

FEEM, International Integrated Reporting Council and University of Siena Workshop on

## “PRACTICING INTEGRATED THINKING & REPORTING”

HOW BUSINESS AND SOCIETIES SEARCH FOR COMPETITIVENESS  
AND SUSTAINABLE GROWTH

*In cooperation with **Borsa Italiana**, **Chartered Institute of Management Accountants** and **National University of Ireland, Galway**.*

*Promoted by **eni***

**June 19, 2014, from 9:00 a.m. to 4.30 p.m.**  
Palazzo Mezzanotte - Milan, Piazza degli Affari 6

Sustainable growth and competitiveness are fundamental goals that contemporary societies and organizations are urged to achieve in the short and long term.

The growing disparities across societies and the recent financial crisis have led many analysts and observers to describe the global economic system as busted and to identify in business and finance the major causes of social, environmental, and economic problems.

This leads to a number of questions. Can society and business organizations cooperate to achieve sustainable growth and competitiveness? How can value be defined, managed and measured? For whom are our Societies and Businesses creating value?

Such questions are of interest to social analysts, businessmen, investors and citizens.

Within the public debate, there is significant demand for a move beyond GDP measures. GDP – it is maintained – ignores social costs, environmental impacts and income inequality. We need a better understanding of what sustainable well-being means, how to measure it and how to achieve it.

Businesses are also called to contribute to a more sustainable society. This can be achieved only through an integrated perspective, able to combine multiple dimensions of analysis and to ensure competitiveness. Integrated Thinking and Reporting seem to provide a useful answer to this requirement. Integrated Thinking marks a change in the way companies conceive and report business models and the creation of sustainable value in the short and long term. Integrated Reporting provides a holistic assessment of the organization in terms of its operations, risks and opportunities to enable a more sustainable management and to enhance value creation in the future.

This new approach is in line with the need for civil society and business organizations to cooperate for the achievement of the United Nations Sustainable Development Goals – a set of objectives for fighting poverty, promoting sustainable development and improving the global well-being, to be released in 2015.

This Forum intends to be an opportunity to discuss the above mentioned issues. Specific attention will be given to business cases enacting innovative management and reporting solutions able to implement sustainable growth and competitiveness.

## Agenda

09:00 - 09:30 Registration and Welcome Coffee

09:30 - 09:45 Welcome Address by Angelo **Riccaboni**, Rector, University of Siena

### Session 1. Creating, measuring and reporting value for competitiveness and sustainable growth

Chair: Angelo **Riccaboni**, Rector, University of Siena

09:45 - 10.15 Enrico **Giovannini**, Full Professor of Economic Statistics, University of Rome "Tor Vergata" and ISTAT - CNEL Project "BES" founder: *"Beyond GDP: how societies create, measure and achieve sustainable wellbeing"*

10:15 - 10.45 Paul **Druckman**, CEO of IIRC: *"Integrated Thinking and Reporting: how companies create and report their value creation"*

10:45 - 11:45 Discussion between the Keynote speakers moderated by the Chair

11.45 - 12.00 Q&A

12.00 - 12.30 Lara **Birkes**, Director Global Policy & Strategic Partnerships, WBCSD: *"Business contribution to the Post 2015 Agenda: an opportunity to enlighten the business role in global sustainable development goals"*

12.30 - 12:50 Discussion and Q&A

12:50 - 13:00 Intervention by Raffaele **Jerusalmi**, CEO Borsa Italiana

13.00 - 14.15 Networking Luch

### Session 2. Practicing Integrated Thinking: in search of sustainable value creation for all stakeholders overtime

Chair: Cristiano **Busco**, National University of Ireland, Galway

14:15 - 14:30 Recap of the issues of Session 1 and introduction by the Chair

14.30 - 15.30 Panel Discussion:

- Nadia **Von Jacobi**, University of Pavia
- Davide **Dal Maso**, Forum Finanza Sostenibile
- Marco **Frey**, Scuola Superiore Sant'Anna di Pisa and President, The Global Compact Italian Network Foundation
- Marina **Migliorato**, Head of Corporate Social Responsibility, Enel
- Sabina **Ratti**, Sustainability Senior Vice President, **eni**
- Massimo **Romano**, Head of Group Integrated Reporting, Assicurazioni Generali

15.30 - 16.15 Open Discussion and Q&A session with Paul **Druckman**, CEO of IIRC

16.15 - 16.30 Concluding remarks by Angelo **Riccaboni**, Rector, University of Siena

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*Working languages English and Italian*

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