

REGISTRATION FORM

For organizational purposes, please confirm your attendance by sending this form to:

Ancpl – Seat of Bologna

Email: segreteria@ancpl.it

Fax 051 509748

For further information:

Francesca Zarri,

Social and Economic Observatory - Ancpl – Tel. +39 051 509751

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NAME

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ORGANIZATION

ADDRESS

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I hereby authorize the processing of personal data contained in this registration form under Art. 13 D. Decree Law 196/2003



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CONFERENCE

BRC-BUILDING RESPONSIBLE COMPETITIVENESS

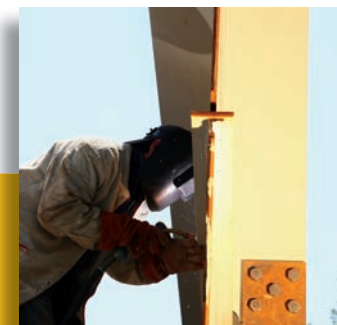
Corporate Social
Responsibility and
competitiveness
in the construction sector

28th of APRIL 2010

2.30 pm - 6.00 pm

Bologna, Italy

(Unaway Hotel - Piazza della Costituzione, 1)



BRC - BUILDING RESPONSIBLE COMPETITIVENESS

- 2.00 pm** Participants' Registration and Welcome Coffee
- 2.30 pm** **Welcome Speech**
Glauco Lazzari, Head of industrial policy Unit Emilia-Romagna Region
- 2.40 pm** **"BRC Project presentation"** - Francesca Zarri, Impronta Etica
- 3.00 pm** **"Social responsibility and competitiveness in the construction sector"**
Daniele Ganapini, Head of housing policy and building quality Unit Nuova Quasco
- 3.15 pm** **"The supply chain as a key element to improve competitiveness and sustainability. Empirical evidences"**
Mariolina Longo, Paolo Barbieri, Matteo Mura,
Department of Management, University of Bologna
- 3.40 pm** Roundtable: **"A European comparison"**
Speakers:
Kerstin Born - CSR Europe, Ricardo Trujillo - Forética (Spain)
Galambosné Dudás Zsófia - Követ (Hungary), Lisa Weber - RespAct (Austria)
Idalina Dias - RSEPortugal (Portugal)
Moderator: Marjorie Breyton, Impronta Etica
- 4.30 pm** Panel discussion: **"Sector competitiveness, territory competitiveness: a new role for stakeholders in the promotion of virtuous behavior?"**
Speakers:
Rossano Rimelli, Director of ANCPL - Legacoop
Piero Leonesio, Sec. Gen. Department for Environment, Health and Safety FILLEA CGIL
Glauco Lazzari, Head of industrial policy Unit Emilia-Romagna Region
Francesco Aldrelli, Head of human resources department CMB
Adriano Milelli, Head of Social Policy Unit Unieco
Moderator: Marisa Parmigiani, Secretary General of Impronta Etica
- 5.20 pm** **Conclusions**
Giuseppe Cacciato, Directorate General Enterprise and Industry European Commission
- 5.45 pm** Closing of the conference

During the conference the Guidelines for companies will be distributed. This is a document that aims to support construction companies in the adoption of socially responsible practices.

The BRC Project

The **BRC - Building Responsible Competitiveness** - European project has been funded by the Directorate-General for Enterprise and Industry of the European Commission.

The project, which started in November 2008 and lasted 18 months, has explored the relation between competitiveness and the adoption of socially responsible behaviours in the construction sector, aiming to promote corporate social responsibility among companies operating in this sector.

The project has been realized thanks to a broad partnership composed by experts in this sector (Nuova Quasco, ANCPL, Ires) and academics (University of Bologna) as well as European non profit organizations coming from Spain, Hungary, Austria and Portugal. Moreover, the project involved a wide number of companies operating in the construction sector and some of the most relevant stakeholders (business associations, trade unions, universities).



Project leader



Project partners



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