



## CORPORATE SOCIAL RESPONSIBILITY REPORT ENGINEERING 2013

### Letter of introduction

by Marilena Menicucci

Reading this *Corporate Social Responsibility Report* - referring to the three-year period ending on December 31<sup>st</sup>, 2013 - is useful for everyone, not just for those who work at Engineering or those who, like me, are members of the company's Board of Directors. I am convinced of that for a number of reasons, that I will summarize briefly here, to save space.

Our country is going through a historical period of crisis, which is economic-related, but not only that. The crisis has touched social and political systems and even personal identities. The daily news of institutional scandal and corruption threatens our civic feelings, turning them into mistrust and suspicion of the people who lead the bearing structures of the country, and confusing a person's condition and beliefs. This leads to mental confusion that makes the activities of honest citizens uncertain, and eventually leads to paralysis.

In this general situation of difficulty, an alternative message that goes against the grain is out of fashion, and is even written in a different way, the specific news about the Engineering Group's activities has even more added value. The document describes the activities of a company comprising seven thousand people in Italy and overseas, all guided by a Code of Ethics. A Code of Ethics? Yes, the text, graphics, photographs and the video show how, and indeed how much, this company takes its main motivation from ethical matters first and then from economic ones. Anyone working for Engineering knows about human, individual and social needs, and considers them to be decisive for his or her professional choices, carrying out activities that come under the banner of sustainable development. They ensure better living conditions for the community working inside the company and, together, with the community of users, who gain better services through new technologies. Actions are for the community! The basis of social responsibility in Engineering coincides with the simplest laws of common living, that each decent person wants to respect: everyone is paid according to their professional performance and pays taxes, belonging to a society; otherwise society would be destroyed.

All is not lost, anyone looking at this document, or at the photographs in it (*The Heroes of the Earth*) will think, even if they listen to the protagonists in the video. They will discover what can and must be done and how an ICT engineering company can have an effect in that change: what it is needed for, how it works, which problems to solve, the necessary skills, the links with the market, the social repercussions and the complexity of the organization in bodies, based on merit, quality, professionalism, genius and common sense, rather than on bureaucracy. This is where the title comes from: *A matter of head*.

There is a single advantage of this document, but it is a fundamental one: the information provided doesn't refer to an abstract notion of how we must be, postponed to some point far off in the future, but is the report of activities that have already been carried out. It is an open, public statement process, following topics of social responsibility, that is loyal to the meaning of the term as conveyed by the Italian dictionary. Words that don't just express a concept well, but actually coincide with company facts. The statements, main ideas and guiding principles are added to by lots of concrete, precise data, using graphics that summarize, explain and help the reader to understand. The main part of the report and its various sections describe people, boards, work, projects, specializations, training, refresher courses, and schools of thought: a past and a present that seem to be the future; time and space where technology finds its reason for existing in the satisfaction of individual and social needs. In this sense, the above report is a guide that accompanies the reader into this reality, seen from the point of view of ICT engineering that serves people, people who are not considered to be consumers, but to be citizens, the ones with rights and duties, for the construction of a simplified, liberated and integrated society.

The message that I prefer is the most obvious one and can be traced to a word that is repeated several times: integration; the document is guided, in fact, by two main reference points: *the companies relations and relationships with the stakeholders and with the outside world (territory and environment)*. This is because the value of technology does not lie in itself, but in the capacity to integrate it with corporate, human and social needs: *knowing, knowing how to do and knowing how to be*. By going against a general prejudice, which blames it for all things negative; reading each page of the *Corporate Social Responsibility Report* proves the exact opposite and all the reader needs to do is read about some of the ongoing projects to understand how the use of ICT technology, on the other hand, improves public and private administration services, as it can integrate innovation with the needs of citizens of all ages, of the territory and the environment, increasing quality of life while reducing costs.

The Group's successes (operating revenues 822.8 million Euro, generated direct economic value 825.6 million Euro, distributed direct economic value 766 million Euro), which are even better in such difficult years for the Italian economy, depend on this constant attention to integration of skills, needs, possibilities and all the accounting and off-balance sheet *data*, between the client and the supplier.

A matter of head, and above all, a good use of the head, intended as the capacity to coordinate and integrate endless human capacities and possibilities, to build positive relationships at work and in society, all helped by technology.

