

Forest Bioenergy in the Protected Mediterranean Areas

Report on the external events – SocializaRSe, The CSR (Corporate Social Responsibility) as an engine of corporate development



Workpackage 2 - Communication
Activity 2.6 – Participating to external events
Deliverable 2.6.1 - Report on the external events

December 2018

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<i>Workpackage 2</i>	Communication
<i>Activity A.2.6</i>	Participating to external events
<i>Deliverable 2.4.2</i>	Report on the external events
<i>Summary:</i>	The CSR (Corporate Social Responsibility) contributes to the companies to be more responsible to society and the environment. There is a great importance to opt for introduce the CRS in the company for its development due to the entity acquires most capacity in a social and economic environment which is, every time, more exigent towards its commitment with the society and care of the environment.
<i>Involved partner</i>	PP5 & PP6
<i>Responsible partner</i>	PP7 Zadar County
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BRIEF EVENT DESCRIPTION

The event “SocializaRSe” was held in Valencia (Spain) on 23 October 2018. AMUFOR participated in the event explaining the “sustainability and circular economy in the forest management” within the ForBioEnergy project.

EXECUTIVE SUMMARY

SocializaRSe promotes the adoption of practices in the field of Social Responsibility (SR) in the business world, being focused on SMEs. Therefore, during the workshop good practices of SR were disseminated, as well as the existing methodology and regulations to implement it. The business and social fabric is encouraged to contribute to sustainable development through the Corporate Social Responsibility (CRS).

1.1 Location

Cámara Oficial de Comercio, Industria, Servicios y Navegación de Valencia. C/Poeta Querol 15 - 46002 Valencia.

1.2 Who attended

The workshop was directed to companies, especially freelancers and SMEs, social agents and agencies. Regardless of the economic sector to which the entities belong, they can participate if they are interested in knowing how to implement a CRS in a practical way in order to internalize it in the daily management model of the company. It is noted that the event was held by 20 people.

BRIEF OUTLINE OF KEY ISSUES AND CHALLENGES ADDRESSED IN THE EVENT

The issues and challenges addressed in the event were:

- CRS in the company.
- CRS as a business model to generate social impact.
- The CRS and the new economic model.
- Models for the certification and management of CRS.
- Sustainability and circular economy in the forest management.

1.3 Purpose and scope

The purposes of the event were to promote the dialogue between stakeholders in CRS and to make known practical examples of companies, especially in small businesses those opt for implementing a CRS.

1.4 Key messages, outcomes, recommendations and synergies with thematic community project

- The circular bioeconomy is an opportunity for low-carbon sectors and innovative SMEs for an active rural development.
- Social Responsibility is the willingness of the organizations to incorporate social and environmental aspects in their decision making, as well as to report the impacts of their decisions and activities on society and the environment.
- The SR includes the ethical and transparent behaviour of the company to the sustainable development, health and well-being of society, to take into account the expectations of stakeholders, to comply with the applicable regulation in a coherent way and that is integrated into the whole organization.
- The objectives of the sustainable development established in the 2030 agenda of the United Nations cannot be achieved without counting on business collaboration. These objectives have to be disseminated in order to raise-awareness about the importance to implement a CRS.
- The ISO 26000 Standard includes the social responsibility guide as an opportunity for the sustainable development of organizations.

Conclusions

The framework of the 2030 Agenda allows to improve the internal management of CRS, in addition to establish indicators which measure the impact of the sustainability of the SMEs. It is noted that the implementation of CRS is based on awareness, commitment, training, transparency, as well as on the evaluation and measurement of impacts. Finally, the CRS sensitizes the entrepreneur to be responsible to society and the environment.

AGENDA

Industria	Jornada
SocializaRSe La RSE, motor de desarrollo empresarial	
✓ FECHA 23 / 10 / 2018, de 10:00 a 14:00h. ✓ DIRIGIDO Dirigida a empresas, en especial autónomos y PYME, agentes sociales, ORGANISMOS, independientemente del sector económico al que pertenezcan y están interesadas en conocer cómo poder hacer realidad la RSE de una manera práctica y así poderla interiorizar en su modelo de gestión diaria de su empresa. ✓ OBJETIVO Fomentar el diálogo entre las partes interesadas en la RSE y dar a conocer ejemplos prácticos de empresas, sobre todo pequeñas que apuestan de manera decidida por la Responsabilidad Social de la Empresa (RSE). Apostar por la RSE es de gran importancia para el desarrollo de las empresas, ayudándolas a reenfocarlas con el fin de darles una capacidad mayor de adaptación en un entorno social y económico cada vez más exigente hacia el compromiso de las empresas con la sociedad y el cuidado del medio ambiente, en una posición destacada para afrontar los nuevos retos que surgen en un mercado cada vez más globalizado. ✓ LUGAR DE CELEBRACIÓN Cámara Oficial de Comercio, Industria, Servicios y Navegación de Valencia. C/Poeta Querol 15 - 46002 Valencia COLABORA:  	✓ PROGRAMA 10.00 h. Presentación proyecto SocializaRSE. D. Rafael Mossi. Coordinador Departamento Competitividad Cámara Valencia 10.20 h. La Responsabilidad Social Empresarial como modelo de empresa para generar impacto social. D. Roberto Ballester Fundador y CEO de Felidarity. 11.10 h. Modelos para la certificación y gestión de la Responsabilidad Social Empresarial. AENOR. 11.50 h. La Responsabilidad Social en la Empresa: IMPORTACO Dª Irene Moreno 12.15h. Sostenibilidad y Economía Circular en la gestión forestal. Proyecto FORBIOENERGY. Dª Rebeca Aleix AMUFOR 12.45 h. La RSE y el nuevo modelo económico Dª Maria Dolores Ruiz UGT 13.20 h. Debate 14.00 h. Clausura del Taller ✓ CONTACTA CON NOSOTROS Marisa Navarro mnavarro@camaravalencia.com 963 103 941





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