

“The social responsibility of the enterprises, one obliged road and one important opportunity in order to construct the sustainability”

The topics of the globalization and above all the knowledge of the too many aspects of complete insustainability legacies to it puts into effect them model of this, they by now carry to the knowledge of the necessity to replace in argument puts into effect it them globalization and development model. 1 billion and three hundred million persons in the world live less with than a dollar to the day, 1 billion and five hundred million persons live without access to the healthy drinkable water and 30,000 persons to the day die for diseases sanitary due to the drinkable water absence and services. Today is necessary a true redistribution, because is criminal that 246 million children in the world are forced to work and of these 73 million has less than ten years. All that recalls precise responsibilities because we must be remembered that just Europe, our Europe, is to the first place in the world for the quantitative one of subsidies that it gives to the own agricultural productions in order to lower the own production costs and to render them unbeatable in the comparisons of those of the poor Countries. Then I task that I am a lot important inside of this picture to reason of social responsibility of the enterprises and that this not can that to make in an international picture. Not like one political of ties but of assumption of responsibility and opportunities, aware of the fact that the competitiveness through the run-up of the lowering of the production costs but through the quality. A quality that finds many members in a requalification of the territory and that simplifying a lot it wants to say as an example that when we speak about social responsibility of the enterprises wants to say also how much these is able to being protagonists inside of one political of sustainability acclimatizes them and social. I think that the road forward could be to use and disseminate tools like the norms of the UN Sub-Commission on the Promotion and Protection of Human Rights. These put the CSR theme in an international law perspective, defining the principles of equal opportunities, non-discrimination, right to safety, workers rights and more in general of the human rights as well as duties toward consumers and the environment. The followings are a series of measures directed at building and disseminating a global CSR system, in accordance with the international norms protecting human rights and the environment.

The elaboration of a code of conduct for all the companies working abroad that would contain all the principles to which a company should stick in the course of its activities and on the basis of which a preventive monitoring system should be grounded.

The creation of a “social label”, assigned on the basis of precise criteria and external and independent controls, and of a related database.

To be able to rely on an international law framework has therefore become an unavoidable priority if we want to let the global economy continue to prosper and grow in an ethical and responsible manner, redefining a new enterprise model able to balance economic prosperity with social cohesion and environmental sustainability.

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