



VIII International Seminar on Corporate Citizenship

Taking CSR seriously

Grand Hotel Villa Tuscolana, Via del Tuscolo km 1.500, Frascati (Rome)

12- 13 February 2009

Thursday, February 12

1.30 - 2.15 p.m. Registration of participants

2.30 – 3.00 p.m. Introduction

Barbara D’ALESSIO, CSR Program Manager, Cittadinanzattiva (Active citizenship)
Alessia SABBATINO, Director, Active Citizenship Foundation (FONDACA)

3.00 -4.30 p.m. 1st Session “ Representativeness and representation of stakeholders: risks and opportunities”
What are the criteria used to select the stakeholders to involve? How to do you avoid the risk of excluding relevant stakeholders, if this happens how can you guarantee the interests of those not represented?

Roundtable moderated by: **Giorgio CAPURRI**, Public and Community Relations, UniCredit Group

- **Dario CASTIGLIONE**, Reader/Associate Professor in Political Theory, University of Sussex
- **Andrea CAMPELLI**, Media and External Relations Manager, Unilever Italy
- **Thomas OSBURG**, Director Europe Corporate Affairs, Intel GmbH
- **Toni MUZI FALCONI**, Senior Counsel, Methodos

4.30 – 5.30 p.m. Q&A

8.00 p.m. Dinner

Friday February 13

9.15 - 9.30 a.m. – Introduction of **Antonio GAUDIOSO**, Vice Secretary General, Cittadinanzattiva (Active citizenship)

9.30-11.00 a.m. – 2[^] Session “The different forms of Stakeholder engagement”
Once the stakeholders have been identified (stakeholder map) what are the forms and instruments used by the companies to effectively engage their stakeholders? When and why is one form or another used and with what objectives or results?

Roundtable moderated by: **Mauro DELLA VALLE**, Director, ISIONLUS

- **Ernst LIGTERINGEN**, Chief Executive, Global Reporting Initiative
- **Marco LAMI**, President, Unicoop Tirreno
- **Filippo Maria BOCCHI**, Head of CSR, Hera Group
- **Luca VIRGINIO**, Group Communication & External Relations Director, Barilla G. e R. F.lli S.p.A.
- **Sorin MIERLEA**, President, The National Association for Consumers' Protection and Promotion of Programs and Strategies from Romania

11.00 – 12.00 a.m. Q&A

12.30 a.m. – 1.30 p.m. Lunch

2.00–3.30 p.m. 3[^] Session “The stakeholders contribution in the process of stakeholder engagement”

The success of the stakeholder engagement depends not only on the companies but also on the stakeholders. This session will address two specific stakeholders: public administration and civic organizations including consumer organizations.

Roundtable moderated by: **Silvio DE GIROLAMO**, Chief Audit Executive & CSR, Autogrill S.p.A.

- **Ruth SCHMITT**, University of Applied Sciences, Northwestern Switzerland
- **Giorgio GHIGNONI**, Executive Director Public Affairs e Policy, Pfizer Italy
- **Tommaso RUGGERI**, Assessor Production Activities, Comune di Vicenza
- **Jean – Michel GUIBERT**, Director Ethics and Reporting, EDF*
- **Giangi MILESI**, President, CESVI

3.30 – 4.30 p.m. Q&A

4. 30– 5.00 p.m. Conclusions: **Teresa PETRANGOLINI**, Secretary General, Cittadinanzattiva

* t.b.c. (to be confirmed)