

CSR in the core business

Matteo Bartolomeo

(Head CSR Audit Department, Vigeo Italia)

The presentation will investigate the main obstacles that make it difficult to integrate CSR related- elements into fundamental corporate activities (such as human resources management, purchasing, marketing and sales, research and development); the presentation will then illustrate how CSR officers can overcome these obstacles by periodically assessing the level of implementation of policies and management systems and the quality of results.