



Consell General de Cambres
de Catalunya

Catalonia efforts to engage companies in CSR
and align private sector with públic objectives



Presentation structure

- Government involvement in CSR in Catalonia
- Increasing businesses involvement in CSR
 - ▶ SMEs
 - ▶ Supply Chain
 - ▶ CSR promotion
 - ▶ Public procurement
 - ▶ ---
 - ▶ Responsible districts

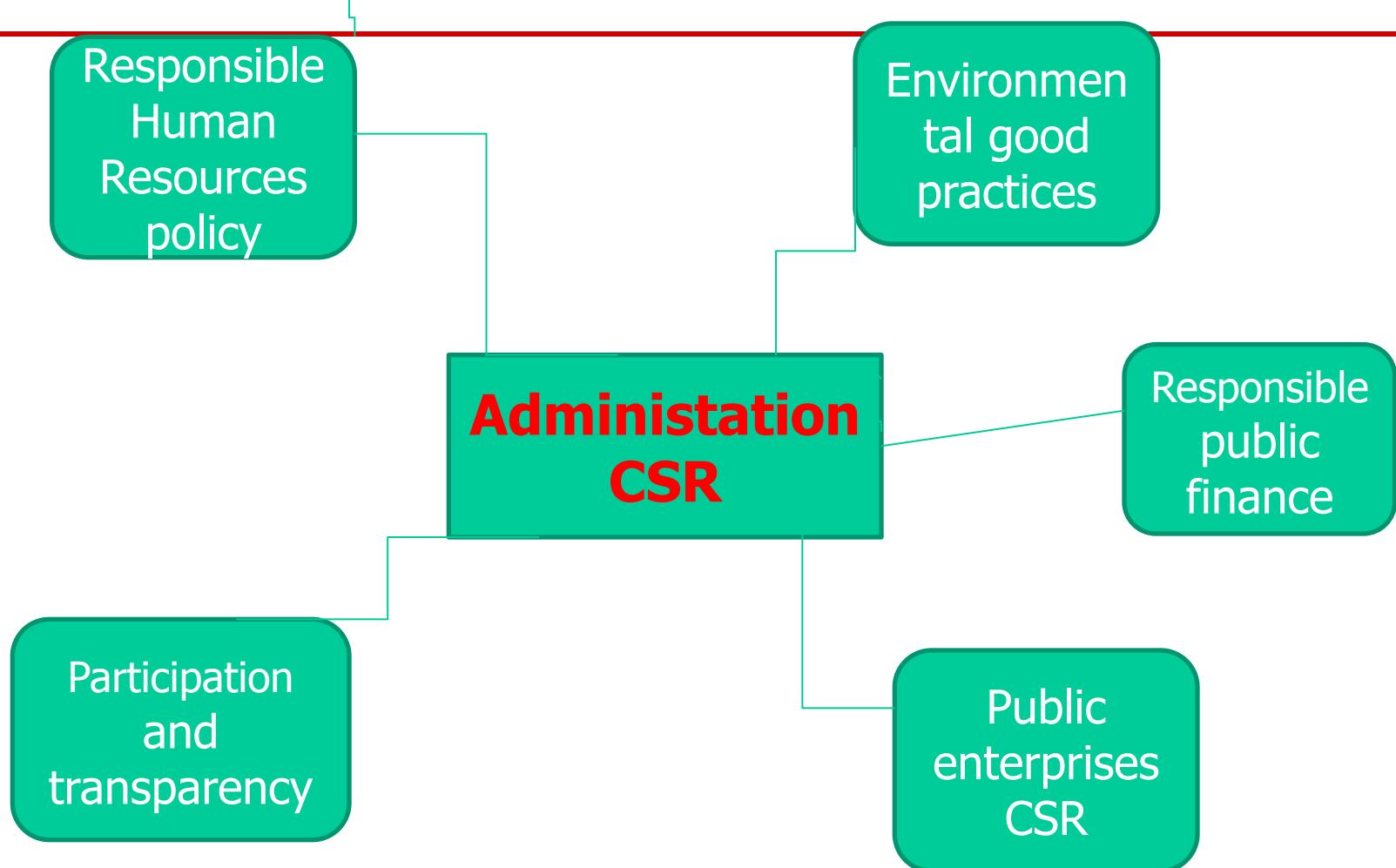


Government involvement in CSR

- The Government would like the Administration to follow CSR principles, beyond “politics”.
 - ▶ Catalan Administration CSR Plan under development but very slowly.
- Spreading CSR among companies
 - ▶ Stage 1 Increasing the number of companies
 - ▶ Stage 2 Aligning companies responsibility with Government objectives
 - ▶ Stage 3 Creating territorial colective CSR



Government plan





Government Plan instruments of promotion

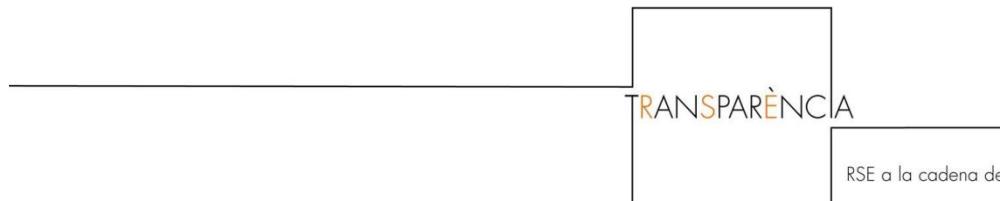
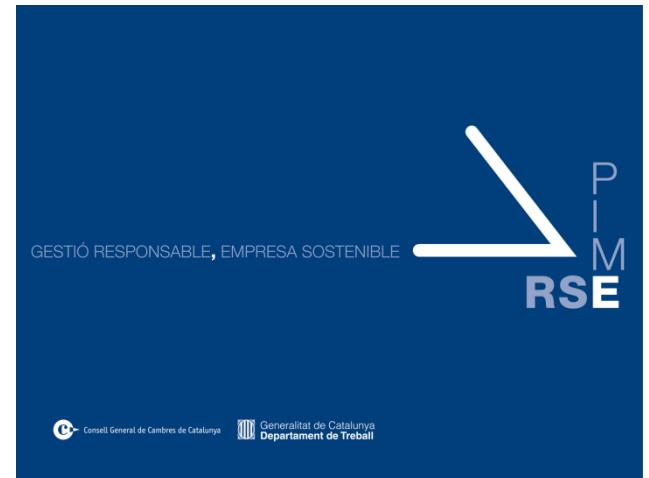
- RSECAT
 - ▶ With social partners around labour policies
 - Mainly a web with good practices from selected companies
- Respon.cat
 - ▶ Independent but publicly supported initiative
 - Helping enterprises develop CSR strategies
 - Training
 - Developing policies
 - Giving expertise



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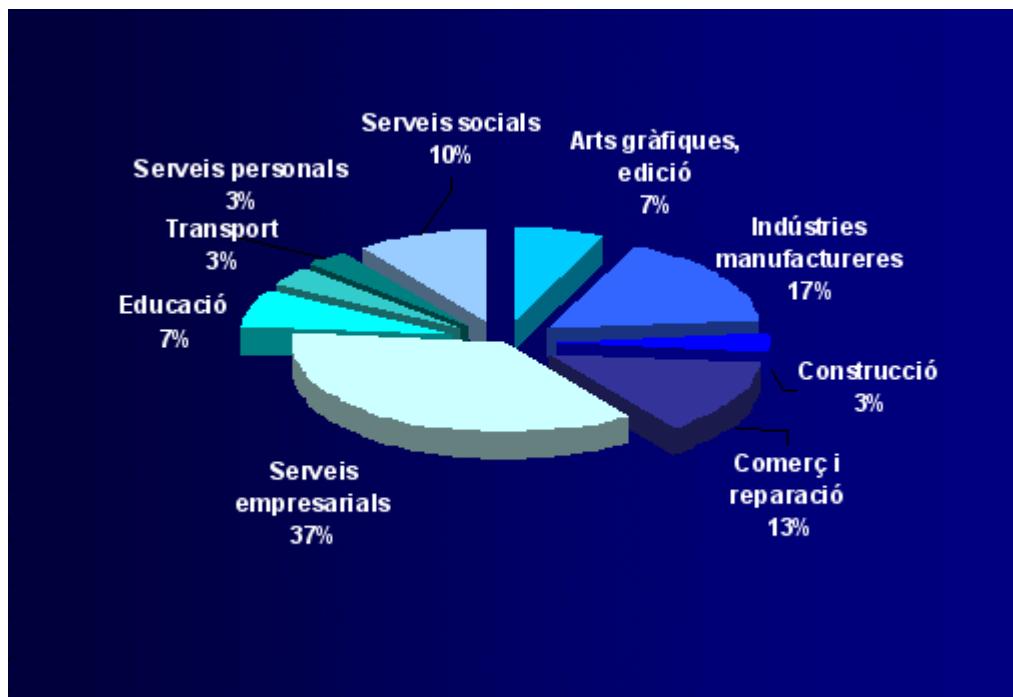
Increasing businesses involvement in CSR

- Two main programmes
 - ▶ RSE PIME
 - ▶ Transparencia





30 SMEs participating





RSE Pime

- Global turnover: 182.200.793 €
- 1.653 workers





How CSR SME was developed?

15 Months accompanying participant enterprises

Engaging

Individual companies submit their candidatures

First step

Diagnosis of company starting point

Planning

Detection and planning of improvement measures

Execution

Improvement plan development and implementation

Closure

Final Diagnosis
Communication actions

1 month

1 month

1 month

9 (12) months

1 month



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Business involvement

11 big
companies



65 SMEs in
their supply
chain

More than 27.000 M€ turnover

26.000 M€

1.000 M€

71.288 workers (40.728 men / 30.144 women)

65.850 workers

5.378 workers

Spread all arround Catalonia and from different
sectors



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de Catalunya

Abacus 
Cooperativa

GRUPO CODORNIU

 "la Caixa"



DKV
SEGUROS MÉDICOS

ESTEVE

MANGO

 **Nestlé**


CONTRATAS Y OBRAS
Empresa Construcción S.A.
Constructió Òtica i Sostenible


gasNatural
fenosa


Port de Barcelona



Which is the Transparencia content?

tRanSparEncia offers 2 things:

1. Training, Aiding companies achieve more competitiveness while enhancing their sostenibility.
2. Individual coaaching to facilitate the beggining of the process.

TRAINING (16 hours)

- Offered to two people to produce a GRI reporting. KPMG.was responsible for this part

JOIN WORKSHOPS:

- To facilitate following the different stages of producing the report.

INDIVIDUAL CONSULTANCY:

- Helping the incorporation of CSR to each company strategy.

COMMUNICATION:

- Spreading the work of the company and their sustainability report.



Company involvement in CSR

- With RSE Pime a methodology for SME was developed and tested
- With Transparencia big companies tested the capacity of their supply chain to follow their responsibility commitment.
- They wanted to know if they can trust being followed if they try to impose sustainability criteria to their suppliers.
- Administration was also interested to see if putting in place CSR conditions in public procurement would exclude SMEs.



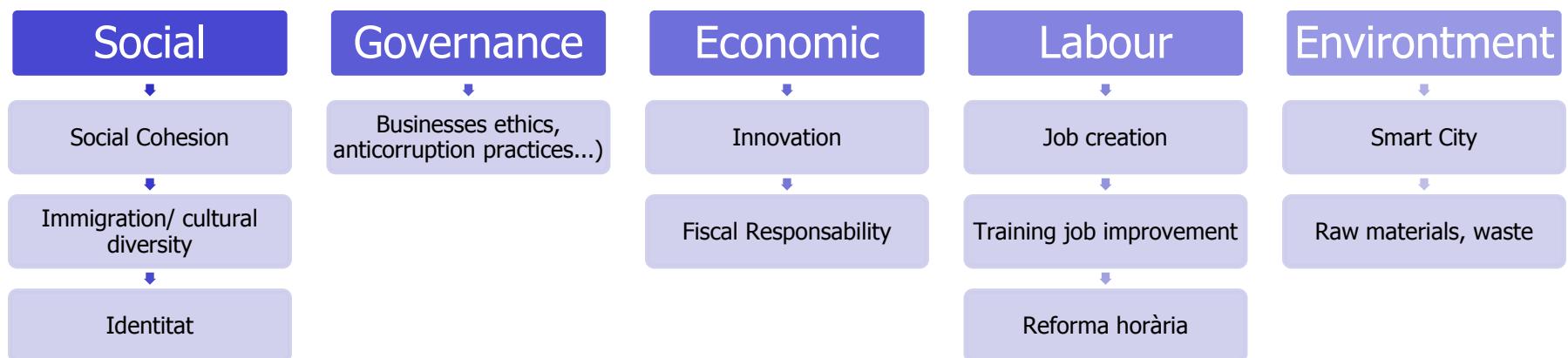
CSR FOCUS

- Focus RSECAT is a participative process aiming to the identification of relevant aspects of CSR content for Catalonia besides the more classical ones.
- The idea is that there are situations to be addressed and that if companies efforts are put in place there should be important improvements.
- Of course CSR is the company responsibility and it chooses what better suits them.
- However stakeholders in one district are more or less the same!



RSE Focus

- We try to identify where our country would like that companies focalize their efforts when implementing CSR strategies.





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Respon.Cat





Co
de

Four
area
s

1. CSR and Leadership

2. Training and Development

3. Promotion of CSR

4. CSR and Territory

Wit h concrete goal s	Encourages the evolution of Catalan business culture by integrating new social concerns and promoting intelligent, sustainable and integrated growth.	Directs focus towards the technical development and understanding of CSR methodology, and develops the strategic model for its integral implementation in companies.	Promotes CSR throughout the business network, including SMEs, the diverse sectors, and regions.	Responds to challenges posed by the development of the concept of Socially Responsible Territories.
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Four areas	1. CSR and Leadership	2. Training and Development	3. Promotion of CSR	4. CSR and Territory
Which respond to identified requirements	<p>Companies that manage CSR or incorporate it into their business model require a forum of informed exchange for top management where they are able to share their corporate vision of the business case, strengthen the sense of leadership, and assist in building the regional and corporate strategy</p>	<p>Companies need access to their own forum of training and knowledge geared to the creation of a CSR-management model.</p>	<p>Many more small, medium and large companies could incorporate a commitment to CSR management if an appropriate framework for understanding it and raising its</p>	<p>Society expects businesses to be able to respond to challenges through social innovation, the creation of synergies, and investing in local responses through territorial connections in order to</p>



- Corporate CSR commitments are beginning to demonstrate their potential to change both companies and territories becoming a source of **competitive advantage**.
- Socially responsible corporate behaviour may be highlighted as a central element for a **sustainable economy in the twenty-first century**.
- **Dealing with CSR in a territorial scope can enhance boths social and economic improvement.**



More information

- Narcis Bosch
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- www.respon.cat
- www.rsepime.org
- www.transparencia.org

- THANK YOU FOR YOUR ATENTION