



The University of Sydney
Faculty of Economics and Business



DIPARTIMENTO DI
SCIENZE AZIENDALI



FACOLÀ DI ECONOMIA

1st INTERNATIONAL CONFERENCE ON SUSTAINABLE MANAGEMENT OF PUBLIC AND NOT FOR PROFIT ORGANISATIONS (SMOG)

University of Bologna – Forlì Campus

with the support of the Italian Ministry of Foreign Affairs

Pre-conference – Provisional Programme

1 July 2009

1.00-2.00 pm – Registration of participants

2.00-2.30 pm – Conference Opening and Welcome

Giuseppe Farneti, University of Bologna

Gianfranco Rotondi, Minister for the Implementation of the Government's Agenda

Pasquale Viespoli, Undersecretary of State for Welfare

Roberto Grandi, Pro-Rector for Internationalization, University of Bologna

Maurizio Sobrero, Head of the Department of Management, University of Bologna

Giulio Ecchia, Dean of the Faculty of Economics, Forlì Campus, University of Bologna

2.30-4.00 pm – Session I: Models and Standards

Chairman: Antonio Matacena, University of Bologna

Michelino Davico, Undersecretary of the Ministry of the Interior

Adriano Propersi, Head of the “Non-for-Profit Organizations” Work Group, Agency for Non-for-Profit Organisations

Francesco Vermiglio, President of the Italian Social Report Study Association

Matteo Pozzoli, Member of the National Council of Certified and Chartered Accountants

Luca Bisio, Member of the Work Group that issued the Directive on Public Social Reporting - Department of Public Affairs

4.00-4.30 pm – Coffee break



4.30-7.00 pm - Session II: Italian Experiences in Social Reporting

Chairman: Paolo Ricci, University of Sannio

- Province of Forlì-Cesena, *Consolidated Report of the Forlì-Cesena Provincial Territory*
- Paola Marani and Raffaella Galliani, outgoing Mayor and outgoing General Director of the municipality of San Giovanni in Persiceto, *The Social Report According to the Standard of the Ministry of the Interior*
- Susanna Ferrari, Environmental Accounting of Local Authorities Work Group, *Environmental Accounting Practices in Italian Local Authorities*
- Lorenzo Solimene, KPMG, *Sustainability Reporting: Current Practices and Future Trends*
- Maurizio Focchi and Alberto Guerzoni, Confindustria Rimini & Deloitte, *The Social Report of Rimini Industrial Association*
- Lino Sbraccia, President of the Association “Figli del Mondo”, *Building a Responsible Economic District in Rimini: an Experiment*
- Fabrizia Paloscia, Fabrica Ethica, *The Case of Fabrica Ethica of Tuscan Regional Government*
- Marco Gaiba, Coop Adriatica, *Coop Adriatica’s Path towards Sustainability*

7.00-8.00 pm – Aperitif

Venue

The Pre-conference will be held in the Council Chamber of the Province of Forlì-Cesena, piazza Morgagni, 9 – 47100 Forlì, Italy

<http://www.provincia.forli-cesena.it/consiglio/>

http://www.provincia.forli-cesena.it/index.asp?pg_cod=16&a=1&w_tipo=D#1

There are a number of car parks in the area surrounding the venue of the Pre-conference. The long-term sheltered car park “Parcheggio coperto Lombardini” is about 300 mt away, in via Lombardini.

Enrolment

Attendance at the Pre-conference is free. To enroll, please email your details (name, surname, institution, country) to the organizing secretary (nicolajane.altera2@unibo.it), by the 22nd of June as seating space is limited.

A simultaneous translation into English will be provided.



Conference Draft
**1st INTERNATIONAL CONFERENCE ON SUSTAINABLE MANAGEMENT
OF PUBLIC AND NOT FOR PROFIT ORGANISATIONS (SMOG)**
University of Bologna – Forlì Campus

Provisional Programme
2 and 3 July 2009
Università di Bologna – Forlì Campus
Facoltà di Economia, Piazzale della Vittoria n. 15, Forlì (FC), Italy

- Plenary session 9.00-10.00

Prof. **Jane Broadbent**, University of Roehampton, *Sustainability of Services in the provision of Public Sector activities*

Coffee break 10.00-10.30

- Parallel sessions 1: 10.30-12.00

Lunch 12.00-13.30

- Plenary session 2: 13.30-14.30

Prof. **Jeffrey Unerman**, Royal Holloway – University of London, *NGO Accountability and Sustainable Issues in the changing global environment.*

Coffee break 14.30-15.00

- Plenary session 15.00-16.00

Ms. **Nelmara Arbex**, Global Reporting Initiative, GRI's Director Learning Services, *The role of Public Agency and NGO's in the sustainability reporting process"*

- Parallel sessions 3: 16.00-18.00

- 19.30 Conference dinner (to be notified)



3 July 2009
Università di Bologna – Forlì Campus
Facoltà di Economia, Piazzale della Vittoria n. 15, Forlì (FC), Italy

- Parallel sessions 4: 9.00-10.00

Coffee break 10.00-10.30

- Parallel sessions 5: 10.30-12.00

Lunch 12.00-13.30

- Plenary session 13.30-14.30

Prof. **Riccardo Mussari**, University of Siena, “Social Reporting for the Public Sector and NGOs an Italian Perspective”

Coffee break 14.30-15.00

- Parallel sessions 6: 15.00-16.30

Coffee break 16.30-17.00

- Plenary session 17.00-18.00

Prof. **James Guthrie**, University of Sydney,
And Prof. **Riccardo Mussari**, Prof. **Jane Broadbent**, Prof. **Jeffrey Unerman** and Prof. **Giuseppe Farneti**.

Venue and enrolment

The plenary and parallel sessions of the SMOG Conference (July 2 and 3) will be held in the premises of the Faculty of Economics, piazza della Vittoria 15, Forlì.

The long-term car park “Parcheggio Vallicelli” is 50 mt away, in via Zanchini.

To enrol for the Conference of July 2 and 3 please visit:

<http://smog.econ.usyd.edu.au/conference.html>

**The papers will be discussed in English*

We would like to thank our sponsors for their contribution:

Fondazione Garzanti

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Main conference

List of accepted papers

*Conceptual models and operative tools for improving customer satisfaction in the public sector –
Reflections on Italian experiences*

Carmine Bianchi

Intergenerational Equity: Treatment of infrastructure in local government financial planning

Kevin Barnes, Beverley Lord

Italian Bank Foundations: a challenge of management sustainable in Not for Profit organisations.

Edoardo Catelani, Emanuele Martelli

*Environmental accounting for Local Government. The experience of the Municipality of Trento,
Italy*

Andrea Francesconi, Paola Penasa

Networking approach to sustainable project management for transition countries

Massimo Bianchi

*The role of social and environmental reporting in the healthcare sector – A matter of substance or
formality?*

Antonio D. Barretta, Patrizio Monfardini

Creating institutional meaning: carbon permits, accounting and taxation law

Pamela Mete, Caroline Dick, Lee Moerman

Water management and accounting in a large educational institution

Matthew Egan

Sustainable management and the school

Jane Gibbon, John Fenwick

Full cost accounting in a higher education

Jared Davies

Sustainability and Parametric models for its measurement and communication

Giovanni Bronzetti, Paolo Tenuta

Assurance for sustainability

Nonna Martinov-Bennie, Angela Hecimovic, James Guthrie



Environmental History of China and the sustainable management of Governments

Michael Paton

Evaluation on supportive infrastructures for Corporate Social Responsibility reporting in Indonesia

Sidharta Utama

In search of coherence: socially responsible investments, a choice, an opportunity or duty? Some first insights from Italian Foundations.

Silvana Signori

Sustainable public management approach for Corporate Social Responsibility activities in Indonesia

Margareth Gfrerer

Gender budget analysis in Italy: from the accountability principle to the balanced scorecard. A possible research line.

Giovanna Galizzi

Some aspects of management of sustainability in engineering

Jana Safrankova

Environmental reporting and environmental cost accounting in a state controlled, Non Profit Greek organisation: is it feasible?

K.G. Papaspyropolous, V. Blioumis, A.S. Chrstodoulou, P.K. Birtsas, K.E. Skourdas

Sustainability, Policy Formulation & Professional Accounting expertise: Rethinking Neo-liberalism and Environmentalism

John Girdwood

Sustainable management of self financing public assets

Shann Turnbull

Consumption as Voting: A path to sustainability?

Iian Black, Diedre Shaw



Social Reporting, School Accountability and sustainability of educational system

Maria-Teresa Speciale, Angela Paletta

The forces which shape definition: swinging towards and away from sustainability.

Eric Scorsone, Emanuele Padovani

Public Environmental Reporting in China

Anna Rowe, James Guthrie, Michael Paton

Sustainability reporting in Italian local governments: what they do not report

James Guthrie, Federica Farneti, Benedetta Siboni

Chinese Government formal institutional influence on corporate environment management

Anna Rowe, James Guthrie

Introducing and developing environmental reporting in the Lazio region between national guidelines and pilot experiences of local governments in Italy.

Noemi Rossi, Raffaele Trequatrini

Preparers of Social reports by Italian banking Foundations

Federica Farneti, Rebecca Levy Orelli, Benedetta Siboni

Reporting in Italian Universities: What do they report?

Carlotta Del Sordo, Federica Farneti, Silvia Pazzi, Benedetta Siboni

Strategic planning in Italian local Governments. Do they plan in terms of sustainability?

Luca Mazzara, Daniela Sangiorgi, Benedetta Siboni

Anticipatory strategies for introducing ISO26000 in 2010: a comparison between Italian and Swiss systems of public administration

Alberto Ferrante, Alberto Gandolfi, Marco Meneguzzo

Do international and national guidelines censure sustainability reporting? An analysis for public and not for profit sector organisations

Federica Farneti, John Dumay, James Guthrie