

Founded in 1979 by Elena Toffolo, Consulmarc Sviluppo offers innovative services to Italian companies, with particular attention to those active in international markets in the field of human resources, work services and company organisation.

Company Profile



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COMPANY PROFILE

WHO WE ARE

The **CONSULMARC GROUP** was founded in 1979 by **Elena Toffolo, current President**, to create a unit dedicated to the provision of innovative services to Italian companies, with particular attention to those active on international markets in the field of human resources, work services and company organisation.

In 1987 **CONSULMARC SVILUPPO S.r.l.** was founded with the aim of developing innovative projects and services for the internationalisation of companies, in support of the development of knowledge and the use of human resources in the European context.

In 1990 **CONSULMARC SVILUPPO S.r.l.** created a control unit in Oderzo (TV), coordinating the activities of a network of companies and consultants located in various countries of the European Union called "EUROSISTEMA".

In 1991 **CONSULMARC SVILUPPO S.r.l.** opened its headquarters in Brussels (BE), participating as an effective member in important "Networks" of the European Commission - DG Enterprise and Industry and developing significant European projects in partnership with public and private bodies. In the following years, the company also became an "advisor" of the European Commission: at first it was included among the advisors of "DG Enterprise and Industry", then in the short list of the "DG EAC-EACEA (Education and Culture)".

In this context, **CONSULMARC SVILUPPO S.r.l.:**

- Has been participating in more than 70 international projects and has been acquiring a new and powerful form of "reintegration", having the ability to develop and disseminate knowledge and to enhance European partnerships and networks through constant exchange programmes;
- Has been innovating its own systems and technologies, in particular ICT-based programmes for internal management, and has been implementing an external platform "in cloud" called "EUROSISTEMA", to be used by consultants and customers located in the different countries of the European Union and outside, through a dedicated access via the Consulmarc Website;
- Has been developing a database of European partnerships of more than 2700 entities;
- As a body accredited to the "Grundtvig" European programme (training the trainers measure) in Brussels, it has been providing training to learners from all over Europe, supported by prestigious European and international universities.

Since 1991, therefore, **CONSULMARC SVILUPPO S.r.l.** has its own operational office in the *European City*, where it currently operates as an “interest representative” accredited to the European Parliament, the European Commission, the Committee of the Regions and other European Institutions, as well as selected thematic networks.

MISSION

The profound changes that have taken place in recent years in the economic and social spheres, both in the public and private sectors, caused by the serious global economic and financial crisis that has hit Europe, have led **CONSULMARC SVILUPPO S.r.l.** to redesign its business strategy and to rethink the contents of its services and the way in which they are delivered.

This strategic renewal aims to bring together the activities and services offered by the company in a matrix integrating the business experience gained over the years in the field of human resources and job promotion. This process has the aim to promote sustainable, innovative and inclusive local growth, involving customers and partners of the company in collaborative networks, in cohesion with the EUROPA 2020 strategy and the priorities of the future European programming period 2021-2027 (InvestEU, European Green Deal).

CONSULMARC SVILUPPO S.r.l. has always based its development on **human capital**, to fully exploit and integrate the skills and experiences achieved at local level, with those acquired and being acquired at European level, following the principle of the so-called “complementarity of actions”.

The new corporate paradigm of **CONSULMARC SVILUPPO S.r.l.** is based on two pillars:

- Competence of the “Working Groups” in searching added value information and transform it into knowledge, so that they can be accessible by individuals, public bodies and enterprises for economic, social and territorial development purposes (development laboratories);
- Technologies and Organisation: Use of a web-based management platform with proprietary software, which allow a high level of interaction between the platform and the users, as well as interoperability between the members of the staff. These tools ensure speed and security of intranet and extranet access, allowing the management and implementation of connected procedures and databases. Consulmarc Sviluppo, over the years, have been developing the following databases:
 - Human resources (220,000 active candidates);

- Sources of financing (3,000 factsheets);
- European partners (2,700 active partners);
- Good practices of projects financed;
- Regional, national and Community studies and regulations.

THE ORGANISATIONAL – MANAGEMENT MODEL AND CORPORATE CODE OF ETHICS

CONSULMARC SVILUPPO S.r.l., in accordance with its mission and business strategies, adopted the **Management and Organizational Model (MOG)** and the **Code of Ethics**, with the resolution of the Board of Directors of 31 May 2016. It has also established the OdV, the Internal Supervisory Body which oversees the operation, effectiveness and observance of the Model itself, as well as its updating.

The purpose of the Model is the construction of a structured and organic system of procedures and preventive control activities for the prevention of the crimes referred to in Legislative Decree 231/2001, by identifying the activities at risk and an effective risk-management plan.

CONSULMARC SVILUPPO s.r.l. has applied the MOG to improve the sensitivity of its customers and suppliers on the importance of complying with the ethical and social principles that inspire the company in carrying out its daily activities at the highest levels of fairness, ethics and transparency.

The “Code of Ethics and Conduct” has been prepared **in accordance with the guidelines for Corporate Governance indicated by Veneto Region and the available “best practices”**: it contains a series of principles of corporate ethics, values and lines of conduct that **CONSULMARC SVILUPPO s.r.l.** recognises as their own and which must be applied by the members of the Management Committee, as well as by employees and collaborators, suppliers, all partners of the Company Network and, in general, all third parties that come into contact with the company.

To this end, **CONSULMARC SVILUPPO S.r.l.** is preparing the necessary additions to the bylaws to become a “*Benefit Company*” and to register in the appropriate national register established by the Italian Government.

Over the years, **CONSULMARC SVILUPPO S.r.l.** has become a “*multifunctional subject*”: the company, in addition to human resources search and selection, outplacement and job promotion services, develops activities and cooperation at European and international level, as well as innovative activities in

the economic and financial field to support structured investment projects. The areas of activity and services offered are described in the following sections.

SERVICES SUPPORTING EMPLOYMENT

Following the application of national and regional rules on the organisation and discipline of the labour market, **CONSULMARC SVILUPPO S.r.l.** obtained the national authorisations of the Ministry of Labour and Social Policy for the enrolment in the registers of the **Labour Agencies**, both for *Research and Selection activities and for the services of Relocation and Professional Retraining*.

Veneto Region also definitively accredited the company for the delivery of *Job Promotion Activities* and the provision of interventions of *Active Labour Policies*. **CONSULMARC SVILUPPO S.r.l.** is an accredited body enrolled in the Register for professional guidance activities.

SERVICES WITHIN THE FRAMEWORK OF EUROPEAN POLICIES

The thirty-year experience gained by Consulmarc Sviluppo srl in the European context has allowed the company to develop, over time, an offer of services and competences with high added value to support transnational cooperation projects and initiatives.

Among the services proposed, the structuring of project proposals in response to calls published by the European institutions, but also by the national and regional authorities that manage the Structural and European Investment Funds in Italy. The service also includes the search for partners who can collaborate within the project, the definition of the partnership and, if required, support to the company in the management of the project once funded.

In response to requests from clients wishing to identify funding sources suitable to support investment initiatives and projects, **CONSULMARC SVILUPPO S.r.l.** offers the fund raising service, which allows the project to be contextualised within the broader framework of European policies and regulations, breaking it down into "thematic sub-projects" and subsequently identifying the most suitable funding measures to support it, in order to propose to its customers a medium-term action plan tailored to its needs.

The relationships developed in Brussels enable the company to assist its customers in setting up high added value relationships in support of projects and initiatives: To this end, **CONSULMARC SVILUPPO S.r.l.** proposes the "accreditation service" to the European institutions, the permanent representatives of the countries of interest to the customer in Brussels and the most significant European thematic networks.

For the services described, the company has obtained the ISO 9001:2008 SGS SYSTEM quality certification.

SOCIAL AND IMPACT INVESTING, CIRCULAR ECONOMY AND SUSTAINABLE FINANCE AND EXTRAORDINARY PROJECT ACTIVITIES

The adoption of a Code of Ethics of Conduct, the provision of services and business activities carried out in “business network” and oriented to “active policies and sustainability”, as well as “social impact”, the will to proceed shortly to the registration in the National Register of the “Benefit Company”, shows the attention paid by **CONSULMARC SVILUPPO S.r.l.** to the issues related to the “social economy”.

This attention is reflected in the activities that the company develops in the social sector: **CONSULMARC SVILUPPO s.r.l.** follows the most recent developments in European policies related to **impact investing, the promotion of social entrepreneurship and innovative social and sustainable finance instruments** recently activated by European institutions, international financial institutions (EU Commission, EIB, EIF) and the Italian Government.

In this context, the company has developed significant collaborations with important Partners including FEBEA – European Federation of Ethical and Alternative Banks, SEFEA – European Ethical and Alternative Finance Company, SEFEA IMPACT Sgr Spa, Social Housing Foundation, Ethics Bank, National Micro Credit Authority.

According to the multifunctional approach described above, **CONSULMARC SVILUPPO s.r.l.** has always worked for the valorisation of “human capital”, promoting projects to support employment, also in the form of self-entrepreneurship and micro-entrepreneurship. This includes significant initiatives that the company has designed and coordinated over the last few years: the “Antenna Sviluppo”, pilot project European projects, and regional projects financed to support the employment of disadvantaged people, also in the context of the Youth Employment Initiative and, more particularly, the “Youth Guarantee” European programme.

The project “**Antenna Sviluppo**” was developed following the activities carried out in 2011 to promote the local development of Alta Marca Area in Veneto Region, in co-operation with Alta Marca Local Planning Alliance, the Alta Marca Local Action Group and local economic and social stakeholders, according to the principles of Community led Local Development”.

To cope with the problems arising from unemployment, “Antenna Sviluppo” promoted initiatives and projects to assist young people, women, people losing their jobs, mobile workers in maintaining employment or find a new job, through re-training. These activities also included the start-up of micro-enterprises, small cooperatives and other forms of **self-employment** in emerging sectors, supported by microcredit. In this context, the project was presented to **the National Institute for Microcredit**,

leading to a preliminary agreement on the possibility of establishing a Microcredit Fund in the Province of Treviso to support the initiatives of self-entrepreneurship which were developed thanks to the project.

To support “impact investment” projects, **CONSULMARC SVILUPPO s.r.l.** has developed contacts and co-operation with the EIF – European Investment Fund in the framework of the **SIA – Social Impact Accelerator**, the first european public private partnership dedicated to investments in social enterprises or social investments.

Since 2015, **CONSULMARC SVILUPPO s.r.l.** has collaborated with the Vice-Presidency of the European Parliament on the establishment of the Social Economy Intergroup and actively participated in public hearings following the activities of the Intergroup in the 2014-2020 programming period.

Since 2016 the company has been partner of **Banca Etica**, assisting companies wishing to apply for microcredit, *since January 2020, the company has been accredited to the National Institute for Microcredit and enrolled in the national list of operators in non-financial services, auxiliary assistance and monitoring for microcredit.*

Over the last four years, the company has been collaborating with thematic real estate funds and International Financial Institutions (SGR authorised by the bank of Italy – SICAF) for the construction of structured financial architectures, using the “project finance” method to support project implementation, also using non – bank funds. This highly strategic activity allows to support significant investment projects proposed by public bodies and private entities, through access to extraordinary and third parties finance: the areas of greatest interest are the health, social and tourist sectors, without excluding other contexts.

CONSULMARC SVILUPPO S.r.l. has developed a multi-level “Project Design & Modelling” strategic service: first of all, this service allows to define the most effective organisational and management models to support investment projects, by contextualising them in the framework of sectoral policies and the market. Subsequently, Consulmarc Sviluppo assists its customers in preparing the project business plans and executive summary and in developing financial arrangements with public and private investors. The service is provided and managed by a team of professional with different skills and a multi- purpose approach.

NETWORKING SERVICES

The creation of partnerships and networks with high added value is a precondition to develop cooperation, territorial development and investment projects. As has already been pointed out, over

time **CONSULMARC SVILUPPO s.r.l.** has structured a dense network of relations, becoming a focal point for the creation of complex project partnerships at national and international level.

To the services already offered by **CONSULMARC SVILUPPO s.r.l.** to create and manage partnerships and networks, new services have been added, to support, **the start up and development of business networks** (according to the Italian Law n.78 - 31 May 2010). Business Networks are an innovative tool to promote collaboration and partnership between companies, but also the optimisation of internal human resources management. **CONSULMARC SVILUPPO s.r.l.** assists its customers in the application of the rules that simplify and facilitate the management of the human resources within the network of enterprises. Moreover it defines the most appropriate management models to support the business network activities through the use of innovative 4.0 ICT tools, according to regional and national "Smart Specialisation Strategies" and the principles of a new project called "SMART WORK NETWORK", to smoothly manage smart working activities.

CONSULMARC SVILUPPO s.r.l. itself participates in two business networks with other companies:

- **Network "Conoscenza = Lavoro"** (Knowledge = Work), in partnership with the Social Cooperative onlus type A "*Insieme si Può*", with more than 1,800 members, with the Social Cooperative and Didactic Farm *Eubios*, with *Sviluppo Progetti Società Cooperativa* based in Udine and Oderzo. The aim of the network is to provide social services; to identify train and update human resources to be re-included in the labour market and to disseminate the services proposed by the network;
- **Network "CO.SE"**, in partnership with *Sviluppo Progetti Società Cooperativa*, *Videocultura srls*, and *ASAM Antenna Sviluppo Alta Marca Cooperativa Sociale ONLUS*. The network aims to support the design and financing of initiatives of growth and territorial development, with specific attention to projects and initiatives of sustainable urban and local development having a strongly social and inclusive character. The network also aims to promote the local territory of *Alta Marca*, its products and projects and to develop training and information initiatives related to local human resources, disadvantaged people and the development of innovative, ICT – based management tools and databases.

THE ACCREDITATIONS OBTAINED:

In the previous sections we have repeatedly mentioned that CONSULMARC SVILUPPO s.r.l. has obtained many accreditations at European, national and regional level. Below we provide the accreditations complete list:

ACCREDITATIONS AT EUROPEAN LEVEL

- Enrolled in the Register of Representatives of Interest to the European Parliament – European Commission – Committee of the Regions – other EU Institutions and Networks– ID n.99800452537-40;
- Member of the Social Economy Intergroup of the European Parliament, to participate in public hearings and to follow the activities of the Intergroup;
- Member of the LIFT IRC Organisation – LIFT Regional Partner – Financing Innovation of the European Commission;
- Enrolled in the Short-List of the EAC-EACEA (Audiovisual Education and Culture) of the European Commission;
- PHARE TACIS Consultant (Aide à la Reconstruction Economic) of RELEX Directorate General of the European Commission
- Member of the CEDEFOP (Centre Européen pour le Développement de la formation professionnelle)
- Member of the ETF (European Training Foundation);
- Enrolled in the Short-List of experts of the European Commission Directorate-General for Energy “Managenergy”;
- Member of OITS – Organisation Internationale du Tourisme Social;
- Member of EUWIN – European Workplace Innovation Network, European Commission, DG GROWTH – Internal Market, Industry, Entrepreneurship and SMEs;
- Member of EVTA – European Vocational Training Association – European Board of Vocational Training, Brussels;

- Enrolled in the Short -List of the CDE – Centre for the Development of Enterprise -joint institution of the ACP Group of States (Africa, Caribbean and Pacific) and the European Union (EU) in the framework of the *Cotonou* agreement;
- Member of EAN – European Academy Network – Brussels

ACCREDITATION AT NATIONAL LEVEL

- Authorisation of the Ministry of Labour and Social Security (Directorate General of the Labour Market – Division I) for Human resources Research and Selection No 5875 of 26/02/2007;
- Authorisation of the Ministry of Labour and Social Security to support professional relocation (outplacement) No 39/0001254 of 26/01/2012;
- Authorisation as Local Agency Eurodesk for Italy, issued by the European Commission DG EAC (Audiovisual education and culture), in the framework of Youth in Action and Erasmus+ programmes (Europe 2020 strategy);
- Registration of selected members of the company staff on the national register of active labour policies (ANPAL - National Agency for Active Policies);
- Enrolled in the mandatory national list of operators in non-financial assistance and monitoring services for microcredit.

ACCREDITATION AT REGIONAL LEVEL

- Accreditation of Veneto Region for the delivery of job promotion services by Decree No. 387 of 17 April 2012;
- Accreditation of Veneto Region n.A0613 – For vocational and professional guidance with Decree No. 882 of 27 November 2014;
- Youth Corner (YC) authorisation of the Veneto Region with DGR No. 194 of 30/04/2014 – as an Operational Unit for the access of young people to the Youth Guarantee Regional Plan (Youth Guarantee);
- Authorisation to test public allowances for work with DGR 1095 of 13/07/2017 – DDR 713 of 08/11/2017;
- Authorisation to test relocation checks with Resolution no.1 ANPAL of 07/02/2017.

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