

A model for Company self-assessment of Corporate Social Responsibility performance

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In the last twenty years the idea of management system has changed, evolving from a vision mono-system to a vision of integrated system. In this evolution different types of management systems found place being integrated in an unique corporate management system. This evolution to an idea of integrated management system has been conditioned by a cultural shift: from a corporate focus to the *shareholder* needs to the *stakeholder* interests.

The dissemination of CSR has been followed by the diffusion of the “culture of self-assessment” and of the use of operative tools for self-assessment useful to plan intervention of improvement on different parts of the organization.

INAIL – Research Area, with QUINN (www.conorzioquinn.it) have developed a “Model of Corporate Social Responsibility self-assessment” (from here Model). This Model has been planned with an architecture structured in multi-levels progressively detailed. The last level includes questions addressed to the SMEs oriented to their self-assessment.

The first level of the Model foresees three macro dimensions for general analysis referring to the Governance, Conduct and the Stakeholders’ macro dimensions that can be detected within any SME, irrespectively from company dimension or productive sector.

The “Governance” is the combination of the rules, the management and organizational system, the processes map that assures the pursuit of company objectives.

The “Conduct” is the sum of the internal approaches qualifying internal and external relationship.

The macro dimension “Stakeholders” has the strategic aim to integrate company, community and environment claims.

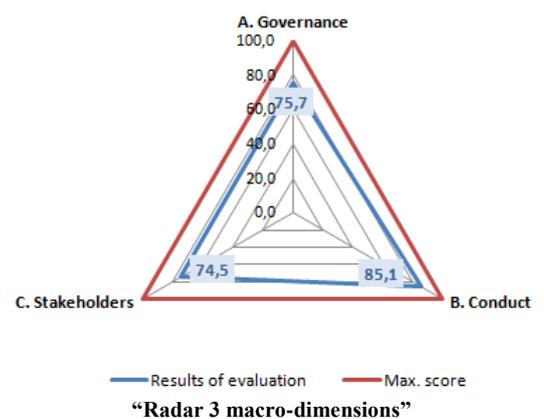
According to the described multi levels structure of the Model the 3 macro dimensions are deployed in 12 dimensions detailed in several key questions with different blocked options. The company answers to these questions will compose the final company evaluation on CSR performance.

The final result of self-assessment of company CSR performance is summarized in the following RADAR chart. This chart presents the score obtained in the 3 macro dimensions. Each axe of the chart is associated to a macro dimension and it will report the effective score of self assessment and maximum score obtainable (100 points); an example of this kind of RADAR chart are presented in the picture.

The most significant value of the Model is its ability to encourage a positive evolution of company about CSR, including the progress of the score.

The first recorded score can be the starting point to define strategic objectives and to define plans for improvement whose achievement can be measured using the same tool.

This tool can be used also to carry out benchmark evaluation among organizations as well as among units of the same organization.



Further information:

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