



# QUALITÀ E RESPONSABILITÀ SOCIALE



## EQUALITY OF RIGHTS, QUALITY OF SERVICES

Sharing the outcomes of EQUALITÀ with the  
PASE project

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my speech is dedicated to

## **ALESSANDRO ZAMBONI**

precious friend, valuable colleague

who helped us all throughout the project,  
taming technology to make it useful;

who generously taught us every day  
the value of sharing what we know

Alessandro left us suddenly last 24 June, at 33

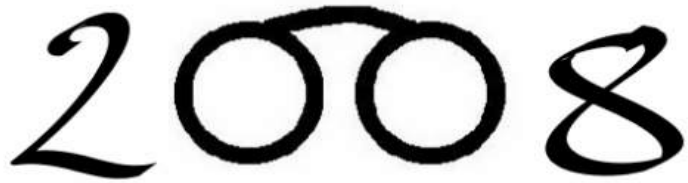
# 2004 ..our expectations

- To impact on equality of rights acting on equality of services
  - targeting
    - persons
    - services
    - systems
  - by means of
    - voluntary protocols and accreditation schemes
    - purposeful use of regulations
    - vocational training and counselling

2008

.. what we saw in the  
rear mirror

- 4 social enterprises went into ISO9001 (quality assurance) and SA8000 (corporate social responsibility) management systems along with their *natural* public clients (Comune di Macerata, ASUR ZT9 Macerata)
- voluntary protocol clauses were tested on actual public procurement cases
- immigrant women working as personal caretakers with elderly and disabled people in public hospitals were trained

A stylized graphic of the year 2008, where the zeros are represented by two interlocking loops, and the numbers are in a decorative, calligraphic font.

## .. what we saw in the rear mirror

- training and counselling activities had good impact on persons and on services
- voluntary protocol and accreditations
  - improved organisation maturity, capacity and accountability of social enterprises
  - not so much their ability to access unsheltered market
- public procurement laboratory
  - had little immediate impact
  - opened a world of options
  - brought to light a huge capital of hidden competence within the public bodies involved

2008

... what we expected

"social clauses in public procurement" was a promising new route to action

TENDERING,  
SOCIAL  
SUSTAINABILITY  
AND COMPETITION

Towards models of Equality:  
notes on including social considerations in public procurement.



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Patrizia Sgarzini will complete the picture including the issue of reserved contracts.

# 2008

## ... what we expected

- There was a brand new Directive (2004/17 and 18) that brought around a climate of innovation (along with the debate about its national transpositions)
  - The urgency of addressing public procurement with a more holistic policy was often repeated at local government level
  - The global crisis was already announced by (un-listened) European experts (e.g. GEAB)
  - There was a solution (viable, documented, tested) to leverage social impacts of general purpose public procurement
- We expected a lot of interest

The year 2010 is written in a stylized, black, serif font. The '0's are large and rounded, and the '1' is a simple vertical stroke. The '0' and '1' are connected by a thin horizontal line at the top.

# ... what we saw in the rear mirror

- The global crisis PARALYSED the impulse to innovate
- FEAR: the word of the day became : DON'T RISK
  - to get new problems
  - to share the power (even limited) given by your tenders
- IGNORANCE helps do-nothingness and inertia
  - EU Law seen as an obstacle (instead of catching the opportunities opened by it)
  - bureaucratic "spaghetti bowls" created to preserve privileges and protect mediocrity
- BANDWAGON effect: what do others do?

The image shows the year '2010' in a stylized, black, serif font. The '0's are particularly large and rounded, and the '1' is also thick and stylized. The numbers are set against a white background.

... we see a need  
and an opportunity

We think that it is possible, useful, necessary to build a remarkable project of European breath around the experiences, projects, persons and institutions that investigated the huge potential of social clauses in public contracts.

THIS IS OUR PROPOSAL TO YOU

Thank you for your attention