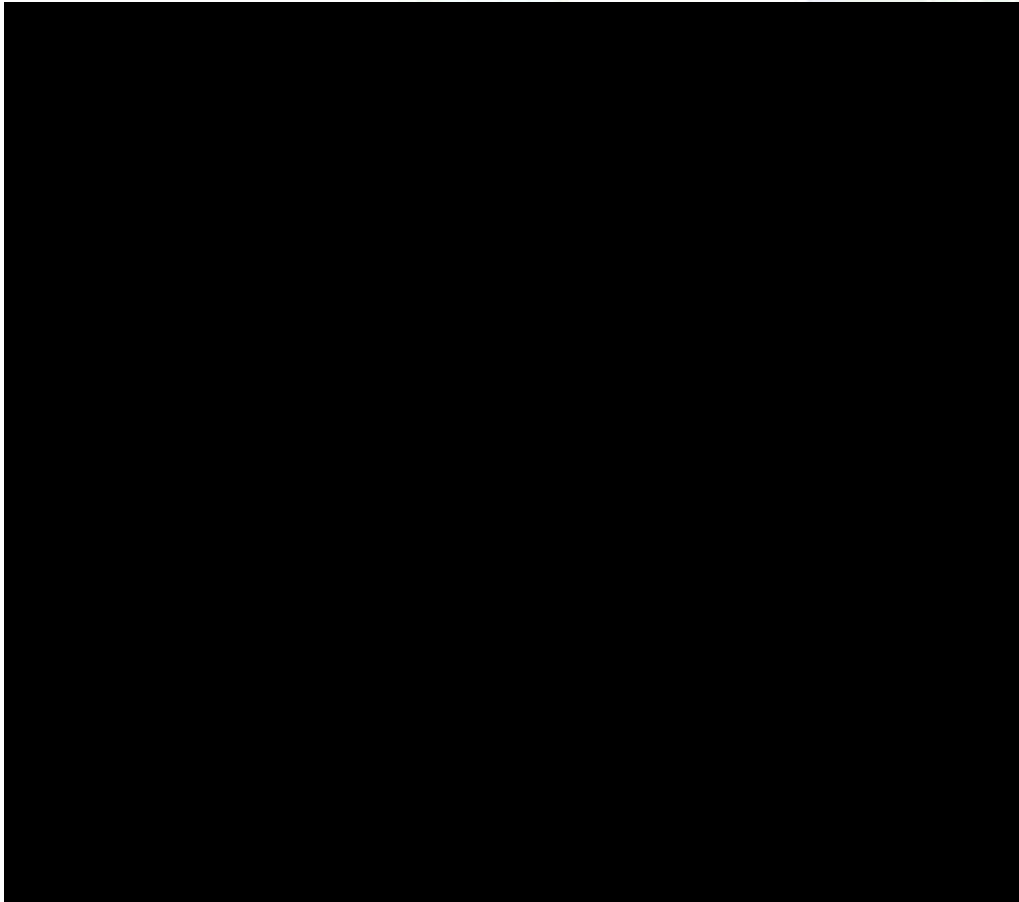


Presentation of the project: Ethic r-Evolution



Source: <http://www.youtube.com/watch?v=3Fs0OtIqPbs>

Sometimes the solution is simple...

...and it's up to you!



Why an **Ethic r-Evolution** is needed?

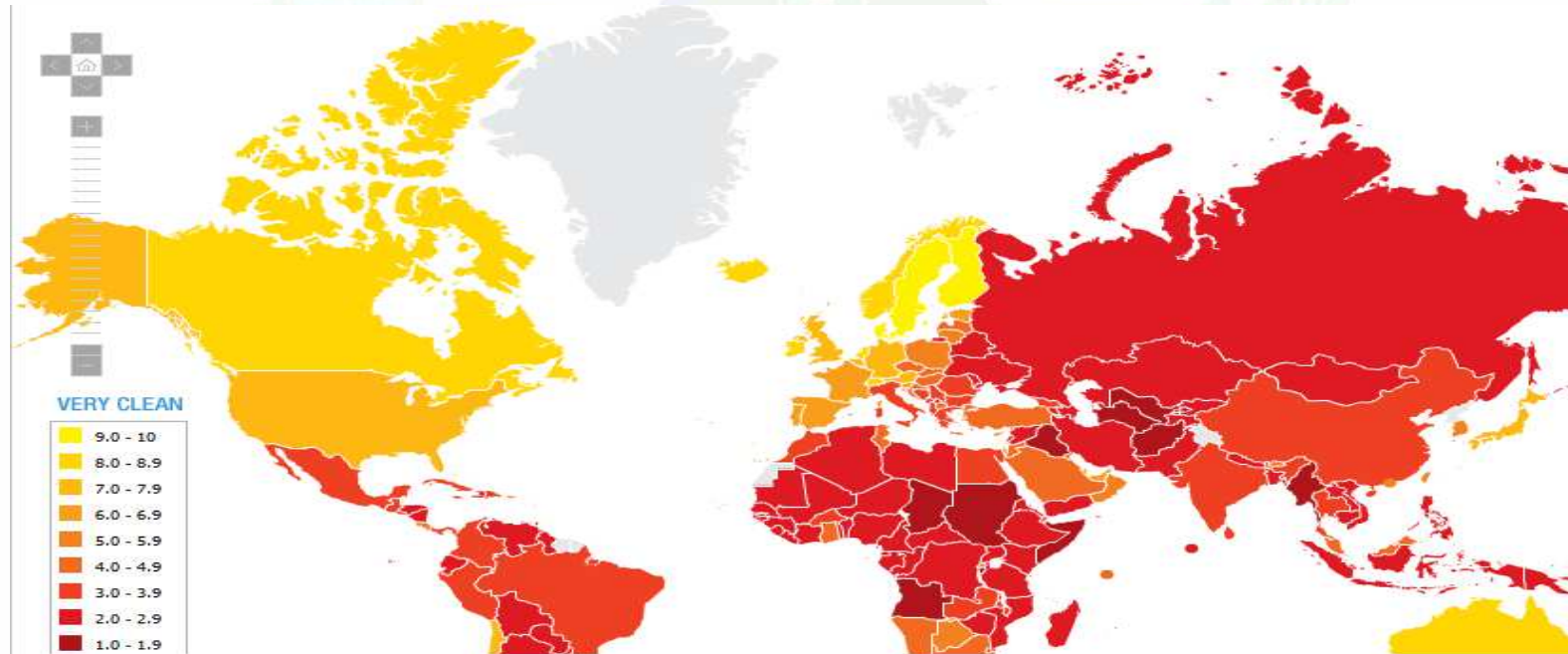
- Globalization and its discontent:
Global market does not produce by itself a more **fair distribution of wealth** among countries and within countries.

→ **Growing inequality**

Source:

http://www.youtube.com/watch?feature=player_embedded&v=ZaoGs_cbtPWU

Corruption perceptions index 2010 results



- **Increasing corruption** (Italy's world ranking: 67/178)

Source: Transparency international <http://www.transparency.org/>

Aim of the project

The aim of the project is help students:

- On one side, to become **responsible** and caring **consumers**
- On the other side, to become **ethically oriented professionals** in their future working experience

Plan of lectures

- *Lecture 1: What is a business?*
- *Lecture 2: Who is a stakeholder?*
- *Lecture 3: How can a business be responsible?*
- *Lecture 4: Case study*
- *Lecture 5: How can I be a responsible consumer?*

Ethic



LECTURE 1: What is a business?

r-Evolution

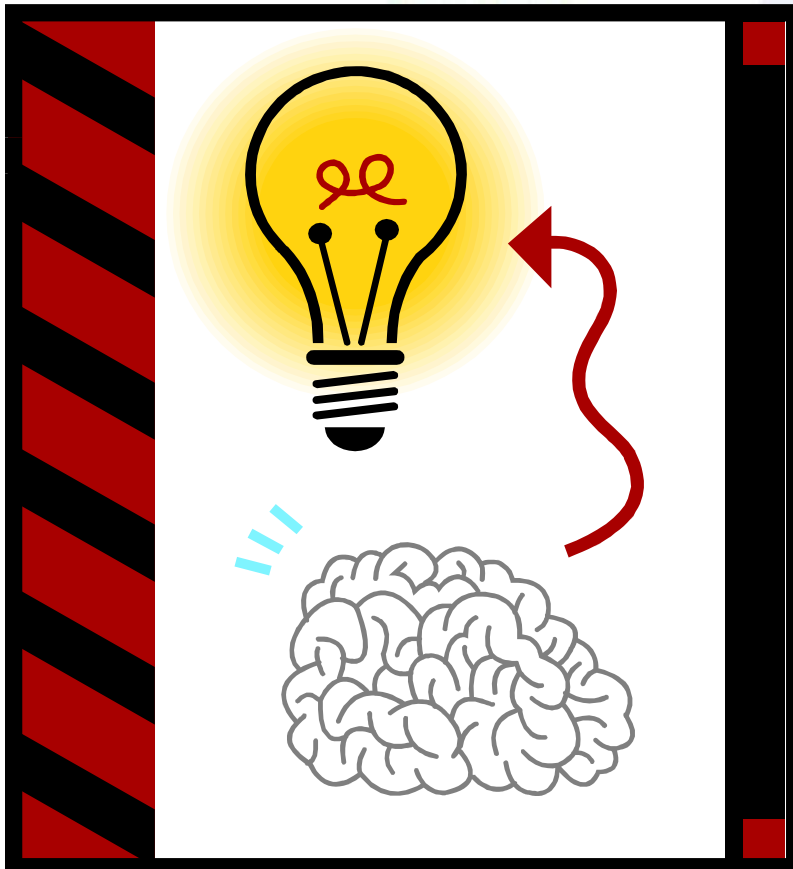


First of all: What do you think a business is?

- Students, divided into groups, will draw their idea of a **firm** (10 minutes) and will show what they did in front of all class, so everyone can see it (3 minutes)
- You can use flipcharts to showcase your ideas.
- Afterwards, I will show you my idea of a firm. But first, let's have a look back in history...

Brain storming:

What do you think a firm is? (10 mins)



Ethic

Evolution



Let's look back in history...

- **Labour, economic activity and commerce** have all been a part of human history. Domination of natural resources for production and consumption (agricultural, industrial and technological), enabled us to survive and to develop.
- One of the most important aspect of human communities is the way in which work is organized (**work organization**).
- Every society has its own way to produce goods, and it changes over time.



The Ancient Times



- Learning agriculture, living in groups and discovering new techniques of production are fundamental to the beginning of society and work organization.
- When one group could not produce everything it needed, **trade** between groups took place.
- Population increase and developing social relationships led to more **complex societies**.
- **Administrative structure** developed along with an array of productive, social and cultural activities.



Middle Ages

- Feudalism system: closed economy, separated into kingdoms. Local production supported local consumption. Almost any trade between kingdoms.
- The change: rotational use of agricultural fields(new technique of agriculture) yielded more crops in the long run. Commercial activity got stronger.
- New class of citizens: the bourgeoisie begins to gain greater power and influence through their wealth.
- Mercantilism develops



Industrialized Era

- No longer a purely commodity based capital economy: now people **accumulate various forms of capital** (precious metals, money, profit).
- There is free negotiation between nations and the importance of economic growth is stressed.
- **Imperialism**: conquer far away lands, like the Americas
- Industrial Revolution increased production to match increased consumption
- **Firm and companies**, as we know it today, started up (increased need to **ORGANIZE** the business)



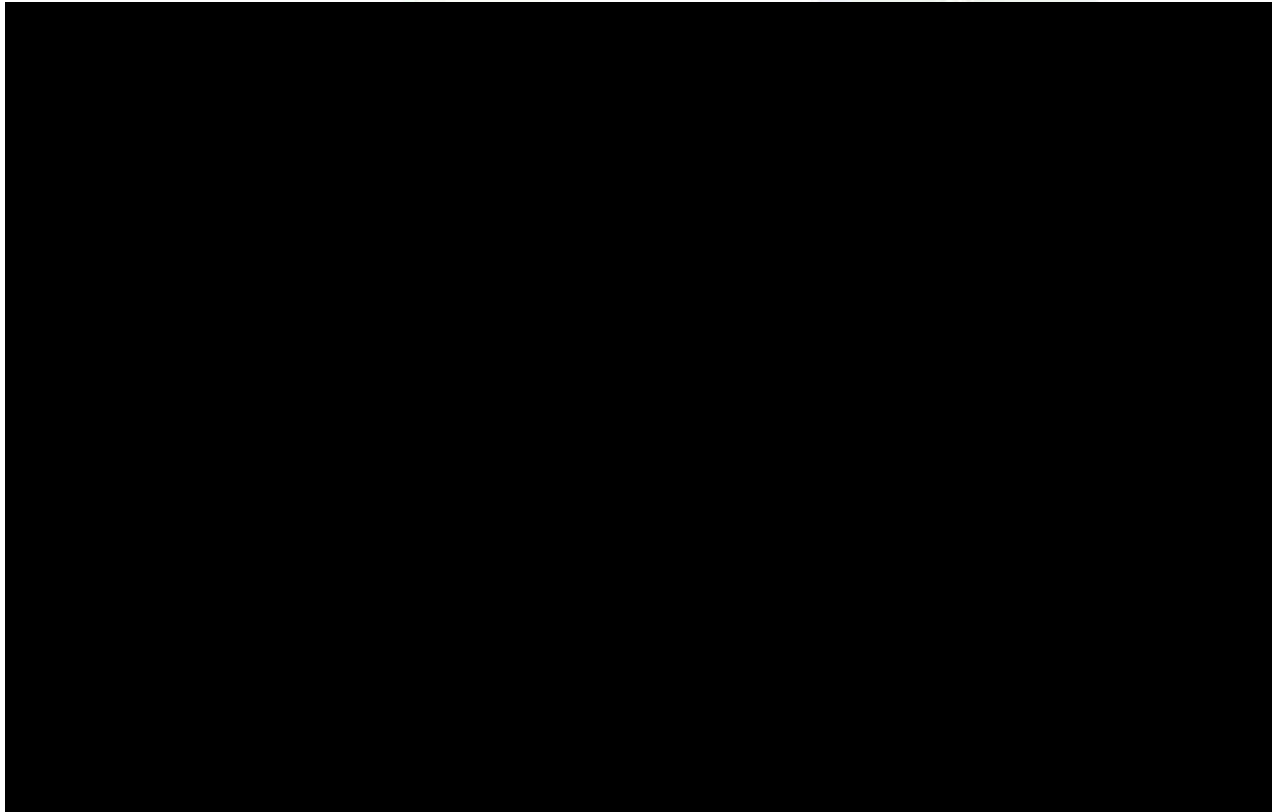
Contemporary Age

- Dominance of **capitalism** philosophy in most cultures and nations. Belief that trade and profit maximization will increase standard of living overall
- **Technology advancement** greatly increased the speed with which business is conducted, the ease of production and innovation of new products.
- **Globalization** is bringing the world closer together and creating more trading partners and wealth exchange
- **Transportation and communication** advancements also facilitate trade and economic development
- Global markets exist for sellers, consumers, for capital, for commodities...even for ideas!
- Big actors in the global market: **corporations**

Everything is interconnected!

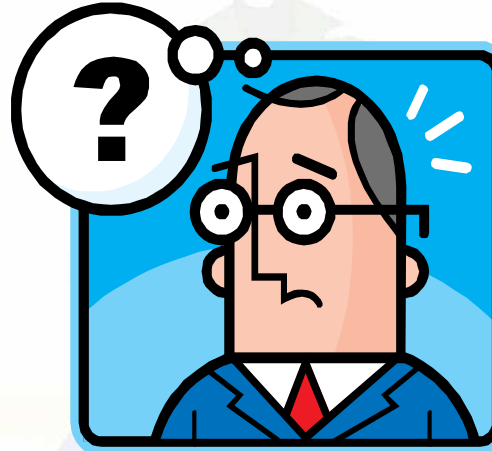


What is a corporation?



Source: <http://www.youtube.com/watch?v=xa3wyaEe9vE>

What does it all mean?



- Businesses were never just a tool for trade! They are pictures of a society, economy, culture and era.
- It's the way we organize ourselves to get what we need and want.



But what is the difference from the past?

- We still have the **NEED** to do business, for the same reasons as before, but there is **something MORE**.
- Doing business is not all about producing and selling goods or services... We need to **PERFORM** our **DUTIES** to grow and better our society
- **Take responsibilities towards all stakeholders** → Take care about environment, human rights, community surroundings and regulations.

- Every company, whether it is making products or providing services, requires a number of **inputs** to make conduct business. These inputs can be:

- **Material assets:** physical resources, energy
- **Intangible assets:** company structure, business processes, worker's knowledge



- However, firm's activities may also have unintended consequences, including **negative impacts** on the environment or the community.



- The influences businesses have in society are greater than ever before. This is placing **more responsibility** on it (especially big corporations)
- There is evidence of an increasing demand for companies to seek out more ethical and ecological ways of doing business.
- This is especially because the economic success of businesses does not depend solely on profit maximization in the short term, but also the need to take into consideration some aspects such as **environmental protection**, **fair treatment of workers**, best interests of consumers and all other stakeholders.

According to that, what is a firm then?



What is a firm?

- It's the **cooperation** among all stakeholders. This cooperation is based on **trust**.
- A firm is not WALLS and PRODUCTS, a firm is made on relationships between stakeholders
- Every stakeholder has specific duties and rights
- When is a firm **successful**?

When there is a **good balance** among stakeholders (this is the way the firm can be profitable in the long run)

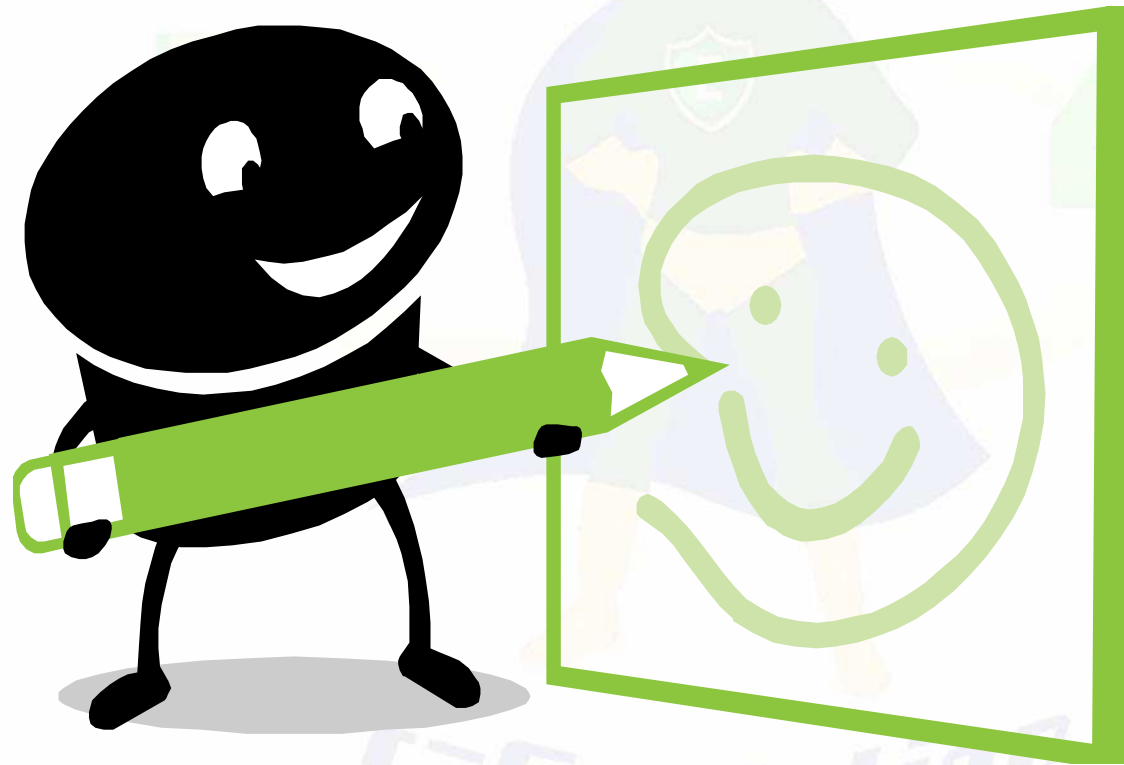
In this context, what is Corporate Social Responsibility (CSR)?

- What are companies responsible for?
 - Companies have to be aware of their impacts (positive and negative ones) on society
 - Negative impacts should be minimized (-)
 - Positive impacts should be maximized (+)
- Corporate responsibility is about the management/improvement of a company's impact on society and the environment through its operations, products and services and through its interaction with its stakeholders.

CSR issues

- responsible consumption
- energy saving and environmental protection
- collaboration with communities
- health and safety at work
- equal opportunities and diversity
- ...

Thanks for your attention!



Any questions?

