

The construction sector represents a particularly significant sector for both the whole European economy and for single Member States. At the same time, the construction sector presents some very relevant aspects in terms of CSR, that are strictly linked to the characteristics and determinant for sector performance.

In the context of the Call "Responsible Competitiveness: Fostering CSR in European Industrial Sectors", the project, "Building Responsible Competitiveness" intends (for an initial period of 18 months) to verify and demonstrate that the adoption of socially responsible actions enhance the competitiveness of the business in the construction sector.

The project aims to achieve this through two specific objectives:

1. Elaborating a set of indicators able to correlate the economic competitiveness performance of the business with sustainability measures
2. Investigating the relation existing between the social and economic value exploited in realizing the construction sector activities and the value given back to the stakeholders at the end of the production cycle

In this light, the project expects to deliver the following:

- A set of indicators to be used for regularly monitoring the relation between CSR and competitiveness within the building sector, to provide a useful tool for addressing local public policies for the building sector development and for monitoring its impacts
- A pilot experiment for testing the set of indicators in one geographical area
- Guidelines addressed to enterprise in the building sector aimed to support them in managing their CSR challenges in a way that conjugates sustainability and competitiveness

Practically, the project will analyze economic trends and characteristics of the construction market at Member State Level to determine the sectors dynamics, main economic trends and drivers, as well as to further underpin the characteristics of the production process of companies in the construction sector. It will also, investigate the legislative context at EU and national levels.

The project will then organize a roundtable session with all types of relevant players within the construction sector and its' supply chains to determine the best CSR approach, values and direction for the sector. This will be complemented by a 4 month collection of best practices within the sector.

The partners of the project will then do an impact analysis of considered best practices according to the identified CSR and competitiveness indicators in order to begin elaborating the finalized set of indicators and begin dissemination.

Leader of the Project: Impronta Etica

Partners: CSR Europe, RespACT, Foretica, KOVET, RSE Portugal, aSSOCIAzione Nazionale Cooperative di Produzione e Lavoro (sectoral business association), trade unions, experts in research on the construction and Universities