



## What we mean by Social Responsibility

Corporate Social Responsibility must represent the definition, lived day by day, of a value system, targeting management and behaviour, which enables a business to create its own identity. This means that CSR is mainly a managerial attribute able to add elements to a business' operations, but, above all, it must become an integrated part of a business' DNA. Thus, CSR is a fundamental way of being for a business that must not derive from regulations or from certifications or 'stamps' of any kind, but which is mainly a managing attribute. That is to say that without shared values, there is no acceptance of coherent behaviour able to define the identity of a business.

To be socially responsible signifies first and foremost, to do one's job well and to be responsible for that which is done. It means being ready to speak for one's own positive or negative results, whatever they may be. Because the professional concept of social responsibility must base itself on correct and proper management and truth and transparency. In other terms, a business can not define itself as such and prosper without a strong commitment to social standards.

For this very reason, a socially responsible businesses cannot choose the mere path to profitability. Therefore, our vision includes the idea of the **temporal horizon**, which is a step up in regard to the concept of profits: if the business wants to continue to thrive, it may be misleading to speak of a contrast between being a socially responsible business and being able to generate profits at the time. It is a contradiction of terms, because **without social legitimization, there is no business**. Today, it is not the profits that count, but the guarantee of future profitability by building a positive business identity in a positive context. **That is why we must no longer speak of profit but of the generation of long term sustainable value** for all those who have an interest, whereas the real value is in the future profits planned for today. The conditions that make our success sustainable in time are directly related to a high level of employee loyalty, because our employed staff constitutes the foundation for our quality service guarantee, our customer fidelity ranking and the support of the local communities in which we operate. In other words, a socially responsible business is not only a legitimate business acting in the market, but it is a competitive business, as well, which, by means of enhancing safety features and the quality of products or services offered, succeeds in acquiring or consolidating a portion of the market characterized by **"doing well by the citizen"**. As a matter of fact, consumers have modified their behaviour, mainly, thanks to intense and efficient informative campaigns: they have gone from being passive subjects to critical subjects able to influence the market and they have re-qualified what the market has to offer. From this point of view, CSR must not be considered as a cost, but as an investment in fortifying relationships with customers, public institutions and other economical entities.

Ethics-oriented businesses benefit from the interdependence of economical and ethical aims, and place themselves in a more competitive position, recognizable in a margin of advantage that results as being

essential in gaining a step up on the competition. This result is not due to the efficient allocation of resources, **but to the choice of the best procedures to follow from an ethical standpoint, that is to say the care for all that is considered healthy, responsible, useful for everybody**, commonly accepted, genuine, respectful of human rights, reliable: in one word, for that which is good, according to Aristotle, which conforms to nature.

Because those who are able to manage themselves and weigh autonomy and the respect of the rules, as Sennet says, will not only be able to build a wonderful violin, a watch that functions perfectly or a bridge able to outlast centuries, but will be proper citizens, as well.