



## **AGENDA MUSHO MEETING – Viterbo 2 – 5 December 2009**

### **Draft version**

#### **Wednesday – 2 December 2009**

Participants arrive at Fiumicino airport

A private bus takes them to their hotel in Viterbo – around 1 hour trip

The hotel we have chosen is Terme dei Papi, a beautiful location also famous for its thermal pool.

<http://www.termedeipapi.it/index.php?zn=hotel>

On Wednesday evening, depending on the time of arrival, a sightseeing to the city centre might be organised

Viterbo is an ancient city and Comune in the Lazio region of central Italy, the capital of the province of Viterbo. It is approximately 100 kilometres (60 mi) north of Rome on the Via Cassia, and it is surrounded by the Monti Cimini and Monti Volsini. The historic centre of the city is surrounded by medieval walls, still intact, built during the 11th and 12th centuries. Entrance to the walled centre of the city is through ancient gates.

Apart from agriculture, the main resources of Viterbo's area are pottery, marble, and wood. The town also hosts the Italian gold reserves, an important Academy of Fine Arts, and the University of Tuscia, and is located in a wide thermal area, attracting many tourists from the whole central Italy.

At 8 pm partners will dine at .....

#### **Thursday - 3 December 2009**

9.00 – meeting at the hotel; a bus takes participants to San Martino al Cimino,

9.30 – 17.30 seminar with local stakeholders promoting Social responsibility on the territory.

The seminar is conceived as an opportunity to give evidence to the importance of a multistakeholder network in sustaining the development of social responsible territories.

It is organized in 3 different sections involving different key stakeholders active in the promotion of CSR on the territory.

Luigi Incatasciato and Barbara De Micheli from the Musho network will coordinate different sections

9.30 – 11.00 The role of institutional stakeholders and their projects

- Provincia di Viterbo – active and passive policies
- Camera di Commercio di Viterbo – the importance of CSR for developing SMEs competitiveness, the CSR prize, presentation of companies experiences
- Comune di Viterbo – promoting and preserving local traditions is promoting a responsible territory



11.00 – 11.30 Coffee break with local products,  
The local origin of the products as well as their role in sustaining local economy will be explained to participants

11.30 – 13.00 The role of associations

- Confesercenti Viterbo: presentation of the initiative – “Centri commerciali naturali” – strategies and measures to sustain traditional shops and magazines and their social roles towards the aggressive competitiveness of big shopping malls
- Legacoop Viterbo the experience of Bilancio Sociale in associated companies
- Fabbrica Etica – ten years experience in promoting social responsibility in companies

13.30 – 15.00: Lunch in San Martino al Cimino

15.00 – 17.30 The role of alternative finance

- Banca Etica: how to sustain CSR
- Mag Roma - the experience of a different financial system, based on a bottom up approach
- UNIPOL - Fondazione Cesart – banks and CSR

17.30 - private bus to hotel in Viterbo

20.00 - dinner in Viterbo

### **Friday - 4 December 2009**

9.00 –Private bus at the hotel for its visits

Participants will visit CSR companies on the territory  
(we are defining contacts with 2/3 realities)

13.00 – 14.30

14.30 – private bus to hotel in Rome

16.00 – 18.00 free time in Roma

18.30 – visit to la Città dell’Altra economia – presentation of the project and the experiences

20.30 – dinner at the bio restaurant of Città dell’Altra economia - Roma