

Conference Programme**

3 July 2009

University of Bologna - Forlì Campus
Facoltà di Economia, Piazzale della Vittoria n. 15
Forlì (FC), Italy

9.00-10.30 am

Chair: Prof. Giuseppe Farneti

- Parallel session C** Illustrations from Italian Local Governments
- Luca Mazzara, Daniela Sangiorgi and Benedetta Siboni, *Strategic planning in Italian local governments: a sustainability focus?*
 - Alberto Ferrante, Alberto Gandolfi and Marco Meneguzzo, *Anticipatory strategies for introducing ISO26000 in 2010: a comparison between Italian and Swiss systems of public administration*
 - Eric Scorsone and Emanuele Padovani, *The contextual forces which shape performance definition: swinging towards and away from sustainability*

9.00-10.30 am

Chair: Ms. Nelmara Arbex

- Parallel session CC** China and Sustainable Management
- Anna Rowe and James Guthrie, *Chinese government formal institutional influence on corporate environmental management*
 - Anna Rowe, James Guthrie and Michael Paton, *Public environmental reporting in China*
 - Michael Paton, *The environmental history of China and the sustainable management of governments*

10.30-11.00 am

Coffee break

11.00-12.00 am

Chair: Prof. Nonna Martinov-Bennie

- Parallel session D** Pathways to Sustainability
- Iain Black and Diedre Shaw, *Consumption as voting: a path to sustainability?*
 - Carmine Bianchi, *Conceptual models and operative tools for improving customer satisfaction in the public sector. Reflections on Italian experiences*

11.00-12.00 am

Chair: Dr. Federica Farneti

- Parallel session DD** Indonesia and CSR
- Margareth Gferer, *Sustainable public management approach for corporate social responsibility activities in Indonesia*
 - Sidharta Utama, *Regulation to enhance accountable corporate social responsibility reporting*

11.00-12.00 am

Chair: Prof. Paolo Ricci

- Parallel session DDD** Modelling Sustainability

- Giovanni Bronzetti and Paolo Tenuta, *Sustainability and parametric models for its measurement and communication*
- Jana Safrankova, *Some aspects of management of sustainability in engineering*

12.00-1.30 pm

Lunch

1.30-2.30 pm

Plenary session

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

2.30 -3.00 pm

Coffee break

3.00-4.30 pm

Chair: Matthew Egan

Parallel session E Natural Research Management, Reporting and Assurance

- Noemi Rossi and Raffaele Trequattrini, *Introducing and developing environmental reporting in the Lazio region between national guidelines and pilot experiences of local governments in Italy*
- Angela Hecimovic, Nonna Martinov-Bennie and James Guthrie, *Assurance of Australian natural resources management: an environmental audit framework*
- Konstantinos Pappaspyropoulos, Vaios Blioumis, Athanassios Christodoulou, Periklis Birtsas and Kyriakos Skordas, *Environmental reporting and environmental cost accounting in a state-controlled nonprofit Greek organisation: is it feasible?*

3.00-4.30 pm

Chair: Prof. Riccardo Mussari

- Parallel session EE** Italian Banking Foundations and SR
- Federica Farneti, Rebecca Levy Orelli and Benedetta Siboni, *Prepares of social reports by Italian banking foundations*
 - Silvana Signori, *NPOs and socially responsible investments. The case of Italian foundations*
 - Edoardo Catelani and Emanuele Martelli, *Italian bank foundations: a challenge of sustainable management in not for profit organisations*

4.30-5.00 pm

Coffee break

5.00-6.00 pm

Plenary session

Prof. James Guthrie, **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



The SMOG Pre-conference and Conference will be held in Forlì, Italy. An online customized map for the SMOG events can be found entering "1st international smog conference forli" on Google Maps. For further info, please visit <http://smog.econ.usyd.edu.au/conference.html>

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

University of Bologna
Forlì Campus

1-3 July 2009

Pre-conference* Programme

1 July 2009

Council Chamber of the Province of Forlì-Cesena
Piazza Morgagni n. 9, Forlì (FC), Italy

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, *Chair of the Department of Management, University of Bologna*
- Domenico Piccolo, *Delegate for Not-for Profit Sector, National Council of Public and Chartered Accountants*
- Giulio Ecchia, *Dean of the Faculty of Economics, Forlì Campus*

2.30-4.00 pm

Session I: Models and Standards

- Chairman: Antonio Maticena, *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 Team*
 - Matteo Pozzoli, *National Council of Public 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*
- Marisa Parmigiani, *Responsible for Social Policies ACDDA, Coop Adriatica's Path towards Sustainability*

7.00-8.00 pm

Aperitif

Venue and enrolment

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/>
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.
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.

*Some speeches may vary.

Conference Programme**

2 July 2009

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Facoltà di Economia, Piazzale della Vittoria n. 15
Forlì (FC), Italy

9.00-10.00 am

Plenary session

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

10.00-10.30 am

Coffee break

10.30-12.00 am

Chair: Prof. Jane Broadbent

- Parallel session A** Building Sustainable Management in Education
- Jane Gibbon and John Fenwick, *Sustainable management and the school*
 - Jared Davies, *The application of full cost accounting in a higher education context - development of a methodological approach*
 - Maria-Teresa Speciale and Angelo Paletta, *Social reporting, school accountability and sustainability of education systems*

10.30-12.00 am

Chair: Prof. James Guthrie

- Parallel session AA** Public Services and Sustainable Management
- Shann Turnbull, *Sustainable management of self-financing public assets*
 - Kevin Barnes and Beverley Lord, *Intergenerational equity: treatment of infrastructure in local government financial planning*
 - Massimo Bianchi, *Networking approach to sustainable project management for transition countries*

12.00-1.30 pm

Lunch

1.30-2.30 pm

Plenary session

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

2.30-3.00 pm

Coffee break

3.00-4.00 pm

Plenary session

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

4.00-6.00 pm

Chair: Prof. Jeffrey Unerman

- Parallel session B** Social and Environmental Reporting
- John Dumay, *Federica Farneti and James Guthrie, Do international and national guidelines ensure sustainability reporting? An analysis for public and not for profit sector organisations*
 - Federica Farneti, *James Guthrie and Benedetta Siboni, Social reporting in Italian local governments: what they do not report?*
 - Antonio Barretta and Patrizio Monfardini, *The role of social and environmental reporting in the health-care sector: a matter of substance or formality?*
 - Carlotta Del Sordo, *Federica Farneti, Silvia Pazzi and Benedetta Siboni, Voluntary reporting in Italian universities: what do they report?*

4.00-6.00 pm

Chair: Dr. Michael Paton

- Parallel session BB** Aspects of SE Management
- Matthew Egan, *Water management and accounting in a large educational institution*
 - John Girdwood, *Rethinking sustainability, neo-liberalism and environmentalism in accounting*
 - Andrea Francesconi and Paola Penasa, *Environmental accounting for local governments: the experience of the Municipality of Trento*
 - Giovanna Galizzi, *Gender budget analysis in Italy: from the accountability principle to the balanced scorecard*

7.30 am

Conference dinner