

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 continuos-improval dynamic



















Where to start?

Phases:

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



















Diagnostic

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 and awareness-raising

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.



















Planning

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** acording to the results collected by the measuring indicators and the set goals.



















Planning

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.



















Communicate: how

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)



















International initiatives

At the international level some **initiatives** have been developed to **promote responsable 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.



















Main CSR promotion and communication models

GLOBAL COMPACT OF UNITED NATIONS

SUSTAINABLE DEVELOPMENT GOALS (SDGs)

OECD'S GUIDELINES FOR MULTINATIONAL ENTERPRISES

GLOBAL REPORTING INITIATIVE (GRI)

ISO 26000



















United Nations Global Compact



- It's a call to enterprises and organizations to aligne 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.



















How does Global Compact Works?

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 GOALS DEVELOPMENT

17 GOALS TO TRANSFORM OUR WORLD





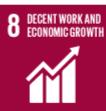


















































How to achieve the SDGs' targets

- -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/



















OECD's Guidelines for multinational enterprises



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.



















OECD's Guidelines for multinational enterprises

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
- Cosumers' interests
- Science and Technology

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



















OECD's Guidelines for multinational enterprises

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.

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GLOBAL REPORTING INITIATIVE

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, encironmental and social results.

https://www.globalreporting.org/



















ISO 26000

- 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 responsable actions in the organization.

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



















EUROPEAN UNION

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

















