

## **Purpose driven Companies – An European Comparison**

*Free Webinar – July 10<sup>th</sup>, 2020 from 10:00 to 12:00am*

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The debate on “the purpose of the corporation” is an evergreen. Yet, over the last decade, it gained new visibility as a response to the risk of green (or blue) washing deriving from the CSR wave. After the “B-Corp season” in many US states, several jurisdiction across Europe have introduced innovative regulatory schemes to intervene in the intersection between the two separated domains of commercial, for profit organisations on one side and non for profit entities on the other side. This “middle earth” is in fact a very interesting area because is where companies with a genuine drive for sustainability can go to and demonstrate their will by taking voluntary but binding commitments.

### **Agenda**

10:00 – Davide Dal Maso, CSR Manager Network and EASP

Introduction

10:05 – Roberto Randazzo, R&P Legal and ESELA

Presentation of the study “The legal framework for purpose-driven companies in continental Europe”

10: 25 – Cases

Silvia Agulló, Responsible Business and Reputation Director DKV Seguros Group (Spain)

Martin Bunch, Managing Partner Bates Wells (UK)

Roberto Morelli, Chief Marketing Officer Illycaffè Spa (Italy)

Cyrille Roget, Scientific and Innovation Communication Director Michelin (France)

11:20 – Q&A session and conclusion