



# LIFE CITYAdaP3 Project

## How to be a responsible company Main baseline international models

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# Where to start?

- Identify and take advantage of **everything that is already being done well in the company**
- **What makes sense, what is relevant** and what is able to mobilize actions
- **Prioritize actions** according to the company's resources and goals set
- Establish a **continuous-improval** dynamic

## Phases:

- Diagnostic
- Training and awareness-raising
- Planning
- Communication

**Knowing where are we starting from**, in order to para orientar la acción y fijar objetivos de progreso

**Measure the impact of the company's activities** on society and Sustainable Development

**Evaluate** the company's actions to reduce the impacts

The relevance of the **responses given to the expectations of the main stakeholders.**

- By **indicators** that determine the impacts of the company and the associated results.
- **Comparing** the maturity of the company **with the requirements of a particular standard**

**Training:** gaining useful knowledge to take CSR actions..

**Awareness-raising:** sharing the meaning and putting into perspective action to unite people around the CSR approach.

Elaborate a **working plan**:

- **Identify achievable goals** distributed in time
- **Act** according to the agreed plan
- **Measuring the progress using relevant indicators that show the company's performance in relation to the chosen CSR vision** (economical, social, environmental, etc.)
- **Adjusting work plans** according to the results collected by the measuring indicators and the set goals.

- **Start with simple actions** as first steps, or in a limited CSR field and gradually extend it as it matures.
- This approach can be taken independently or with individual or collective support.

# Communicate: what

- Communicate **efforts and results, internally and/or externally**
- CSR communication can be focused on **different areas**
- In any case, it focus on the environmental and social actions of the company.
- In any case, it focus on the **main and real impacts** of the activity and the products, and its based on **proven facts**, avoinding any greenwashing.



CSR communication can take the form of:

- A CSR report is the explanation of the activity's impact and the approach taken as a result of the visión, the work plan and the associated performance
- Information in any tipe of form or support: brochures, website, etcetera.
- Products' labelling (for example: environmental impact of the products)

At the international level some **initiatives** have been developed to **promote responsible behaviour from organizations.**

These initiatives work as a **moder and framework for CSR implementation and communication.**

**CSR can't be concieved without a proper communication** that allows the dissemination of the adopted commitments and the goals achieved among stakeholders.



**GLOBAL COMPACT OF UNITED NATIONS**

**SUSTAINABLE DEVELOPMENT GOALS (SDGs)**

**OECD'S GUIDELINES FOR MULTINATIONAL ENTERPRISES**

***GLOBAL REPORTING INITIATIVE (GRI)***

**ISO 26000**



- It's a call to enterprises and organizations to align their strategies and operations to the **Ten Universal Principles** on human rights, labour law, environment and anti-corruption.
- The organizations who voluntarily subscribe the Global Compact make the commitment of complying the ten principles by integrating them in their corporate strategies.
- This framework **helps to advance in the targets of the Sustainable Development Goals.**



## Requirements for enterprises subscribing to the Global Compact:

1. **Sending a Commitment Letter** from the company's management to the General Secretary of the United Nations, establishing their commitment to support the Global Compact and its principles.
2. **Implementing the changes** in the operations that need them, ensuring the principles of the Global Compact are taken into account in the company's strategy and in its daily activities.
3. **Promote and disseminate** the Global Compact and its principles in their communications.
4. **Communicate annually**, in the sustainability corporate report, a description of how the support to the Global Compact and its principles is being delivered on.

<https://www.unglobalcompact.org>



# Sustainable Development Goals (SDGs)

Under the auspices of the United Nations, 195 countries adopted a set of global goals to end poverty, protect the planet and ensure prosperity for everyone, as part of the new sustainable development agenda (25th of September of 2015).



<https://www.un.org/sustainabledevelopment/es/objetivos-de-desarrollo-sostenible/>

# Sustainable Development Goals (SDGs)



## SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



# How to achieve the SDGs' targets

**-Aligne the sustainability or social responsibility strategy to the targets set by the SDGs.**

**-Measure the company's contribution to the Goals** aligned to the business field to know the progress and the possible improvements.

**-Involve and raise awareness** about the SDGs **among all departments and employees** of the company.

**-Creating public-private partnerships** with civil society, public sector, academic institutions and other enterprises to develop projects that contribute to the SDGs.

**-Share Good practices in the field of SDGs** with other companies.

**-Collaborate with companies from all parts of the value chain** to contribute to innovation and sustainability.



# How to achieve the SDGs' targets

- In order to implement a sustainability strategy linked to the SDGs, you can use the **Sustainable Development Goals Compass**.
- It's a **tool** whose aim is to **help organizations to identify the priority SDGs according to the main activity of each company**.
- <https://sdgcompass.org/download-guide/>

Unlike the initiative proposed by the United Nations, the OECD guidelines are signed by the **countries**, not by the organizations directly involved.

They are **Recommendations for the governments participating in this Organization, and to multinational enterprises** (Adopted in 1999, revised by the Ministers Council of the OECD, in Paris 2000).

Countries that adopt these guidelines have to create a National Control Office that will promote and disseminate the principles proposed by the OECD.

The Guidelines set **voluntary principles and rules** for a responsible entrepreneurial behaviour in areas such as:

- Information disclosure
- Employment and labour relations
- Environment
- Anti-corruption
- Consumers' interests
- Science and Technology

The companies that voluntarily adopt the OECD's Guidelines must implement them **in all the countries where they operate.**



Recently, the OECD has identified the following problems associated to achieving a good responsible entrepreneurial behaviour to support businesses to answer and recover from the challenges of COVID19:

- Labour relations and involvement of interested parties.
- Permits and benefits pfor employees.
- Environmental, health and safety management.
- Corporate governance related to disaster preparedness and continuity planning.
- Supply chain management.
- Dissemination.

[ocde. COVID-19](#)

It's a non-profit organization that promotes the elaboration of sustainability reports in all type of organizations.



## Propose a Framework for the elaboration of Sustainability Reports:

- Guide** for the elaboration of Reports (available for free).
- Establish the **principles and indicators that the organization can use to measure and disclose the economic, environmental and social results.**

<https://www.globalreporting.org/>



- It's and International Rule that has been developed by using a multi-stakeholders approach.

-It provides orientation on:

- **Principles** in which Social Responsibility relay on
- The **acknowledgement** of social responsibility
- The **involvement of interested parties**
- The **core subjects** and issues that constitute social responsibility
- The **procedures to implement socially responsible actions in the organization.**



<https://www.iso.org/obp/ui#iso:std:iso:26000:ed-1:v1:es>

In the same line of other international organizations, the European Union has assumed **CSR promotion**, with the firm intention of making the Euro Zone a worldwide leader of CSR, and it establishes some dispositions for promoting CSR.



EUROPEAN UNION



LIFECITYADAP3