



European Commission

CSR Oriented Supply-chain Management to Improve Competitiveness in the textile/clothing sector “COSMIC project”

Beneficiary

Organisation: Scuola Superiore di Studi Universitari e di Perfezionamento Sant’Anna
Country: Italy
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Project description

The aim of the project is to **analyse** the relationship existing between **CSR and competitiveness** all along the textile/clothing supply chain, through:

- a detailed study concerning the **role played by demand** factors (market and consumers), **supply** factors (innovation and dynamic efficiency, role of credit and insurance systems) and **public policies** on CSR – related tools adoption by textile/clothing SMEs
- **identification of the main voluntary CSR instruments** that can influence the industry economic and competitive performance, as well as market dynamics
- **diffusion of the results** among SMEs and in the industrial clusters, test in field and policy proposals.

Project objectives

- Evaluating the role and opportunities of demand factors in stimulating the implementation of CSR-related tools by SMEs of the characterizing sector: level of social sensitization of firms and consumers, criteria of selection of products in the different areas of main destination of final goods and semi-manufactured products, role of the large-scale organized retail trade, and so on.
- Evaluating the role and opportunities of CSR in the innovation processes characterizing all the textile/clothing supply-chain, by means of the methods of analysis experimented in the EU RESPONSE project.
- Evaluating role and opportunities of the credit and insurance actors in stimulating policies in favour of SMEs, explicating their diligence in implementing CSR- related instruments
- Evaluating the role of public policies in stimulating the adoption of CSR-related tools by textile/clothing SMEs, and if the positive social and environmental effects of these

policies are really able to influence the competitive performance of the interested companies

- Confirming the experimented “cluster approach” tested in the COOPERATE Project as an useful methodology for integrating the CSR principles and CSR-related tools in the decision processes of SMEs, through the relevant involvement so-called “intermediary” institutions.

Description of the work

The project consists in 4 main tasks:

Task 1: Project management and communication.

Management and control of activities of the project; Drafting and submission to the Commission of exhaustive and detailed reports; Spreading of information about the updates of the projects to all the stakeholders; Diffusion of the results of the project.

Task 2: State of the art and definition of the methodology of analysis.

Definition of a detailed method for data collection of analytical variables in the field of SMEs competitiveness related to CSR (and their relationships with CSR approaches); sharing of the method between project partners and its validation by external supporters.

Task 3: Data collection and elaboration.

Collecting data by direct interviews or desk-research, concerning path dependency analysis between textile/clothing SMEs efficiency and CSR; data evaluation and cross-analysis of the outcomes.

Task 4: Policy proposals and in field tests.

Policies identification based on analysis outcomes; strategies comparison among different working groups; policy feasibility evaluation and sharing outcomes with partners.

Project partners

- University of Girona, Spain
- Agenzia per lo Sviluppo Empolese Valdelsa, Italy
- Fondazione per la Cittadinanza attiva, Italy

Target groups

Target area: Italy, Spain, France

Direct beneficiaries: Large number of SMEs operating in the textile/clothing sector, Public authorities, NGOs, Trade Unions, Trade Associations

Indirect beneficiaries: Banks, Suppliers, Consumer Associations

Project administration

Total Eligible Costs:	230,000.00 €
Max EC Contribution:	115,000.00 €
Year of Finance:	2008
Duration:	18 months