

Sviluppo sostenibile: il ruolo delle imprese in un mondo che cambia

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Sustainable Development: the Role of the Corporations in a Changing World

Abstract: In recent years, a progressive social and economic change has come about at global level. It has led to the launch of an international debate aimed at thinking about the future of our Planet and its sustainable development in the Post-2015. The private sector has been recognized as a fundamental partner to achieve a concrete impact in the territories and on a global basis, as it owns the main resources – financial and nonfinancial – needed to bring sustainable development to concrete realization. However, in order to achieve a greater acknowledgement on the real contribution given by Private Sector and to support it in generating an inclusive and virtuous way of operating for shared value creation, a greater integration between sustainability and business has been required. Through a stakeholder oriented-approach and a substantial alignment between sustainability and business, both in the “goal setting” and in the metrics for measuring progresses and results, business will be able to promote value creation within the social sphere as well as to guarantee its own competitive advantage in the long time.

Keywords: Sustainable development, Private sector, Shared value, Sustainability and business, Stakeholder value.

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