

November 5-9, 2018

Fabio Martino - CRF

The decision to include solidarity in our objectives achieves what the EU envisaged in the Lisbon Agenda of 2000, which considered the "Corporate Social Responsibility" one of the tools to achieve a competitive and socially cohesive society through policies that are able to reconcile the objectives with the social and environmental ones, with a view to future sustainability.

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In 2007 the "Il Colore del Grano" social cooperative was founded by the CRF project "Research and solidarity".

In these 10 years of activity the Laboratories, also through the meetings with schools, the scientific community and the parents association of disabled children, have become places where people with difficulties to enter the job industry reinforce some skills already acquired in school or in previous work experiences.

(Video 1 e 2)

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The most important and complex social project carried out by CRF is the "Sustainable Ecotechnological Park". The project combines objectives of Applied Research with those of Solidarity to promote and enhance the opportunities for innovation of companies to achieve Sustainable Wealth with the priority objective of paying attention to the "fragility" of the territories, of companies, but above all of people with disadvantaged backgrounds.

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All of what is produced / developed in the park, sees the involvement of people with disabilities (from the things made in the various laboratories, to greenhouse cultivations, to didactic modules for schools, to design with technical institutes and universities, etc.) and it is offered to the reference market enhancing the "social value" of the final result. The recipients are to be identified in:

- schools of all levels
- universities
- research centers
- technical / scientific professionals
- associations
- cooperatives, businesses
- Families

(Video 3)

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## Conclusions

Our choice to support, even with economic resources as well as with our professionalism, a Social Enterprise, we believe is important to contribute on creating social value in the Territories where we move. The numbers are on our side, in fact the social economy, with over 2 million organizations and more than 11 million workers in Europe, produces goods and services with the aim of producing "profit" for people and communities. With our example we also hope to attract more and more economic actors to support the social world.