

*BRC Project – Building Responsible  
Competitiveness  
Grant Agreement N. SI2.ACGRACE020970800*



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### The Project

In line with the objectives of DG Enterprise Grant Workprogramme 2008 – ENT/CIP/08/E/N04S0000: fostering corporate social responsibility in European industrial sectors, the project “BRC Project – Building Responsible Competitiveness” aims to foster Corporate Social Responsibility (CSR) within a particularly sensitive field of activity, such as the construction sector, involving a large number of firms in the sector (from large to small general contractors and medium enterprises that make up the supply chain) and some of the major stakeholders (associations, unions, universities).

### Partners

The project is implemented through the involvement of a broad partnership composed of experts (New Quasco, Ancpl, IRES) and academic methodologists (University of Bologna, Faculty of Engineering and Management), as well as numerous non-profit organizations engaged in the promotion of CSR (Footprint Ethics, Foret, Kovet, RespAct, RSEPortugal, CSREurope).

Overall, the project involves five countries: Italy, Spain, Hungary, Austria, Portugal.

Within each country, each partner was then in turn pledged to build an informal network of stakeholders and companies to be involved periodically in the project.

In this regard, we would like to thank Impronta Etica's associated firms - Coop Asnaloni, CCC - Consorzio Cooperative Costruzioni, Coop Costruzioni, that are part of the Italian Advisory Board of the project and in particular CMB - Cooperativa Muratori e braccianti di Carpi, through whose contributions were test all survey instruments used during the project.

### Objectives

The overall aim of the project is to verify and demonstrate that the adoption of socially responsible actions enhances the competitiveness of the business in the construction sector in comparison with the adoption of social dumping behaviors, through:

1. the elaboration of a set of indicators able to correlate the economic competitiveness performance of the construction business with sustainability measures;
2. an investigation on the relation existing between the social and economic value exploited in performing the construction sector activities and the value given back to the stakeholders at the end of the production cycle.

The achievement of this second objective will allow us to:

- understand which are the factors facilitating the creation and distribution of economic and social value and what are the factors hampering such process;
- support enterprises in their improvement strategies.



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### The dimensions considered

The project is part of a highly complex and is directed to a field in which the studies on social responsibility are still rare.

Therefore, having in mind the vastness of the object of analysis, both in terms of sectorial dynamics of social responsibility, we preferred to reduce the analysis to four areas, knowing that they are not and cannot be exhaustive:

- Health and safety
- Responsible management of the supply chain
- Eco-compatibility
- Equal opportunities

### Outputs Expected

The main outputs expected from the project include:

- a set of indicators for regularly monitoring the link between CSR and competitiveness within the construction sector, with the aim of providing a useful tool for informing sectorial development policies and periodically monitoring their impacts; The set will be adequately tested during the project;
- Guidelines to support construction companies to make corporate behavior consistent with the results desired in terms of economic performance and competitiveness of social and environmental sustainability..



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