

**Social responsibility :
a philosophy and a competitive factor within the global market**

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Abstract

“In every industrial initiative there isn't value of the economical success if , at the same time, there isn't commitment for the social growth “

This is the philosophy that Aristide Merloni has handed on in Indesit Company, and that the **management** of the Company always adopts in different ways: day by day in all Company units there are managers and employees that translate company values and business principles in concrete decisions, actions and results.

Main commitment is **generate value** for **stakeholders**, persons, customers, consumers, suppliers, shareholders, financiers, local authorities, community, future generations.

Promotion of a local network of suppliers, cooperation with local university and research centres , joint projects with local administrations for social initiatives , are some examples that give consistency to Indesit Company declared values.

All initiatives are associated to a strategy built on the specifics of each territory with the declared purpose to generate visible benefits. Italy, Uk, Poland and Russia are the Countries in which Indesit Company industrial presence is more significant and in which this model of relationship is more tangible.

This policy of multilateral advantages during last thirty years has contributed to Indesit Company success within the global market: today Indesit Company is the second player in Europe and the fifth worldwide.