



Erasmus+

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HECOS FOR ETHICS

*Higher Education and Companies
Fostering Ethical Skills*

**THE COMPANY ROLE
IN THE PARTNERSHIP
FOR A SUSTAINABLE DEVELOPMENT**

Friday 9th June 2017

ISOLA DI SAN SERVOLO - VENICE



"...The world has already welcomed the SDGs. Now is time for companies to unblock the 12thousands billions US\$ of revenues and 380millions new jobs described in the report "Better Business Better World...".

"...Sustainability can improve welfare and create new jobs by 2030 but this requires a change of companies' models of business ..."

Lucilla Persichetti, Italian Alliance for Sustainable Development

The 2030 Agenda for Sustainable Development assigns a fundamental role to the private for profit sector. Companies are considered as a full partner to be involved in a systemic way all along the process. In fact, the implementation of the Agenda requires a huge mobilization of means and capacity that can be achieved only through an active participation of the business sector.

Definitely, the Agenda is not a business-as-usual opportunity for companies; quite the opposite, it is like to become a watershed for competitiveness. SDGs reflect the guidelines of future local, national and international development policies; non-action by companies on SDGs inevitably will entail significant long-term risks. On the contrary, by aligning to the Agenda, the private sector can benefit of the impressive amount of public incentives (estimated to increase up to 12billions US\$ per year by 2030) addressed to companies that invest in sustainability and adopt an inclusive business model. Lastly, the Agenda is going to impact significantly on the public opinion; thus, companies that align models of business to SDGs will improve their reputation and brand image.

To become a partner in the implementation of the SDGs Agenda represent a new perspective for many Italian companies and companies within the Veneto Region in particular. This is why, public institutions are investing in promoting profit - no profit partnerships. These two actors complement each other and can develop significant synergies. In fact, companies can assure economic means, innovation and productive capacity; civil society organisations can provide on-the-ground experience on social and environmental actions, joint with high level of networking and reputation among the social partners.

Profit – no profit partnerships have been one of the main aim of the project named Hecos for Ethic. This project has set up a European network including Chambers of Commerce, ONGs and Universities interested in promoting best practices of Social Corporate Responsibility and sustainable management. In order to grow and be more relevant to stakeholders' interests and needs, the Network intends to become a reference point for all actors interested in developing multistakeholders partnerships on SDGs at territorial level.



PROGRAMMA

09.15 **Participants' arrival and registration**

09.30 **Official welcome**

Giampaolo Peccolo (AICCRE Veneto), Alessandra Fornetti, (Venice International University)

FIRST PART

HECOS FOR ETHICS. THE FIRST CHALLENGE OF THE PROJECT AND THE RESULTS ACHIEVED

09.45 **The project idea and its development till today**

Giovanni Tonutti (AICCRE Veneto)

10.00 **New training opportunities for CSR: The Hecos for Ethics Catalogue**

Andreia Soares (Rosto Solidario), Lorenzo Latini (Oikos)

10.20 **A pilot partnership between chambers of commerce, NGOs and Universities to promote training opportunities on CSR and the sustainable management of companies**

Wim Keygnaert (VOKA – Chamber of Commerce of Oost-Vlaanderen , Belgio)

10.30 **Testimonials of participants to the project:**

- A company's point of view – *Sharon Duverger (Zonen 09)*
- An NGO's point of view – *Pasquale Totaro (Etic)*
- A University's point of view – *Gabriele Blasutig (University of Trieste)*

Coffee Break



SECOND PART

HECOS FOR ETHICS. THE NEXT CHALLENGE: PROMOTING TERRITORIAL PARTNERSHIPS TO SUPPORT THE 2030 AGENDA ON SDGS

- 11.15 **The SDGs agenda: the state of the art in Italy**
Alessia Sabatino (Global Compact Italia)
- 11.30 **CSR frontiers: innovative practices**
Massimo Chiocca (CISE – Chamber of Commerce of Forli-Cesena)
- 11.35 **Panel discussion: stakeholders contributions**
- 11.45 **The role of Local Authorities in the implementation of the 2030 Agenda –**
Diego Vecchiato (Region of Veneto, International Relationship Dept.),
Jonathan Janssens (Municipality of Gent), *Federica Fontana*
(Municipality of Vicenza)
- 12.10 **Companies' good practices:**
- Welfare and work-life balance – *Irene Gaspari* (Union of Chambers of Commerce of Veneto);
 - Circular economy – *Valeria Cibrario* (Craft Association of Vicenza),
Susanna Martucci (Su Srl);
 - B-Corp and Benefit Companies – *Dario De Rossi* (Proetica)
- 12.35 **Companies and SDGs: the training challenges**
Lara Lupinc (Region of Veneto, Training and Culture Dept.), *Ilda Mannino*
(Venice International University), *Wim Keygnaert* (VOKA – Chamber of
Commerce of Oost-Vlaanderen – Belgio)
- 12.50 **Conclusions**
- 13.00 **Signing Ceremony of the Hecos for Ethics Memorandum of Understanding**