

Luciano Balbo

Beyond CSR, the Social Responsibility of Wealth

CSR is important , but has some important constrain:

- It remains a tool nearly only for large and very large companies
- It is frequently used mainly as a marketing tool without taking in considerations as their core business is managed
- Companies do not have a know to work on the social and collective needs
- Main responsibility of companies is related as their business is

Social and collective needs require a more pro-active role, more dedicated skills and more money without potential conflict of interest.

Tha private wealth has never been so large (5x world GDP) and one third of it is liquid.

This liquid wealth is hege (50 trillion dollars) and more potentially large and powerful than any corporate activity.

This wealth has a the social repsonsability to be used and invested in a way that can create collective positive impact.

The future of the world strictly depend on how this wealth will in future used and managed.