается на собственных интересах, деонтологизм основывается на уважении правил морали.

Я с уважением отношусь к некоторым этическим принципам, потому что я верю, что это хорошо для благосостояния общества (и моего личного благополучия)



Как эти виды мотивации применяются на практике?

Разный уровень обязательств в КСО:

- Приспособленческие акции
- Стратегические акции
- Социальное инвестирование

Этическое поведение компании основано на

	Приспособленческие акции	Стратегические акции	КСО как социальное инвестирование
Включение заинтересованных сторон	Непосредственные совладельцы	Также косвенные совладельцы	Также косвенные совладельцы с особым вниманием к зарубежным совладельцам
Управленческая практика КСО	Пассивная реакция, главным образом один или несколько аспектов	Активная, но работа выполняется по достижению единственной цели	Активный, всесторонний, целостный подход
Длительность обязательств	случайные, не всегда последовательные действия	Долгосрочное обязательство	Долгосрочное обязательство



Приспособленческие акции: Итальянские государственные железные дороги



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> Per l'ambiente

> Economia responsabile

> Rapporto di sostenibilità



Consulta l'orario dei treni e acquista i tuoi biglietti on line

Viaggia con noi >>



Rapporto di sostenibilità

Per il nostro Gruppo la responsabilità sociale non è solo il rispetto degli obblighi giuridici in campo sociale e ambientale, ma anche un investimento in capitale umano, conoscenza, ambiente e rapporti con altri soggetti economici e sociali

>>



Per l'ambiente

Il nostro impegno per l'ambiente si traduce in efficienza energetica, riduzione di emissioni e rumore, gestione di rifiuti e acque

>>



Economia responsabile

I risultati economico-finanziari e gli investimenti della nostra azienda, in un'ottica di gestione trasparente e responsabile

>>



Per il sociale

Solidarietà, volontariato, sostegno a Telethon, studi e ricerche. Sono i temi dell'impegno del Gruppo a favore della collettività

>>



Gestione del territorio

La tutela del territorio è una delle sfide prioritarie dello sviluppo sostenibile. In questo settore il nostro Gruppo svolge un ruolo di primo piano

>>

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Протест Гринпис у Итальянского министерства общественных дел: Импорт азобензола из Либерии через Азиатскую лесную компанию (занимающуюся – как указывает ООН – незаконной торговлей оружием)
Ноябрь 2001

Опасность отсутствия серьезного подхода к КСО:

<http://www.panto.it>



[company](#) [products](#) [service](#) [quality](#) [news](#) [showrooms](#) [portfolio](#) [contact](#)



About us

History

Panto is the largest Italian manufacturer of windows, doors, interior doors, and garden furniture. We are present throughout Italy and overseas with specialist showrooms.

Panto has been manufacturing and marketing made-to-measure windows and doors for three generations. Almost **a century of experience** which guarantees extraordinary quality and efficiency. Only an organization like Panto can offer free technical assistance, detailed estimates, punctual delivery, and professional installation. Panto's turnkey service will guide you from beginning to end with personalized technical assistance.

Panto is a corporation with a shared capital of 3 million euros, located in S.Biagio di Callalta, in the surroundings of Treviso, Italy.

Panto is based on a timeless business tradition started in 1911. Today, our figures are:

- a total surface of 1,076,000 square feet, 538,000 of which are indoor;
- 13,000 tons of hard woods and 538,000 square feet of different types of glass worked every year;
- 500 people involved in production, research and development, marketing, and sales;
- 100,000 doors, windows and shutters produced yearly;
- 5,000 new customers every year.

qualità

Una scelta di design

Solo **TECK** originale

Tecnologia di
costruzione

La qualità più forte
nel tempo

Panto's teak endures both atmospheric and biological agents. Moreover, it comes from renewable plantations, and it is part of an environmentally-free programme.



[panto > Original Teak only](#)

Con Panto siete certi di avere sempre il massimo della qualità, perchè utilizza solo legni pregiati e Teck originale "Tectona Grandis", il più malleabile e resistente agli agenti atmosferici in condizioni climatiche estreme: per questo le sue opere resistono per ben 30 anni, assicurandone durata e bellezza nel tempo.

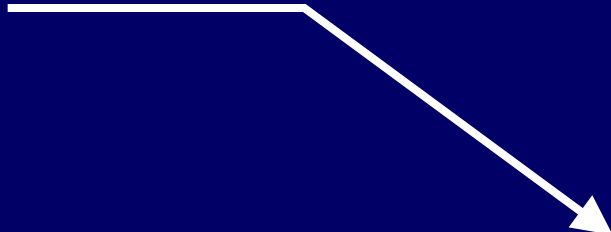
Il Teck Panto resiste efficacemente agli agenti atmosferici e a quelli biologici, e, provenendo da piantagioni rinnovabili a rotazione, contribuisce alla tutela dell'ambiente.





Протест Гринпис 2007 г.
против Кимберли Кларк,
нерациональная
вырубка первичного
леса в Канаде

Company's attention & investments



Company's internal problems

- Raw materials use
- Energy consumption
- Employees' rights
- Working conditions
- ...

External problems

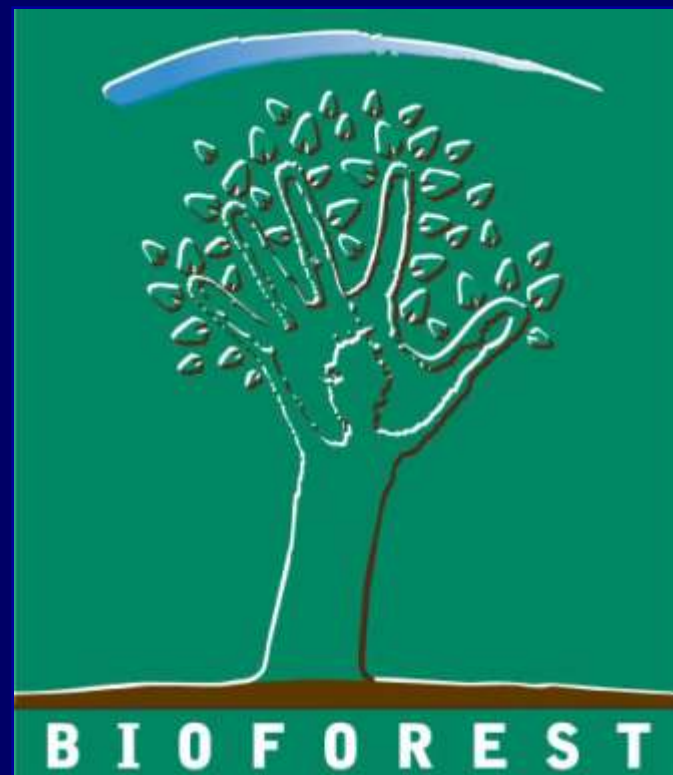
- Demand for green and protected areas
- Wildlife protection
- Goods of cultural significance
- Health status of some sectors of the population (children, elderly persons, ... sometimes in developing countries)
- ...

Инструменты акций

- Финансирование местной разработки проектов или инициатив негосударственными организациями в LDC (научно-исследовательские институты, больницы, школы, парки и охраняемые территории, другие социальные инфраструктуры)
- Поддержка служащих компании, исполняющих добровольные (неоплачиваемые) действия
- Маркетинг, имеющий отношение к причинам, основам
- Компенсирующие капиталовложения

Стратегические акции Ассоциация биолеса

- С 1998
- Инициатор: Valcucine SPA
- Члены (2003): 30 компаний
- Капиловложения: 580,000 €



KCO как социальное инвестирование

Sveaskog and AssiDomän

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[About Sveaskog](#)



Sveaskog manages some 4.5 million ha of land, including 3.4 million of productive forest land. This corresponds to 15% of forest land in Sweden. Using its own raw material assets and through purchases and exchanges, Sveaskog is a leading supplier of sawlogs, pulpwood and biofuels.



Achieving the environmental objective for sustainable forests

Sveaskog is to transfer 150,000 hectares of forest land with high natural values to the Swedish Environmental Protection Agency. The transaction primarily involves forest parcels for conversion into nature reserves. In 2006 alone, land transfers will amount to approximately MSEK 200.

[Read more »](#)

Positive profit trend for Sveaskog

Sveaskog's profit trend is positive. Improved earnings within forestry operations are the result of good demand for the company's products with higher revenues and a decreased cost level. Prices within all product categories are increasing well. This is due to good demand lead by a favourable business climate within the forest and wood products industry and a continued strong demand for biofuel. [Read more »](#)



Partnership for living forests



Sveaskog and WWF share a common vision of sustainable forestry both in Sweden and globally. [Read more about the projects in our miniwebb, click here » \[popup\]](#)



We develop the forest's different values



Press release

Commissioner Fischer Boel inaugurates the European Forestry House

In a festive atmosphere the European Commissioner for Agriculture and Rural Development Mariann Fischer Boel ceremonially opened the newly established European Forestry House by pointing out the great potential of such a house help emphasise the importance of forestry for Europe. [Read more »](#)

Hunting, fishing & nature experiences

Sveaskog develops activities for hunting, fishing and nature experiences in co-operation with local partners. [Read more »](#)

Financial information

[Financial Information »](#)

Reports (pdf)

[Year-end Report 2006 »](#)

[January - Sept 2006 »](#)

[January - June 2006 »](#)

[January - March 2006 »](#)

[Annual Report 2005 »](#)

[Sustainability Report 2005 »](#)





We develop the forest's different values

Sveaskog's objective is to actively develop the different values of the forest. We do this by combining the role as a leading supplier of sawlogs, pulpwood and biofuel with a value-creating, market-driven and long-term sustainable forestry with consideration for ecological and social values.

Sveaskog is Sweden's leading timber supplier

Sveaskog's role in the timber market includes production, acquisition, timber harvesting and sales of sawlogs, fibre raw material and biofuel. Sveaskog is Sweden's leading timber supplier. Customers are mainly the Swedish sawmills and pulp and paper mills. The forest raw material delivered by Sveaskog comes from its own forests, from purchases in Sweden and via imports. [Read more »](#)

Sveaskog plants 45 million seedlings

The growth and quality of the forest dictate the value of the future timber raw material. These qualities are strongly affected by the choice of seeds and plants in forest regeneration.

[Read more »](#)

WWF Co-operation

Sveaskog works to guarantee and control traceability also for the timber purchased from other foreign sources. In 2004, Sveaskog started a co-operation with WWF relating to timber imports among other things to further ensure follow-up and control of the raw material flows.

[Policy for imports of timber »](#)

FSC certification

The work of developing the value of the forests is supported by the certification of our forestry according to the Forest Stewardship Council (FSC). FSC provides guidelines

Forest holdings

Sveaskog manages some 4.5 million ha of land, including 3.4 million ha of productive forest land.

Bogs and rock impediment make up most of the remaining 1.1 million ha.

Sveaskog has forest holdings all over Sweden. Approximately 80% of Sveaskog's lands lie in northern Sweden.

Holdings in the southern part of Sweden, however, are almost as important from a forest production point of view as the northern holdings due to considerably higher growth per ha.

Land in southern Sweden accounts for approximately 60% of the value of Sveaskog's total forest holdings.

Time to fell

Our aim is to offer you the best choice possible when you plan to fell your forest. This is why we draw on our collective resources when implementing, for example, felling, thinning out and forest conservation work as well as general forestry advice.

Is this the right time to sell?

Working with you, we can put together the best strategy possible for the sale of your forest, whether you're interested in selling the whole property or simply thinning out part of the stock. [Selling your forest »](#)

CSR tools:

- Sveaskog's **code of conduct**; **agreement with WWF** to control timber from illegal sources
- Management system (**ISO14001, FSC**); a **joint manager** function for environmental and social responsibility has been appointed
- Environmental **reporting** (EMAS) and social reporting (company's standards)
- Hunting, fishing, nature **protection** policies agreed with local, national and international stakeholders
- **Philanthropic investments** (WWF)

Also SME can be responsible!

Raffaele Rigato



Chi siamo
I nostri prodotti
Our products
I nostri legni
La lista del CITES
CITES list
Foreste per sempre
Efficient design
responsible source
Cos'è l'FSC
Muzama Crafts
of Zambia
State of the Forest
News
Scrivici
Servizi



Raffaele Rigato - Nato a Bologna nel 1958 dopo avere frequentato il Liceo Classico Luigi Galvani della stessa città ha abbracciato l'arte della falegnameria seguendo prima la "bottega" del maestro abruzzese Giacinto Trombetti e aprendo poi un laboratorio in città. Studia contemporaneamente Filosofia all'Università di Bologna e dopo la laurea nell'86 ha iniziato un percorso di volontariato nella Cooperazione allo sviluppo dei paesi emergenti, che lo ha portato in diversi paesi del Sud America e dell'Africa. Quasi 20 anni di esperienza di circa 30 anni si è conclusa nel '97 quando ha avviato la RigatoRosa snc, ottenendo nel 98 - prima azienda di produzione italiana - un certificato FSC di rintracciabilità delle materie prime legno provenienti da Foreste a gestione sostenibile. Il rapporto con i Paesi in via di sviluppo continua attraverso lo sviluppo di relazioni dirette alla salvaguardia della foresta ed al commercio su basi di equità e solidarietà.

Mucho Tumbani-Bem (a.Lundini Zambia) in 1972 I attended the Evelyn Hine College of Applied Arts and Commerce Lusaka, Zambia where I obtained an Art Teacher diploma in 1983. After moving to Italy, I became partner of the Raffaele Rigato woodworking company, contributing in the fields of advertising materials, decoration, fabric clothes, design and import of certified woods from Africa.



Design dello Spazio Scenico: Nel
mondo nel 94 in Arredamenti e Design Industriale. Collabora con
molte tra le più note aziende.

Alcune tra le più note aziende: sopra si conosce la sua identità e
aggiungendo alle sue idee la funzionalità e semplicità utile a noi e dolce

Efficient design, responsible sources

Italian Doors Use Less Wood

By Raffaele Rigato quoted from Understory summer '98 volume 8 number 3 pages 12-13 Journal of the
Certified Forest Products Council, with the permission of Scott Landis Editor

I have managed my own woodworking shop in Bologna, Italy, since 1979, and last year my colleague Andrea Rosa and I began designing and building furniture with a social and ethical content. Specifically, we are using less wood in our designs and, wherever possible, incorporating reclaimed wood and wood from certified sources in our products. In selecting timber our company, RigatoRosa, tries to apply the two simple principles set forth by Timothy J. Synnott in his essay "Forests for Tomorrow," which appeared in the 1993 exhibition catalogue *Conservation by Design*:

- 1) All forests supplying timber to the company must be identified by name and location, with information about the management and production system.
- 2) Only wood from well-managed forests will be bought.

To that end, we have prepared a Declaration of Provenance, which our suppliers are requested to sign, date and stamp. It's a simple document that verifies the source of our materials and documents the nature of the seasoning process (air or kiln dried) and whether any chemical treatments were employed. We make this information available to our customers—along with a yield index of the raw material consumed by each product—and we keep it on file for future reference. (The yield-index explains how many cubic meters of lumber were used in a particular piece of our furniture, compared to the wood consumed by a similar standard model.)



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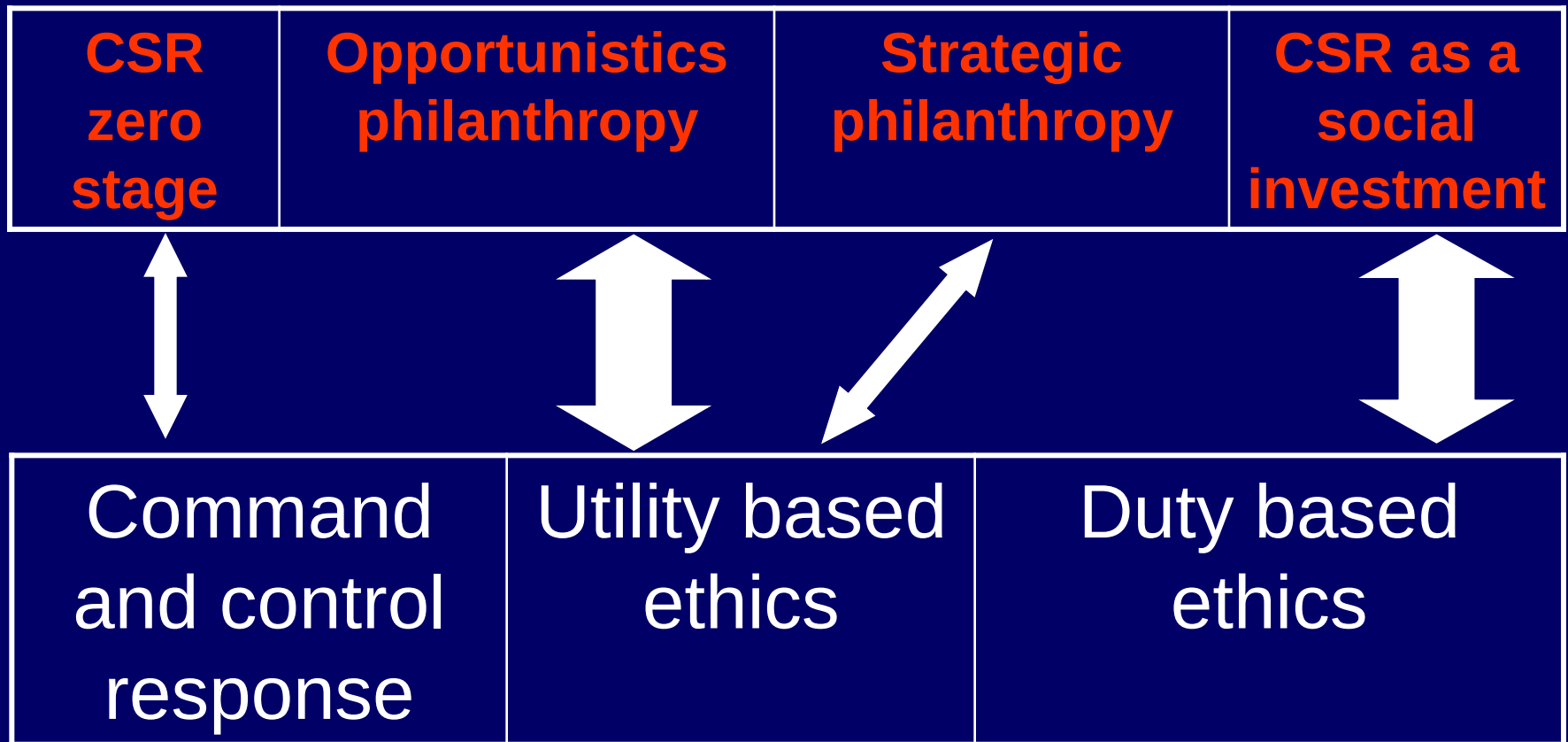


www.raffaele Rigato.com

КСО инструменты от Raffaele Rigato

- Уделяется внимание международным дискуссиям о практике устойчивого лесоводства
- Лесная сертификация (первый Итальянский член Лесного попечительского совета)
- Древесина из схожих по взглядам организаций развивающихся стран
- Поддержка развития деревообрабатывающей промышленности в развивающихся странах
- Хороший уровень обеспечения общественности информацией - web site
- Высококачественный дизайн мебели
- Неочищенная древесина; только естественные консерванты для обработки
- Отсутствие дискриминации по отношению к рабочим

Какие связи между КСО мотивацией и основами КСО



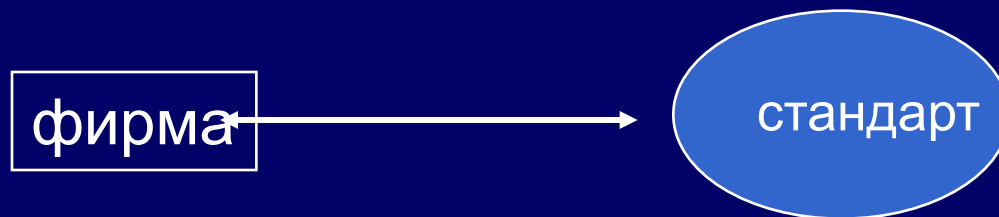
“Моя компания относится ответственно к управлению социальными и экологическими фондами»”

- Как гарантировать, что Вы делаете действительно то, о чем Вы заявляете?
- Как продемонстрировать Ваши реальные обязательства



Первоочередная сертификация

- Верное определение:
- «Декларация соответствия



- Нет внешнего контроля: доверие?

... клиенты и потребители не глупы

*Вы можете всегда обманывать одного человека,
Вы можете однажды обмануть всех людей,
но Вы не можете всегда обманывать всех людей*

Неверные экологические притязания:

FROM 100% RECYCLED PAPER

NO TREES HAVE BEEN CUT
TO MAKE THIS PRODUCT

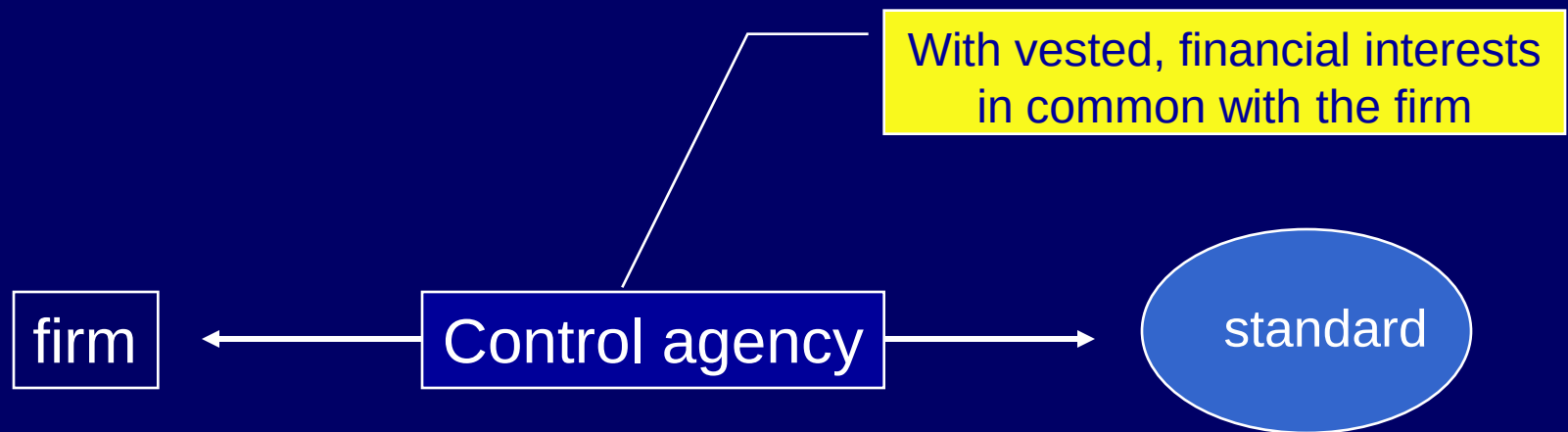
Tropical-free product

This product has been made
only with wood coming from
plantations

100% wood from
rubber tree

Второочередная сертификация

- Верное определение:
- «Оценка соответствия»



Credibility = f (relation enterprise/client)

Пример

Всемирный свидетель (негосударственная организация),
оплачивается правительством Великобритании, осуществляет

контроль за выполнением лесных соглашений

resources, conflict and corruption

| campaigns

| monitoring

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global witness



Independent Forest Monitoring Projects

IFM



[Cambodia](#)

[Cameroon](#)

[Honduras](#)

[Other Countries](#)

New!

A Guide to Independent Forest Monitoring



The definitive guide to IFM for governments, donors, and NGOs.

Download [English Guide as PDF](#) (3.5mb)

[French version](#)(3.5mb)

or the [Spanish version](#) (3.2mb)



Download web leaflet:

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Independent Forest Monitoring (IFM) projects seek to work with the governments, civil society and private sector of timber-producing countries by providing objective information on forest concession allocations and infractions, capacity building in forest monitoring techniques and case-tracking for legal processes, in order that the populations of the countries concerned equitably benefit from the sustainable use of their natural resource base.

Monitoring staff and officials make inspection visits, either jointly or independently, to a range of locations (forest, sawmill, factory, port etc.) either in a programmed, systematic way or to investigate suspicions. By complementing official forest law enforcement with the objectivity and public credibility of an independent third party, IFM can improve transparency in the short term while contributing to the development of a sound legislative and regulatory framework for responsible forest management.

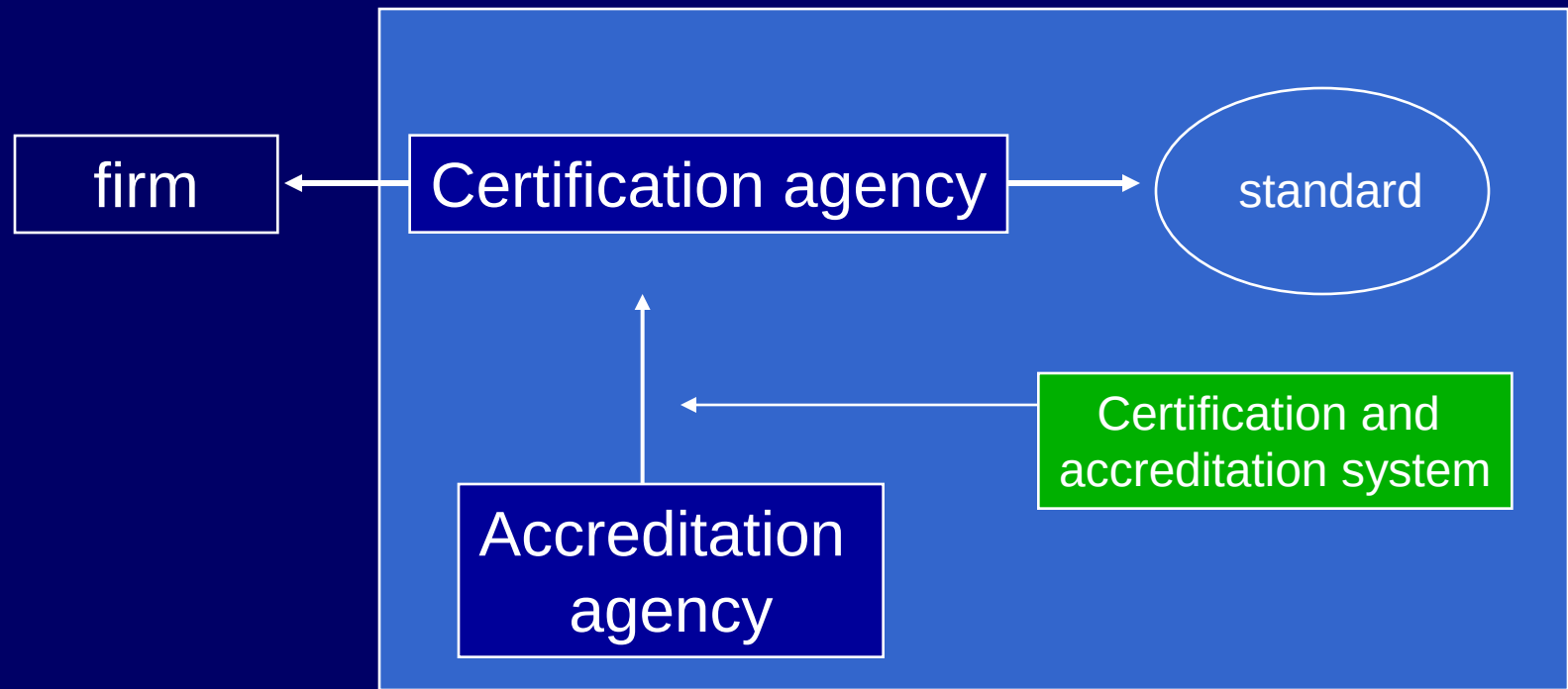
Global Witness has pioneered and gained unique experience on IFM in [Cambodia](#) (1999-2003) and [Cameroon](#) (2000-2005). We are currently answering requests from [other countries](#) where our expertise is in high demand.

<http://www.globalwitness.org/>

Третьеочередная сертификация

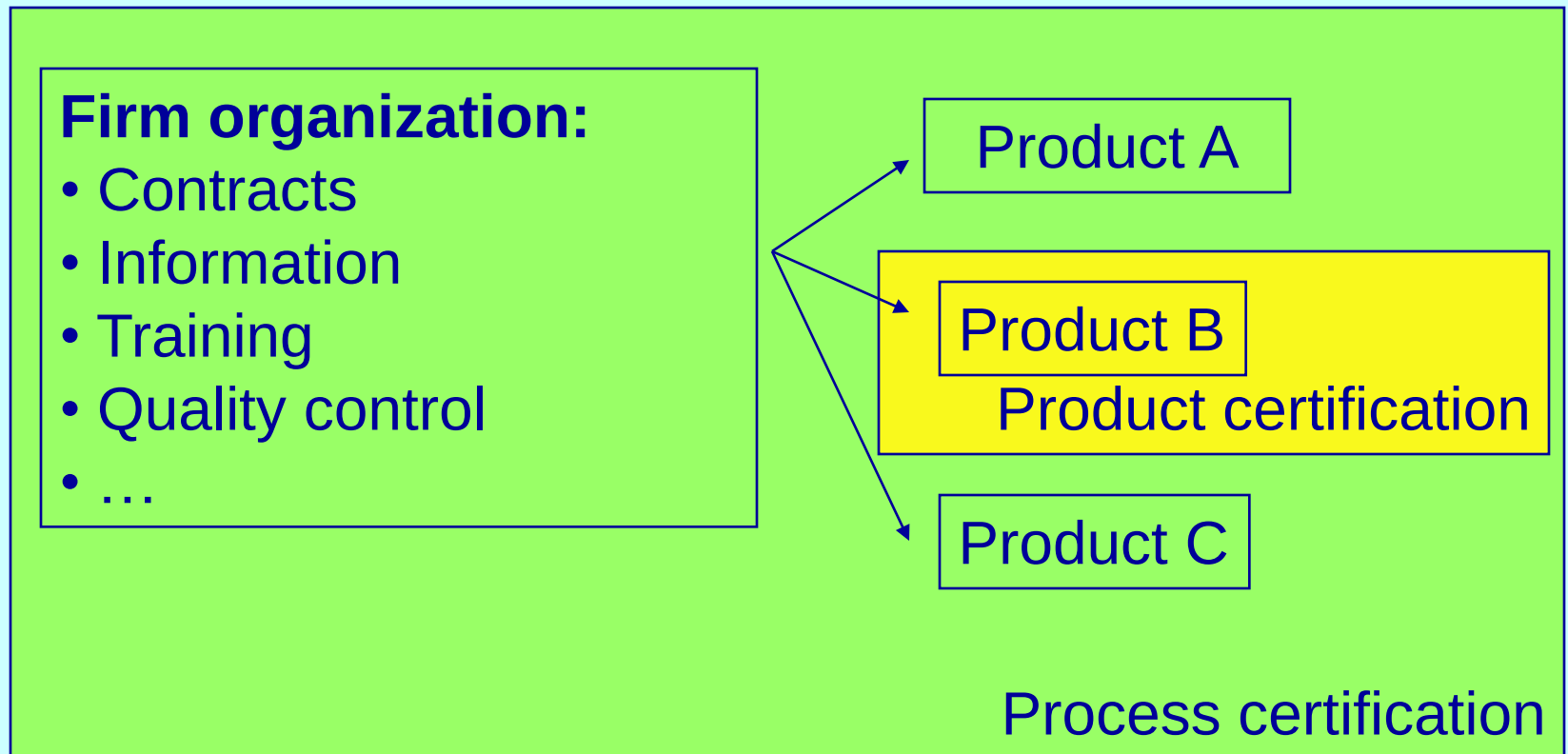
Правильный сертификационный процесс

EN ISO 45000 Standards and ISO/IEC guidelines

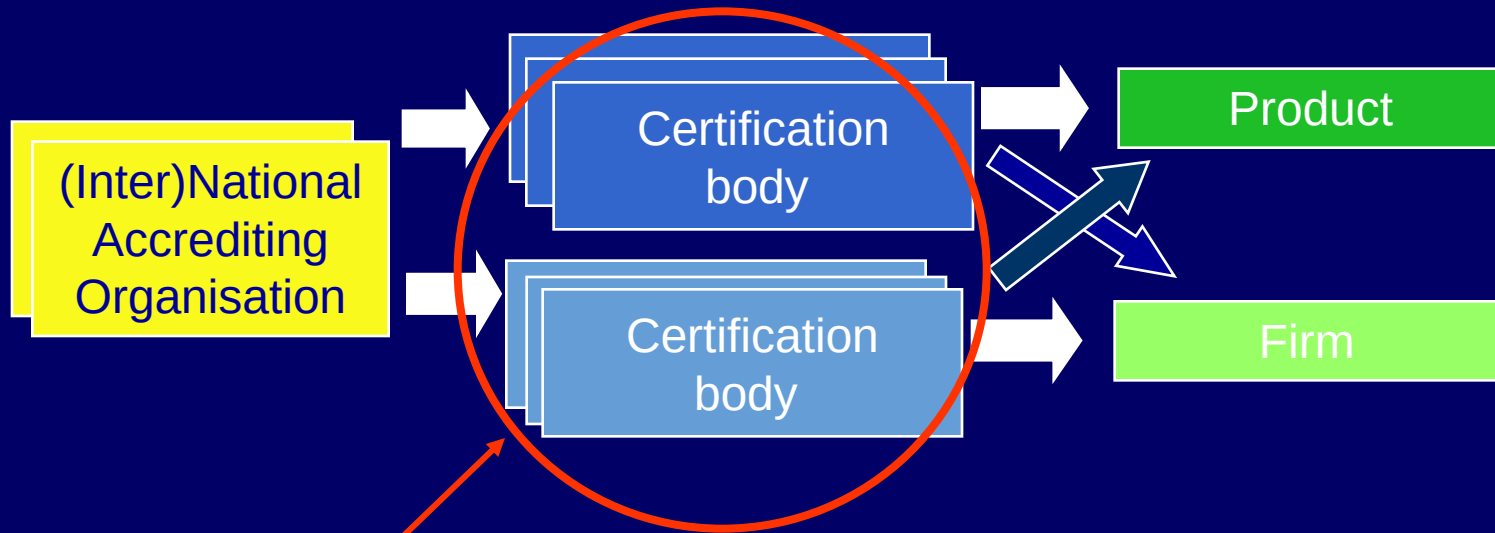


The best instrument, not a perfect one!

Сертификация продукции и процесса

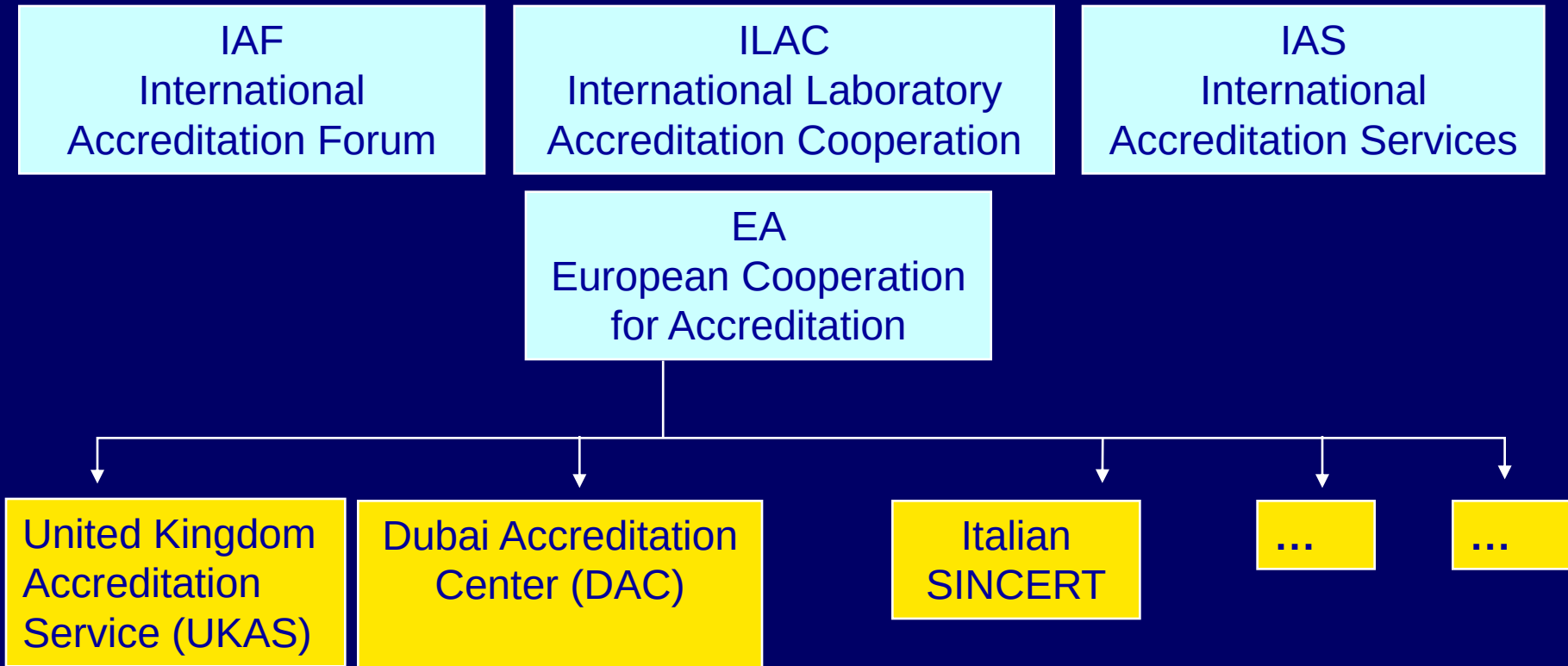


Аккредитационные и сертификационные организации



2 “families/groups”:

- Insurance and bank companies (DNV, SGS, ...)
- Technical organisations (TUV, Icilia, Soil Association, Skal, ...)



www.ukas.com

www.dac.gov.ae

www.sincert.com

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SASA

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ISEAL Members

The following organisations are Full Members of the ISEAL Alliance:

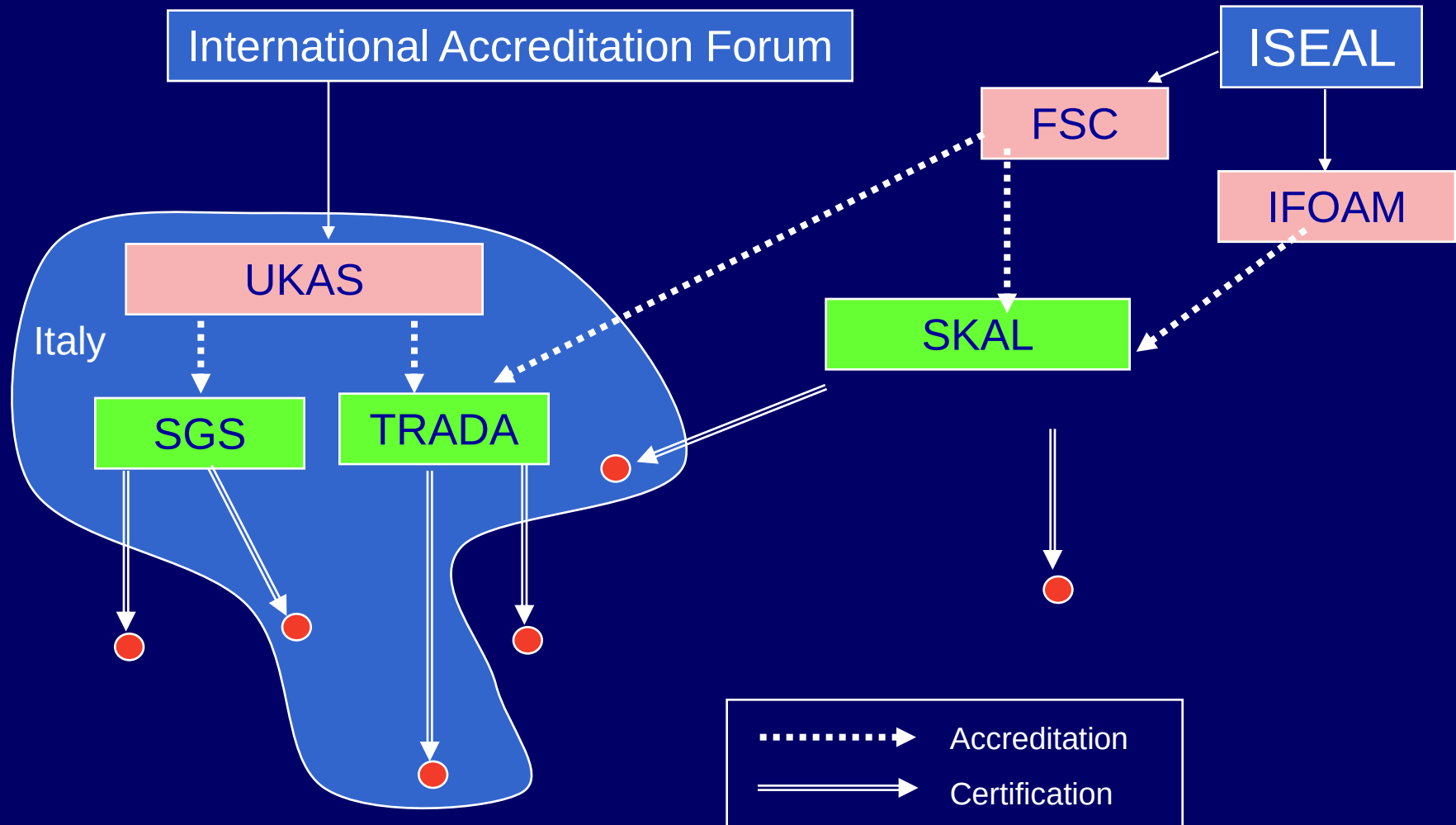
	Fairtrade Labelling Organizations (FLO)
	Forest Stewardship Council (FSC)
	International Federation of Organic Agriculture Movements (IFOAM)
	International Organic Accreditation Service (IOAS)
	Marine Aquarium Council (MAC)
	Marine Stewardship Council (MSC)
	Social Accountability International (SAI)
	Sustainable Agriculture Network (SAN)

The following organisations are Associate Members of the ISEAL Alliance:

	Global Ecolabelling Network (GEN)
	Chemonics International

<http://www.isealalliance.org/>

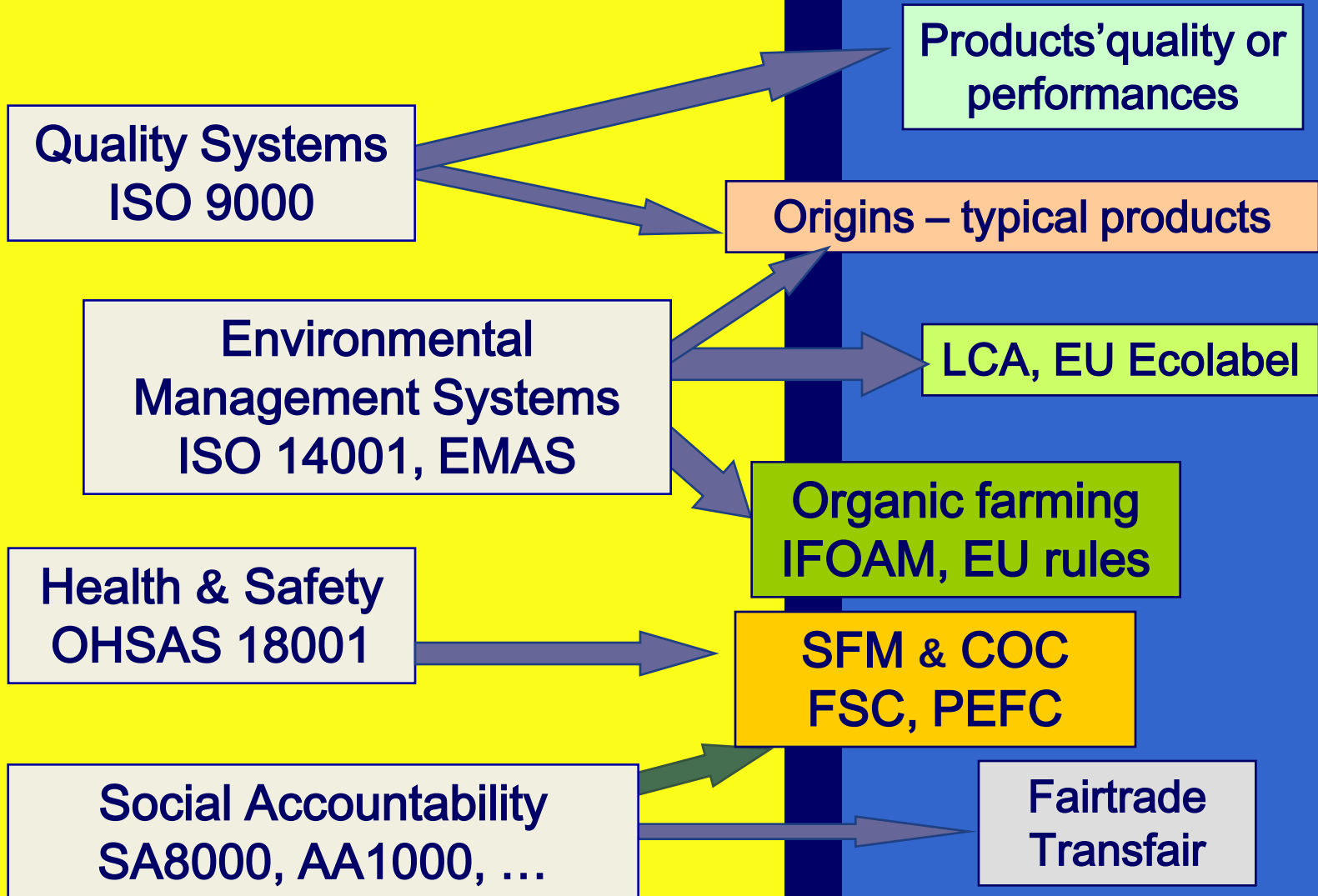
Пример



Сертификация и маркировка

Certification: of processes

: of products



Некоторые заключительные размышления

- Если гражданское общество (негосударственные организации, потребители) не будет играть большой роли, КСО останется довольно ограниченным инструментом
- Информация и расширение сотрудничества – самые мощные инструменты для изменения сознания гражданского общества
 - давление на государство
 - увеличение отчетности компаний

Political power

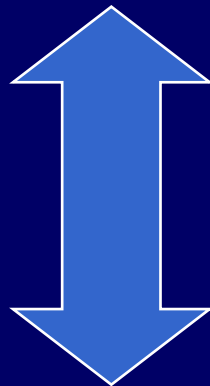


CSR

Corporate Social Responsibility



Carrefour



Society - consumers



Впереди долгая дорога