



BUSINESSES AND TERRITORY

The behaviour of social responsibility adopted by businesses should be duly considered and rightly understood as a component of wide-scale attention to the ethics of the territory, as a result of efficient territorial policies. It should be able to promote tools and services aimed at increasing sustainable development and consider small and medium-sized businesses' production systems as a reference for the promotion of territorial policies. The perceived scope of the diffusion of CSR among small and medium-sized businesses involves the territory and its capability of restricting improper economies, in order to support businesses acting to enhance initiatives and human resources.

This is a perspective that evolves based on trust, the capability of acting in a network, the enhancement of human resources and the development of research and innovation.

The diffusion of the idea of CSR in Tuscany as well as in other regions, such as North-East European countries, is evidence that responsible action on behalf of public institutions is able to develop policies aimed at satisfying the real needs of the businesses' structure of reference.

In these regions, a sort of social pact may be noted:

- The businesses involved in supporting and promoting integrated development take into consideration the interests of all involved parties and consequently the social 'costs' of development,
- The policy committed to 'listening to' and 'conversing' with its own territory, more effectively identifies the appropriate tools able to support the development and reinforcement of its own production structure.