

1. Company ID

Company Name:	Borgini Jersey S.A.
Activity Sector:	Textile
Core Business / Main Activities:	Polyester fibers for technical sportswear applications
City/Country:	Cassina Rizzardi / Como /Italy
Year of Foundation:	1973
Number of Company Sites (2004):	1
Website (if available):	www.borgini.com
Number of Employees (2004):	Full Time 65
Annual Turnover in 2004 (€):	Not communicated

2. Responsible Business Practices – Main Topics

Broad Area(s) of CSR Good Practices:	<input type="checkbox"/> Business Ethics <input checked="" type="checkbox"/> Workplace <input type="checkbox"/> Environment <input type="checkbox"/> Marketplace <input type="checkbox"/> Community
CSR Issue(s):	<input checked="" type="checkbox"/> Employee engagement <input checked="" type="checkbox"/> SA8000 certification
Main Drivers to be Responsible:	<ul style="list-style-type: none"> ▪ To differentiate the company from the competitors ▪ To become a leader of the sector ▪ Care for employees
Some Examples of CSR Initiatives in the Broad Area(s) Identified:	<ul style="list-style-type: none"> ▪ Creation of safer and healthier working conditions ▪ Creation of better communication inside the company ▪ Assistance to foreign workers in handling administrative formalities, finding schools for children, finding home, finding jobs for their husband / wife etc.
Are the Good Practices integrated into a broader Business Strategy? Yes/No? How?	No.
Business Benefits:	<ul style="list-style-type: none"> ▪ The warranty and the evidence of a real and transparent involvement in the relationship with stakeholders ▪ The greater credibility of the company on its market, especially at international level ▪ Increased productivity
Stakeholders/Beneficiary Groups addressed by the CSR Good Practices:	<ul style="list-style-type: none"> ▪ Employees, including management ▪ Customers ▪ Suppliers
Benefits for Society/Stakeholders:	<ul style="list-style-type: none"> ▪ Safer and healthier working place ▪ Better and easier communication between workers ▪ Better and easier communication between workers and management
To Whom and How did the Company Communicate their Actions:	<ul style="list-style-type: none"> ▪ Newspapers ▪ Televisions ▪ Website ▪ Several meetings
Awards / Certifications / Marks of Honour:	<ul style="list-style-type: none"> ▪ ISO 9001:2000 (March'04) ▪ SA 8000 certification (September'04)
Difficulties Found in the Good Practices Implementation:	<ul style="list-style-type: none"> ▪ Low level of education of the workers involved in the project
Sources of Further Information:	-

3. Responsible Business Practices – Description

Borgini Jersey was founded in November 1973 in Como, which is known throughout the world for its textiles, from silk to polyester. The company has always had an image of pioneer.

The turning point for the Borgini business came at the end of the eighties, when polyester fiber came to the fore in technical sportswear. The company was thus able to transfer its fashion know-how to technical garments. Since the beginning of the nineties, new, more productive machines were installed: today the company has 80 almost totally new circular knitting machines operating. Borgini Jersey S.p.A. nowadays provides technical textures to textile manufacturers.

Borgini has always had CSR initiatives, especially targeted at its many foreign workers such as:

- administrative facilities;
- help to find accommodation;
- help to find schools for children etc.

Always acting as a pioneer, Borgini decided to provide evidence for its policy; The reasons were:

- the tradition and the history of the company;
- the values of the company;
- the importance of sharing a common goal.

For this reason, Borgini decided to gain SA 8000 certification.

To gain SA 8000 certification (September'04), the company has undertaken a path of 1 year, during which it had to:

- carry out a survey on company climate to obtain a better acquaintance of the problems and the perception that workers have of their company;
- nominate representatives of workers and of the General Management to mediate between the productive, financial, operative necessities of the company and the needs and interests of workers;
- ensure a better level of integration for foreign workers, who represent a high percentage of the staff in the company, implementing a series of tools and company resources;
- take deep care of the application of legislation concerning health and safety at work;
- in parallel start the awareness raising of the norms of the standards among suppliers, partners, etc;
- open a new communication theme that, together with the promotion of company activities and products, gave clear and true evidence of the ethical involvement of the company;
- allocate funds to realize the programs scheduled in the improvement plans (as requested by the norm's standards).

During the path towards the certification, the immediate internal results have been:

- the creation of a better and wider integration between the different areas of the company
- to have given all employees the opportunity to have a reciprocal exchange of information and to point out the problems linked to their work
- a further verification that there isn't any form of discrimination of workers inside the company
- a further verification that risks for health and safety of the workers are reduced to the minimum.

The external advantages obtained are:

- the warranty and the evidence of a real and transparent involvement in the relationship with stakeholders
- the greater credibility of the company inside its market, especially at an international level
- The role of a "model" taken by the company in the textile sector in Italy

4. Training Exploitation

A). Additional Relevant Information concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

This case can be used as an example of good CSR practices in the Workplace.

B) Pedagogical Suggestions concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

Topics for discussion:

- CSR as a competitive opportunity
- Differences and similarities between CSR good practices and paternalism
- Inclusion of foreign workers
- The role and importance of company certification by independent bodies to validate good practices (i.e. ISO 9001, ISO 14001, OHSAS 18001, SA 8000, etc)