# Corporate Citizenship and Environmental Policies

## Prof. Marco Frey; Prof. Claudia Checchi.

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to enable students to understand and assess business decisions determined by corporate social responsibility related to environmental policies and energy transition, low carbon technologies, the circular economy, mobility. Students will be cognizant of how companies’ role has deeply developed over the last twenty years, during which companies have been increasingly expected to be proactive and responsible in achieving sustainability goals in every aspect of their business activities. During the course, attending students will be involved in group activities covering companies’ strategic and accountability pathways, also in order to learn how to acquire more in-depth knowledge of one of the key topics covered during the course, to carry out a bibliographical research, to develop autonomy of judgement, to prepare a research report and present it in front of an audience.

At the end of the course, students will have acquired:

* knowledge of environmental policies and the ability to analyse European and national regulations on the subject
* an understanding of the nature of challenges related to sustainability, energy transition, decarbonisation, the circular economy and to assess their impact on corporate strategies
* the ability to identify, from a multi-stakeholder perspective, the contribution that different economic and social actors can make to Agenda 2030 and to the objectives of the European Green New Deal
* competences related to the management of public services including energy, water and waste and the ability to apply them to carry out case study analysis of specific businesses
* the ability to assess acquired competences and to plan how to develop them further
* the ability to organise, jointly with other students, in-depth self-study of course topics and to communicate the related results

***COURSE CONTENT***

Part I: *Prof. Marco Frey*

– The Evolution of sustainability policies

– Definition of Corporate Citizenship and its evolution over time

– Agenda 2030 and corporate responsibility.

– Green and circular economy: new development and business models

– Sustainability and competitiveness of companies and economic systems

– Innovation, BAT and eco-efficiency of production processes

– The role of voluntary instruments in environmental policies involving companies (Emas, ISO 14001, ISO 50001, ecolabel, PEF, OEF).

– Green marketing, reporting and sustainability communication

– Resource efficiency: integrated waste cycle management and water cycle management.

– Relationships with sustainable procurement supply chain and policies in the context of global competition

– Accountability and sustainability communication: in-depth comparative studies of corporate experience

– A new frontier for environmental goods: ecosystem services.

Part II: *Prof. Claudia Checchi*

– Decarbonisation policies

* Energy as a strategic sector and energy transition

– EU energy policies: from liberalisation to climate policies

– The market as a means for incorporating renewable energy

– Natural gas, a solution for transition

– Nuclear energy: its characteristics

– Energy efficiency and incentives

* Energy communities and citizen’s participation in the transition

***READING LIST***

Part I

*Compulsory reading list*

M. Frey, *Il management ambientale,* F. Angeli, Milan, 1995 (Chaps I, IV, VII).

M. Frey-F. Iraldo (edited by), *Il management dell’ambiente e della sostenibilità oltre i confini aziendali: dalle strategie d’impresa alla governance nei sistemi produttivi territoriali,* F. Angeli, Milan, 2008 (Chaps. I, II).

Abridged lecture notes, reference reading specified in the syllabus and material available on Blackboard.

*Optional further reading*

G. Carnimeo-M. Frey-F. Iraldo, *Gestione del prodotto e sostenibilità,* Angeli, Milan, 2002.

F. Iraldo et alii, *A literature review on the links between environmental regulation and competitiveness,* MAIN working paper, 2009.

M. Frey-F. Testa-F. Iraldo, *The determinants of eco innovation in green supply chains: evidence from an Italian sectoral study,* R&D Management, 43, 4, 2013, pp. 352-364.

T. Daddi-M.R. Di Giacomo-F. Testa-M. Frey-F. Iraldo, *The effects of Integrated Pollution Prevention and Control (IPPC) regulation on companies management and competitiveness,* Business Strategy and Environment, 2013.

M. Frey-A. Sabbatino, *The Role of the Private Sector in Global Sustainable Development: The UN 2030 Agenda,* in *Corporate Responsibility and Digital Communities*, pp. 187-204, Pallgrave Macmillan, Cham, 2018.

N.M. Gusmerotti, M. Frey, F. Iraldo, *Management dell’economia circolare.* *Principi, drivers, modelli di business e misurazione,* Franco Angeli, 2020.

M.E. Porter-C. van der Linde, *Toward a New Conception of the Environment-Competitiveness Relationship,* Journal of Economic Perspectives, vol. 9, Number 4, Fall 1995 (pp. 97-118).

Part II

Reference reading specified in the syllabus and material available on Blackboard.

*Optional further reading*

P.L. Ciocca-I. Musu*, Natura e Capitalismo. Un conflitto da evitare*, Luiss University Press, 2013.

M. Nicolazzi, *Elogio del petrolio. Energia e disuguaglianza dal mammut all'auto elettrica*, Feltrinelli , 2019

EC, Fourth Report on the State of the Energy Union (https://ec.europa.eu/commission/sites/beta-political/files/fourth-report-state-of-energy-union-april2019\_en\_0.pdf)

***TEACHING METHOD***

Frontal lectures, presentations by experts, Project work.

***ASSESSMENT METHOD AND CRITERIA***

Single written exam covering the two modules. Attending students will take a mid-term exam. Each written exam will consist in 2-4 questions (1-2 for each module). Attending students will be allowed to participate in group work covering topics that, supplemented by lecture content, will be discussed during the course and presented in a final paper. Any information concerning assessment, participation in group work and didactic material for attending and non-attending students will be indicated on the lecturers’ Blackboard.

***NOTES AND PREREQUISITES***

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.