

## MONNALISA (ITALY)

### Good practice description

**Issues:** Responsible supply chain management, quality

#### Description:

Monnalisa has always pursued a strategy that emphasises the top quality and prestige of 'Made in Italy' and is ISO 9001 certified. It was awarded a 'Rating I' for its top reliability, solvency and solidity level by a risk rating agency.

It obtained SA 8000 certification in May 2002, an international standard which was drafted in 1997 by Social Accountability International (SAI). This standard is based on international principles regarding human rights, workers rights, protection against the exploitation of underage workers and the observance of health and safety regulations at work. An ethical committee, with two representatives elected by employees, monitors the implementation of the standard and stimulates continuous improvement.

Monnalisa believes that involving suppliers and sub-suppliers in the chain process of adherence to the contents of SA 8000 is becoming an essential requirement and therefore engages contractors through information and training. It has visited suppliers in order to make sure they have understood the company's CSR commitment and its implications for them.

Monnalisa attempts to promote and disseminate the SA 8000 standard through its website and has produced a comic strip containing the code of conduct and fundamental values. This has been distributed to suppliers and is available in Monnalisa's selling outlets in Italy and throughout the world. It is conceived as a children's game with matching colour pencils but also as an instrument to illustrate and reflect upon the SA 8000 standard. Monnalisa's first social report will be published on its website.

#### Business benefit:

- Productivity, efficiency and added value creation
- Stronger partnership with contractors, better mutual understanding
- Improved employee motivation, sharing of values
- Enhanced reputation with external stakeholders: customers, public authorities (licence to operate)

#### Benefit for society/stakeholders:

- Improved 'ethical production process', safeguard of human and labour rights

#### Awards:

- Nomination for Premio Sodalitas Social Award 2003, Sodalitas

#### Reports/further information:

SA 8000 social accountability management system, audit report  
[http://www.monnalisa-spa.com/rapportosa8000\\_uk.html](http://www.monnalisa-spa.com/rapportosa8000_uk.html)



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<b>Company name</b>	<b>Monnalisa Spa</b>
<b>Activity:</b>	Design and production of children and teenagers' clothing
<b>Core business:</b>	Monnalisa Spa is the 'core business' of Monnalisa Group, a world leader in the children and teenager clothing sector present on 49 world markets. Its clients are major specialised shops and department stores with personalised corners.
<b>City/country:</b>	Arezzo, Italy
<b>Year of foundation:</b>	1968
<b>Website:</b>	<a href="http://www.monnalisa-spa.com">www.monnalisa-spa.com</a>
<b>Employees 2002:</b>	Full-time: 35
<b>Turnover 2002:</b>	EUR 15.65 million