

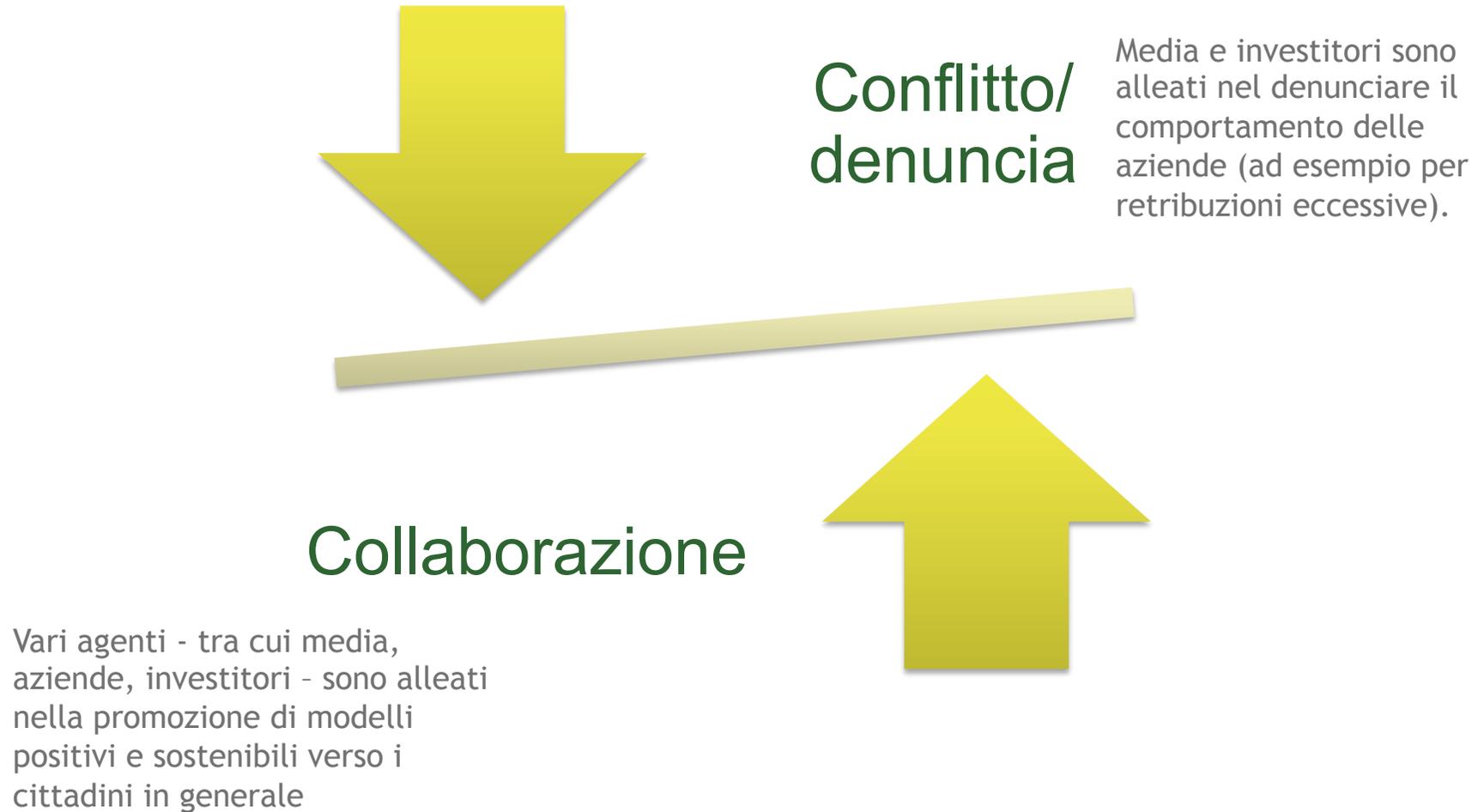


# Comunicazione SRI

Comunicazione aziende-giornali  
*Introduzione a cura di*  
*James Osborne, partner di Lundquist*

Milano, 6 novembre 2013

# Il ruolo dei media nei confronti della sostenibilità



# La sostenibilità nel giornalismo finanziario: Bloomberg

**Sustainability**



Obama to Open Carbon-Cost Estimate for Comment

**Energy Policy** » **Transport** » **Wildlife** »



EU Nations Urged to Overhaul Energy Market Support



Panama Canal's Surprise to Redefine LNG Fuel Trade



Chissano Starts Campaign to End Poaching

**THE GRID** America Is Winning a CO2 Race It Never Signed Up For

Il “canale” di notizie di Bloomberg dedicato alla sostenibilità per «svelare quello che le aziende stanno facendo, o che devono fare per prosperare in un contesto dove la concorrenza globale si intensifica per le risorse strategiche.»



**Eric Roston**  
@eroston

Sustainability Editor, Bloomberg. Author of THE CARBON AGE. Married to @karenyourish. For headlines: @BNsustain or subscribe at bit.ly/BloombergSusta...  
New York, NY · bloomberg.com/sustainability

5,647 TWEETS   1,377 FOLLOWING   3,780 FOLLOWERS

Followed by World Resources Inst, Lara Muller, Caroline Holtum and 87 others.

**Tweets**

**Eric Roston** @eroston 4 Nov  
Past UN climate chiefs say we've basically already committed to vast climate unpleasantness: [bloom.bg/1hH3u3h](https://bloom.bg/1hH3u3h)

**Eric Roston** @eroston 3 Nov  
@Karenyourish is available to provide an experienced observer's perspective. RT @michaelroston: Just mansplained napping to my wife.

Account su Twitter di Eric Roston (@eroston)- capo servizio per la sostenibilità.

# La sostenibilità nel giornalismo: The Guardian

## Guardian Sustainable Business

Ideas and insights for progressive business leaders



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From Guardian Sustainable Business

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#### Socially-responsible investment: moving into mainstream – live chat

Join our live online chat to discuss motivations for and the future of socially-responsible investment, Thursday 7 November, 12pm to 2pm (GMT)

**Laura Paddison**  
Guardian Professional, Thursday 31 October 2013 17.12 GMT

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We can't all be paid to do what we love, but the winner-takes-it-all attitude threatens our cultural vitality

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**How behavioural design can overcome the dark side of big data**

Christoph Burmeister says that to avoid misreading the digital smoke signals, key insights from behavioural design should be a vital part of big data analysis  
3 comments

**Scaling up**

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**Marshall Islands pioneers sustainable technology solutions to climate change**

The vice president of the Pacific nation at risk of being submerged says displacement is a lingering threat but new opportunities lie ahead  
Post your comment



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**A world transformed by technology**

Information can be extremely powerful in terms of connecting people, providing more efficient services and encouraging behavioural change  
3 comments

**Water**

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**China's smog reduction plan could add to water stress and boost emissions**

China's new air pollution control plan includes 18 synthetic natural gas plants, which use 16 times more water and emit up to 108% more CO2 than coal  
2 comments

**Energy Efficiency**



**How startup accelerators could boost a much needed energy transition**

Acceleration programmes, schemes aimed at supporting young technology companies, could help reshape the energy sector, writes Ruth van Wieren  
8 comments

**Resource efficiency**

Supported by P&G



**What Alice in Wonderland can teach us about resource scarcity**

As prices rise, the circular economy becomes an increasingly obvious and attractive alternative to racing to the bottom.



Kofi Annan, then UN secretary general, open the New York Stock Exchange to launch the Principles for Responsible Investment in 2006. Photograph: Richard Drew/AP

Socially responsible investment – that is, allocating funds to investments which meet certain ethical, social or governance criteria – has undergone a big shift over the past few years.

The Guardian ha sviluppato una serie di spazi del suo sito dedicato a tematiche di sostenibilità (i **hubs**), dove c'è un'attenzione particolare **all'attività editoriale**.

Hub sono sponsorizzate da aziende.

Importante seguito su Twitter.



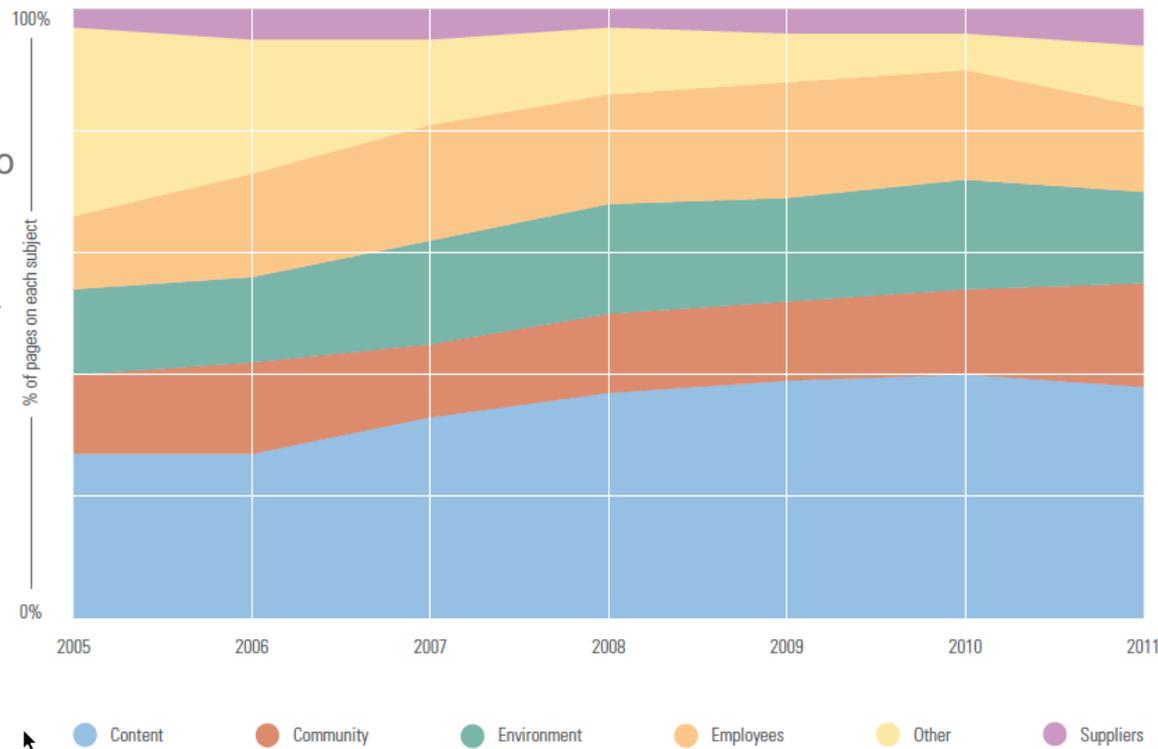
# La responsabilità dei media nei confronti della sostenibilità



Le “notizie Sri” pesano molto poco rispetto a tutte le notizie pubblicate: simile alla situazione dei fondi etici rispetto al totale masse gestite

# Devono i media promuovere i principi di sostenibilità attraverso i contenuti editoriali?

SI: I giornali devono riconoscere la loro potenzialità come forza positiva nella società e operare come agenti di cambiamento sociale.

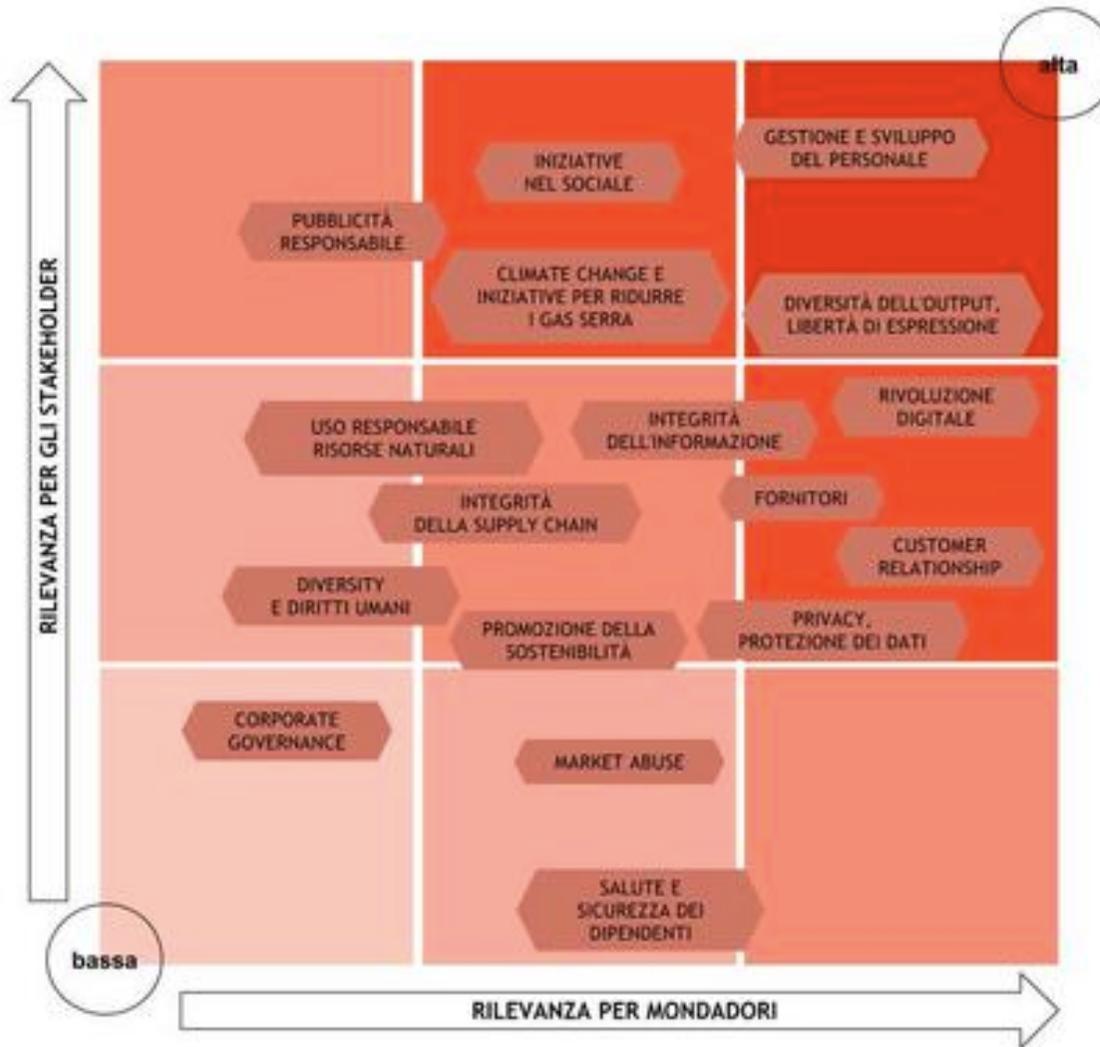


NO: la cosa più importante è la necessità di indipendenza editoriale e l'autonomia di lavoro dei giornalisti in maniera imparziale. C'è troppo rischio che l'agenda aziendale influenzi l'agenda giornalistica.

Analisi di 10 bilanci di sostenibilità in Europe con proporzione di pagine dedicate a diverse tematiche (in azzurro, la parte sui contenuti editoriali).

Fonte: Mirrors or Movers, Media CSR Forum, 2013

# Le priorità degli stakeholder di un gruppo editoriale italiano: Mondadori



Mondadori è uno dei pochi gruppi editoriali Italiano che si sta impegnando sul fronte CSR-sostenibilità.

Tematiche relativi a contenuti sono presenti tra le priorità per azienda e stakeholder.

# La comunità SRI e i media

Nordea - RETURNS WITH RESPONSIBILITY

ENGAGEMENT STAR FUNDS DOCUMENTATION NEWS

## ENGAGEMENT LEVELS REMAIN HIGH IN THE FIRST SIX MONTHS OF 2013

In H1 2013, the Nordea Responsible Investment and Governance team has engaged in several dialogues with the companies we invest in. We have visited companies in China and in Africa - and the effort bears fruit. Watch the videos and get the full story of our achievements thus far in 2013.

2013 Semiannual statement – full ESG integration in all investment funds.

Africa - a continent of possibilities

Stora Enso site visit in China

Nordea è un esempio interessante di una società di investimenti che comunica ai suoi clienti storie e informazioni che permettono di capire le strategie di investimento ESG.

Fonte: <http://esg.nordea.com/responsibility>

## THE WALL STREET JOURNAL.

EUROPE EDITION Tuesday, November 5, 2013 As of 11:29 PM CET

Home World Europe U.K. U.S. Business Markets Market Data Tech

### Risk & Compliance Journal.

Risk & Compliance Report Strategy Governance Compliance Operations People Moves

May 21, 2013, 6:45 AM ET

## Some Institutional Investors Lobby to Improve Labor Practices

Article Comments (1)

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RACHEL LOUISE ENSIGN CONNECT

Wall Street Journal

Some institutional investors have been putting pressure on retailers to improve labor practices. Many, however, have stayed silent, leaving it up to retailers and governments to pursue reforms on their own.

Grazie al suo impegno, attività di azionariato attivo di Nordea finiscono sui media

# We are sorry.

The News of the World was in the business of holding others to account. It failed when it came to itself.

We are sorry for the serious wrongdoing that occurred.

We are deeply sorry for the hurt suffered by the individuals affected.

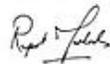
We regret not acting faster to sort things out.

I realise that simply apologising is not enough.

Our business was founded on the idea that a free and open press should be a positive force in society. We need to live up to this.

In the coming days, as we take further concrete steps to resolve these issues and make amends for the damage they have caused, you will hear more from us.

Sincerely,



Rupert Murdoch

For more information please visit [newsinternational.co.uk](http://newsinternational.co.uk)





# Contacts | Dialogue | Sharing

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