

## FOR IMMEDIATE RELEASE

### **Giuseppe Robiati of the EBBF – European Bahá'í Business Forum consults with Italian Industrialists on the Social, Ethical and Spiritual Responsibility of Corporations**

**Borgo Ticino, Italy, July 14, 2009** –Giuseppe Robiati on behalf of EBBF ([www.ebbf.org](http://www.ebbf.org)) the European Bahá'í Business Forum, an international NGO representing businesspeople across 60 countries and dedicated to inspiring responsible business practices, contributed to the Fandis S.p.A. ( [www.fandis.it](http://www.fandis.it) ) sponsored conference series focussing on Corporate Social Responsibility.

Approximately 40 industrial leaders from the Novara area in Northern Italy met last week to explore and ask – What is the role and what is the influence of corporations and enterprises in their communities? And can companies assist the development of the environment they are connected with?

During the course of the conference a series of consultations and reflections brought about a higher awareness and understanding of the importance of creating a broader sense of well being in society to achieve a stable economic system. Mr. Robiati proposed the re–definition of the enterprise, no longer a profit–at–all–costs approach to business, but rather one which includes new objectives such as:

- the happiness of its employees
- improvement in the quality of life of the community that revolves around the company
- improvement in the application of values
- improvement of respect for the environment
- a more sustainable pattern of production
- more sustainable products

"Amongst the gems that we all share, we can find – love; the wish to serve; and unity. Businesspeople need to work on these three gems in their enterprises and will thus gain spiritual organisations whereby human resources will transform into inspired souls" expressed, Giuseppe Robiati, CEO, [SCAC Industrial Group](#) and founding member of EBBF.

## **ABOUT GIUSEPPE ROBIATI**

[Giuseppe Robiati](#) was born in Asmara and grew up in Ethiopia. He then obtained his degree in Engineering at the [Politecnico University of Milan](#) and is now CEO of [SCAC Industrial Group](#), headquartered there. Mr. Robiati holds board level positions in a number of industrial groups and is a frequent lecturer at universities and MBA courses across Italy. He is a founding member of the EBBF – European Baha'i Business Forum.

## **ABOUT EBBF**

The [European Bahá'í Business Forum](#) is a network of over 400 women and men, a community of people passionate about bringing ethical values, personal virtues and moral leadership into their workplaces. Its membership is diverse and crosses generations, borders, sectors and belief systems. [It began in 1990](#) and is now present in over 60 countries. EBBF partners and consults with other organisations and businesspeople around the world providing them with practical examples of how they can evoke positive change in their own and the greater business environment. For more information [www.ebbf.org](http://www.ebbf.org) or [EBBF Frequently Asked Questions](#)

[Link to a two minute video introduction to EBBF – its values, its members and its activities](#)

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