



European Commission

Building Responsible project in the construction sector “BRE project”

Beneficiary

Organisation: Impronta Etica
Country: Italy
Contact Person: Francesca Zarri
Tel: +39 (0)51 31 60 311
Fax: +39 (0)51 31 60 399
Email: info@improntaetica.org

Project description

The aim of the project is to **foster Corporate Social Responsibility** within the construction sector by involving some large companies operating in the field, SMEs that are part of the supply chain, and some of the most relevant stakeholders (business associations, trade unions, universities). In order to reach this goal, the project aims at:

- 1) Elaborate a set of **indicators** enabling to **correlate** the economic **competitiveness** performance of the construction business **with sustainability** measures;
- 2) Investigating the **relation** existing between social and economic **value exploited** in performing the construction sector activities and the **value given back** to the stakeholders at the end of the production cycle.

Project objectives

- Verify and demonstrate that the adoption of **socially responsible actions enhance the competitiveness** of the business in the construction sector in comparison with the adoption of social dumping behaviours.
- **Provide companies** in the construction sector **with proper cognitive tools** for developing innovative CSR policies.
- **Raise awareness** among the actors of the construction sector, thereby contributing to the promotion of the culture of corporate social responsibility, in line with the objectives of the Lisbon Agenda and with the EU strategy of promotion of CSR.

Description of the work

The project will be carried out in six development stages:

- 1) **Research and Analysis:** Elaborating an overview of the relevant context for the analysis, within which it will be defined and tested the set of indicators.

2) Building the tools for the analysis: Identification of proper performance indicators of sustainability and market competitiveness.

3) Pilot experimentation: Analysis of best practices for each of the main CSR dimensions identified for the construction sector. Impact analysis of considered best practices according to the identified CSR and competitiveness indicators.

4) Elaboration and deliverables: Elaboration of finalized set of indicators and elaboration of CSR Guidelines addressed to construction companies.

5) Dissemination: Dissemination of project results and deliverables

6) Management, monitoring, and evaluation: Administration of the project, general coordination in order to assure the efficiency, effectiveness, quality and deadlines of project phase's implementation.

Project partners

- Associação Portuguesa Para a Responsabilidade social das Empresas, Portugal;
- Foro para la Evaluación de la Gestión Ética, Spain;
- CSR Europe (The European Network for Corporate Social Responsibility), Belgium;
- Követ-Inem Hungária (Hungarian Association for Environmentally Aware Mgmt), Hungary;
- respAct (Austrian Business council for sustainable development), Austria;
- Nuova Quasco (Qualità degli Appalti e Sostenibilità del Costruire, Italy);
- Alma Mater Studiorum, Università di Bologna, Italy;
- Istituto Ricerche Economiche e Sociali, Italy;
- Cooperative di Produzione e Lavoro associazione nazionale, Italy;

Target groups

Target area: Italy, Hungary, Austria, Portugal, Spain

Direct beneficiaries:

- European institutions and local public authorities
- Organizations operating for the promotion of CSR
- Industrial organizations; Trade unions; University; Research and consultancy institutes
- Companies involved in the experimentation phase and in the elaboration of Guidelines

Indirect beneficiaries:

- Construction companies; People working within the construction companies
- Industrial organizations, trade unions and experts involved in the project
- University students through the introduction on a training module on CSR
- NPOs (National Partner Organizations) associated to CSR Europe (25);
- Members of CSR Europe (over 70):
- Companies associated with the national organizations promoting CSR that are project partners (400)
- Institutional investors that will be informed of the level of CSR of the construction sector
- Customer that will be able to base their consumption decision on better information

Project administration

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| Total Eligible Costs: | 256,699.82 € |
| Max EC Contribution: | 123,179 € |
| Year of Finance: | 2008 |
| Duration: | 18 months |