



RESPONSABILITÀ  
SOCIALE D'IMPRESA

**ABI** Associazione  
Bancaria  
Italiana

# Forum CSR 2010

Responsibly Transparent:  
Evolution of the Market.  
Banks, Institutions and Stakeholders Face to Face.

**Rome, 10 and 11 February 2010**  
Matteo Ricci Convention Center, Piazza della Pilotta 4.



## AGENDA

## OPENING PLENARY SESSION

### The role of non-financial criteria in making banks more transparent

9,00 a.m. Opening address  
Giovanni **Sabatini**, *General Manager ABI*

Keynote Speaker: Giulio **Sapelli**, *Professor of Economic History and Political Economy*  
**University of Milano**

Chair: Davide **Dal Maso**, *General Secretary Forum per la Finanza Sostenibile*

Corporate Social Responsibility in banking activity among rules and best practice  
Enrico **Granata**, *Head of Normative Department ABI*

ESG Disclosure as an important element of a credible CSR Strategy  
Pedro **Ortún Silvan**, *Director for CSR in DG ENTR European Commission*

Concerted Self-Regulation and the Stakeholder Engagement Model  
Massimo **Roccia**, *Head of Retail Department ABI and General Secretary Consorzio PattiChiari*

The Montepaschi Group's Approach to Strategic Management of Intangible Assets  
Antonio **Vigni**, *General Manager Banca Monte dei Paschi di Siena*

11,00 a.m. *Coffee break*

11,15 a.m. *Parallel Co-building Session – First round and First Round Table*

**PARALLEL SESSIONS – FIRST PART (11.15 a.m. – 1.30 p.m.)**

**PARALLEL CO-BUILDING SESSIONS – first round**

**AGENDA**



#### **A1 – CREDITWORTHINESS AND FINANCIAL INNOVATION**

Non-financial criteria help assess creditworthiness and support financial innovation

Chair: Alessandro **Messina**, *Head of Retail Credit Department* **ABI** and  
Antonio **Adinolfi**, *Manager of Treasury Department* **Ministry of Economy and Finance**

#### **B1 – INVESTING AND ALLOCATING SAVINGS**

Investors and savers also take non-financial criteria into account when making informed decisions

Chair: Michele **Guerrieri**, *Executive Sales Manager* **Etica Sgr** and  
Gianfranco **Venuti**, *Director for Investment Center Service* **Banca Popolare di Milano**

#### **C1 – OBJECTIVE 20-20-20: INVESTING IN ENERGY EFFICIENCY FOR A SUSTAINABLE FUTURE**

Banks and energy efficiency in order to reduce costs, optimise environmental performance, and improve company image

Chair: Zeno **Beltrami**, *Key Customer Management, Head of Department* and  
Antonio **Astone**, *Sustainability & Business Development Manager* **DNV Italia**

#### **D1 – SUSTAINABLE COMMUNICATIONS**

Content, participation and new media

Chair: Ippolito **Alfieri**, *CEO* **Koan multimedia**

#### **E1 – MANAGEMENT AND REPORTING**

From management to reporting and vice versa: comparing reference models

Chair: Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area* **SCS Consulting** and  
Filippo Maria **Bocchi**, *CSR Manager* **Gruppo HERA**

### **ROUND TABLE I**

#### **FROM A EUROPEAN POINT OF VIEW: NON-FINANCIAL CRITERIA IN REPORTING. COMPARING THE MARKET AND SOCIETY**

Chair: Marco **Frey**, *Director* **FUR Scuola Superiore Sant'Anna** and  
*President* **Global Compact Italian Network**

Panel:

Daniela **Carosio**, *Member of the ESG Commission* **EFFAS – European Federation of Financial Analyst Societies**

Chiara **Mio**, *Delegate* **CNDCEC - Sustainability Policy Group** **FEE – The Federation of European Accountants**

Paolo **Nazzaro**, *Head of Group Sustainability* **Gruppo Telecom Italia**

Fulvio **Rossi**, *Vice President* **CSR Manager Network Italia**

Giuseppe **Van Der Helm**, *Executive Director* **VBDO** **EUROSIF – European Sustainable Investment Forum**

13,30 *Buffet lunch*

### **PARALLEL SESSIONS – SECOND PART (3.00 a.m. – 5.15 p.m.)**

### **PARALLEL CO-BUILDING SESSIONS – second round**

#### **AGENDA**

**A2 – CREDITWORTHINESS AND FINANCIAL INNOVATION**

Non-financial criteria help assess creditworthiness and support financial innovation

Chair: Alessandro **Messina**, *Head of Retail Credit Department* **ABI** and

Fabrizio **Arboresi**, *Business Consulting Director* **CRIF Decision Solutions**

**B2 – INVESTING AND ALLOCATING SAVINGS**

Investors and savers also take non-financial criteria into account when making informed decisions

Chair: Davide **Dal Maso**, *General Secretary* and

Maria Paola **Marchello**, *Programme Officer* **Forum per la Finanza Sostenibile**

**C2 – OBJECTIVE 20-20-20: INVESTING IN ENERGY EFFICIENCY FOR A SUSTAINABLE FUTURE**

Banks and energy efficiency in order to reduce costs, optimise environmental performance, and improve company image

Chair: Zeno **Beltrami**, *Key Customer Management, Head of Department* and

Antonio **Astone**, *Sustainability & Business Development Manager* **DNV Italia**

**D2 – SUSTAINABLE COMMUNICATIONS**

Communicating CSR through the media

Chair: Andrea **Linares**, *Economic Editors-in-chief* **Agenzia ANSA**

**E2 – MANAGEMENT AND REPORTING**

From management to reporting and vice versa: comparing reference models

Chair: Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area* **SCS Consulting** and

Filippo Maria **Bocchi**, *CSR Manager* **Gruppo HERA**

**ROUND TABLE II (3.00 a.m. – 5.15 p.m.)**

**FROM A EUROPEAN POINT OF VIEW: NON-FINANCIAL CRITERIA IN REPORTING.**

**COMPARING THE MARKET AND SOCIETY**

Chair: Leonardo **Becchetti**, *Università di Roma Tor Vergata* and *Consultant EconomEtica*

Panel:

Ruggero **Bodo**, *Consultant* **Fondazione Sodalitas**

Victor **Kjaer**, *Deputy Director General* **Danish Commerce and Companies Agency**

Ruggero **Lensi**, *Technical Director* **UNI – Ente Nazionale Italiano di Unificazione**

Lorenzo **Saa**, *Assessment and Training Manager* **PRI – Principles for Responsible Investment**

Michael **Wallace**, *Director Sustainability Reporting Framework* **GRI – Global Reporting Initiative**

17,15 p.m. *Closing of Forum CSR 2010 first day*

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## **SECOND DAY – 11 FEBRUARY**

## **CLOSING PLENARY SESSION**

Chair: Gianna **Zappi**, *Head of CSR Office* **ABI**

9,00 a.m. **PRESENTING THE CO-BUILDING SESSIONS' RESULTS**

### **Creditworthiness and financial innovation**

Alessandro **Messina**, *Head of Retail Credit Department* **ABI**

### **Investing and allocating savings**

Davide **Dal Maso**, *General Secretary* **Forum per la Finanza Sostenibile**

### **Objective 20-20-20: investing in energy efficiency for a sustainable future**

Vittore **Marangon**, *CEO* **DNV Italia**

### **Sustainable Communications**

Andrea **Linares**, *Economic Editors-in-chief* **Agenzia ANSA**

### **Management and reporting**

Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area*  
**SCS Consulting**

11,00 a.m. *Coffee break*

11,15 a.m. **CLOSING ROUND TABLE**

### **THE ROLE PLAYED BY NON-FINANCIAL CRITERIA IN IMPROVING MARKET TRANSPARENCY. FUTURE PROSPECTS AND *HOMEWORK***

Chair: Lorenzo **Sacconi**, *Università di Trento* and *Director* **Econometrica**

Panel:

Andrea **Bianchi**, *General Manager for Industrial Policy and Competitiveness*  
**Ministry of Economic Development**

Juan **de la Mota**, *President* **Global Compact Network Spain**

Carien **Duisterwinkel**, *Manager Membership Relations* **CSR Europe**

Alessandro **Laterza**, *President* *Cultur Commission* **Confindustria**

Gianluca **Manca**, *Co-Chair* **AMWG UNEP FI** and *Head of Sustainability* **Eurizon Capital  
SGR, Intesa Sanpaolo**

Giovanni **Sabatini**, *General Manager* **ABI**

13,30 p.m. **Closing of Forum CSR 2010**