# Contents

Introduction by Pier Cesare Rivoltella

# Chapter 1

# Social responsibility, sustainability and the large-retail sector (Martina Morreale) 9

1. Beyond the productive function: companies as social institutions, 9 - 2. The opportunity of corporate social responsibility, 11 - 3. New awareness, new consumers, 14 - 4. Sustainable companies, 17 - 5. Sustainability and the large-retail sector, 19 - 5.1. The declarations of Conad, Coop and Esselunga, 22

Chapter 2 Community campaigns and school support in Italy and the world (Martina Morreale)

1. Concrete actions, 25 - 2. Coop's commitment, 29 - 2.1. 'Coop for schools', 31 - 3. Conad's commitment, 34 - 3.1. 'Classroom writers', 'Space stories', 37 - 4. Esselunga's commitment, 39 - 4.1. 'Together to understand', 41 - 5. Other initiatives to support schools, 43 - 6. A glance at the rest of Europe, 46

#### Chapter 3

Community, school, company. An eternal golden braid (Pier Cesare Rivoltella)

By way of introduction, 51 - 1. The social vocation of the company: between cooperation and paternalism, 54 - 2. The community principle, 58 - 3. Shopping for school, 61 - 4. Future developments, 64

# Chapter 4

Awareness, participation and reflection on the brands. A study to evaluate effectiveness (Martina Morreale)

1. Research framework and tools, 69 - 2. An analysis of the results, 72 - 2.1. The choice of point of sale and the characteristics of the

25

5

51

69

# Contents

participants, 73 - 2.2. Awareness, collection and participation, 75 - 2.3. Evaluation of initiatives, reflection on brand image and performance, 80 - 3. Spending behaviour and contribution of participants to brand performance, 82 - 4. Results at a glance, 85

Chapter 5

Large-scale retail enter	s school life: the point of view	
of school stakeholders (	Alessandra Carenzio)	89

1. The interview as an opportunity for in-depth discussion, 89 - 2. The internal point of view: senior managers and contact persons, 92 - 3. The external point of view: parents, 100 - 4. Concluding remarks, 104

107

Afterword by Raffaele Ciambrone

Appendices

Appendix 1 Conad interview (25/10/2021)	113
Appendix 2 Coop interview (12/11/2021)	119
Appendix 3 E <i>sselunga interview (08/11/2021)</i>	127
Appendix 4 School interview E. Curiel, Paullo - Tribiano (мі) (05/11/2021)	135
Appendix 5 School interview E. Curiel, Paullo - Tribiano (мі) (10/11/2021)	141
Appendix 6 School interview Montebello, Parma (pr.) (09/11/2021)	145
Appendix 7 School interview Montebello, Parma (PR) (12/11/2021)	151
Images	155
Bibliography	171