

# RSGencat

2009-2012 Social Responsibility  
Initiatives Plan of the Government  
of Catalonia



Generalitat  
de Catalunya



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# Words from the Honourable Ministers



Antoni Castells

## Economy & Finance

'There is no system that works without shared ethical values. I believe that, and Adam Smith and Max Weber also said it. Citizens must have a feeling of what is good and what isn't good. That they act out of conviction and are moved to action by shared ethics and not fear of repression. A system that is based only on repression is condemned to disappear. Society will only be strong if its individual members are convinced that it is worth it and is positive for the society as a whole to act in accordance with certain values.'

Conference cycle on the special issue devoted to economics in the magazine *Questions of Christian Life*. Joan Maragall Foundation, Barcelona, 17 November 2009



Mar Serna Calvo

## Employment

'We at the Ministry of Employment are committed to developing policies that transmit and strengthen the connection between CSR and employment. We want to foster the incorporation of transparent and responsible management criteria in business strategy, which is based on the quality of labour relations, equal opportunities and trust in stakeholders. This will lead to greater social recognition for companies and their improved competitiveness.'



Francesc Baltasar  
i Albesa

## Environment & Housing

'Organisations have several tools for environmental improvement and rating within their reach that, in addition to contributing to them being responsible with regard to the environment, are a challenge for business competitiveness. For many years now, the Ministry of the Environment and Housing has been working on promoting the incorporation of measures at organisations that help reduce their environmental impact and are essential for taking the environmental side of social responsibility into account.'

An organisation that seeks renewal through CSR in order to compete globally in the 21st century will leave the crisis behind with much more solid bases and will also be more socially responsible and environmentally sustainable. In an economic scenario different than the present one –like 2012– the final year of this plan, organisations that have adopted CSR as an underlying and essential principle will have more survival options and will also have improved their competitiveness.

In this way, an outlook centred on CSR can contribute to reflection about the new social paradigm that seems to be emerging from the economic crisis and about which a long and in-depth reflection must be made. This new paradigm consists of creating a society that is more united, fairer, more austere, more ecological, basing its growth on technical progress and creating value through innovation. While the immediate and painful challenges are faced by so many social groups, it is worth thinking about whether the road is to resolve the present situation and go back to where we were or if we need to have a vision towards new social and business organisation systems.



Jordi Ausàs i Coll

## Governance & Public Administrations

'This plan could not be outlined if the Public Administration had not made a clear commitment to adopt social responsibility measures within their own organisation and internally diffuse these measures. Our deep wish at the Ministry of Governance and Public Administration is for this plan to explicitly drive forward social, economic and environmentally sustainable actions by the Catalan government. These initiatives must coherently integrate the ethical values and sense of responsibility of our government and produce an exemplifying effect on the rest of the public administrations, public and private companies, entities and all citizens as a whole.'



Josep Huguet  
i Biosca

## Innovation, Universities & Company

'Companies, universities and research centres in Catalonia –like the Government– are increasingly aware that social responsibility and the recovery of values like cooperation and a culture of hard work will make us more competitive.'



Carme Capdevila  
i Palau

## Social Action & Citizenship

'Promoting social responsibility at organisations represents a priority for our Ministry. We made a strong commitment in this field some time ago already, above all in the area of contributing to the conciliation of work and family lives, equal opportunities and social and labour integration of the most vulnerable groups.'



Joaquim Llana  
i Cortina

## Agriculture, Food and Rural Action

'At the Ministry of Agriculture, Food and Rural Action, we want to foster a new culture of corporate social responsibility in the rural world, addressed to the thousands of small companies that benefit from the Leader Programme, which favours their sustainable and responsible growth.'

# Introduction RSGencat: Now and why

During a time of crisis like the present, organisations restrain their investment levels, acting with greater inflexibility and great caution before undertaking any project. Periods of crisis accentuate organisations' weaknesses and threats and, therefore, they are times when things must be done better than ever, taking additional efforts and working with exactitude, austerity and integrity. However, crises must also be viewed as opportunities, as a period in which market conditions become turbulent but, in parallel, tend to strengthen organisations' positions that act better than others.

Although logic may lead people to initially think that corporate social responsibility (CSR) is a superfluous expense that can be done without when economic dynamics are negative, deeper thought makes us realise that the benefits provided by CSR are necessary at all times of the economic cycle. Adopting CSR as a basic principle that governs organisations' strategic lines of operation entails a series of benefits that they simply cannot do without.

CSR is becoming an optimal strategy for competitiveness, for success positioning on the market and for increasing the value generated in the medium and long term. In this regard, sustainability, climate change and energy models open up a world of opportunities. Cultural values such as hard work, ethics, transparency and thoroughness are revealed as essential for assuring the organisation's future in the long term. Talent is becoming a key competitive advantage to be able to compete globally. Furthermore, to attract and keep this talent, a human resources policy is required that emphasises professional acknowledgement and qualifications, fostering uses of time that are more adapted to personal needs that open the doors to

senior management for women. To the above, we must add that innovation and foreign affairs are the necessary paths that organisations must take in order to guarantee their survival. All these variables comprise part of a new paradigm for competitiveness, a new model that makes CSR one of the key elements that must be taken into account when defining strategies at companies, public administrations and, in short, at any organisation.

In a world that is more and more globalised, it is hard to imagine that a business project could openly dispense with the previous items, given that this would put its own survival at risk. This might not occur in the short term, but possibly in the medium term and it would definitely happen in the long term. In other words, the probably result of organisations behaving with social responsibility is greater economic profitability.

The values and strategies to confront the crisis and CSR strategies within organisations converge in a common point. In the present-day setting, employing CSR when redesigning a company's strategy is a good route towards ending up stronger. And the principles that a business owner must use to confront the crisis are nothing but the guidelines and values that are the foundation of CSR. In this sense, CSR may be the suitable response to the crisis, conversely to what many people believe.

This was taken as a base in the negotiations for reviewing and driving forward the 2008-2011 Strategic Agreement, whose measure 98 details the initiatives that the Government will carry out to promote CSR among social agents.

# Social Responsibility: global and Catalan context

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Josep Maria Lozano Soler and David Murillo Bonvehi  
ESADE Institute of Social Innovation

1.1

## General context: present CSR challenges

If we have to give data for reference, one could say that the change of century marks the emergence of corporate social responsibility (CSR) in public opinion. It is clear that this blossoming did not start from zero, but was in an incubation state during the last decade. However, the change of century did mark a change with respect to this factor. This also means that we are faced with a relatively new phenomenon, but that has emerged with great energy and is probably irreversible.

In general terms, CSR entails redesigning the relations between companies and society. Society is changing its expectations of companies and making them more complex. This leads to society expecting companies to make contributions that also become more complex. Probably, the strength with which CSR has emerged is owing to the fact that extremely different agents have come together in demanding it: investors, social organisations, the media, public administrations, etc. Being a relatively-new phenomenon has also meant that what it consists of and what its limits are has not always been clear. We can presently say that two broad approaches predominate among the different actors. On the one hand, those who believe that CSR outlines what contributions companies make in order to improve the society surrounding them, contributions that would be added to their economic activity properly speaking. And, on the other, those who consider that speaking of CSR is

to speak of management or, in other words, that it leads to companies incorporating social and environmental issues that are intrinsic to their typical business activities into their strictly-business management model.

The passage of time has led to a progressive predominance of the second option. If we take the definition as reference that the European Commission proposed in its *Green Book*<sup>1</sup>, we would speak of the 'voluntary integration by companies of social and environmental concerns in their commercial operations and their relationships with their partners'. Here we can see that a clear profile is sketched that has specific component traits: *integration* (we speak of all business activity having a common thread); *voluntary* (we go beyond the dictates of the law); *attention to the social and environmental angles* of business activities (CSR according to sectors and territories and, thus, not as a generic principle); *in commercial operations and relations with stakeholders* (CSR refers to the *what* and the *how* of ordinary business activity). These traits that define CSR also become the framework of reference for developing public policies that –in their diversity– must provide a response to the question of how much they contribute to making companies advance in this direction.

In recent years we have assisted in the development of different public policy models that drive CSR. What we can state is that this diversity basically responds to two variables: on the one hand, the diagnosis each country performs of what its priority challenges are that must be answered from a focal point of CSR; on the other, coherence between the focuses of CSR policies and the profile for developing a state of well-being.

1. European Commission's Green Book. *Fostering a European framework for corporate social responsibility*, Barcelona: ESADE, 2002.

In summary, we can already draw up the balance sheet that will help us situate the approaches that we can take in Catalonia. If we look at the European Commission, we can say that firstly it took an active role in driving and contributing initiatives in the different member states, as well as when generating dialogue for consensus on CSR. Subsequently (and after initiatives that were not highly-successful such as the 'multi-stakeholder forum'), they withdrew to take a more discrete place in the background, leaving initiative in the hands of companies. Nordic countries are those that have the longest history with regard to CSR. They have centred on fostering company adoption of a management model that is closely focused on relations and dialogues with their stakeholders, stressing key partnerships and cooperation as a strategy for creating a common ground for action, shared by the different actors involved. Anglo-Saxon countries have put the emphasis on what we could call local policies of commitment to the community (particularly relevant in settings of economic crisis and faced with the risks of increased social exclusion) and supporting the development of socially responsible investments. Central European countries stress a focus more based on sustainability, where everything concerned with environmental policies carries notable weight. Finally, Mediterranean countries are those that have joined the political promotion of CSR the latest and, where they have taken steps forward, the emphasis has been on regional and local policies.

With respect to the status of Spain, in recent years the public arena has been devoted to creating consensus so that the steps taken were based on the broadest possible agreement. This creation of consensus has basically been channelled via three initiatives. On the one hand, the Congress of Deputies created a parliamentary subcommittee by individually convoking some sixty people involved in the world of CSR from extremely different fields. This committee drew up a final report that was unanimously supported by a parliamentary groups that made a series of recommendations for implementing CSR in Spain. It can be considered a roadmap for the public administrations with regard to CSR. The Spanish Government also created the CSR Experts Forum, which saw the participation of representatives of all the actors interested in CSR except social agents. They added CSR as one of the specific points of their own social dialogue. Among many other proposals, the conclusion was reached as a result of these three initiatives that the development of CSR had to be politically institutionalised by the State. The creation of a State CSR Council was proposed, which is now established and at the point of starting up. If every-

thing goes as outlined in these approaches, it is foreseeable that the Spanish government will start to define CSR policy in upcoming months. Meanwhile, different autonomous communities have been driving forward different initiatives that are related to CSR. Although they do not heed the overall guidelines, they display the wishes of incorporating some of the issues from the CSR agenda into their policies. The recent creation of the Directorate General of CSR by the Government of the Balearic Islands merits mention, an initiative that seems to hit the mark most in its desire to drive a global CSR policy by an autonomous government, although the parameters in which it wishes to move can still not be assessed.

These political initiatives can only be understood in the development framework that CSR has had in Spain. Even though some scepticism would be legitimate, the truth is that the Spanish state is one of the places in the world where CSR seems to have had the greatest repercussions in the business world (hand in hand with a media impact not always in line with its real diffusion). This is made clear by the fact that it is one of the places where the most companies –comparatively– have presented GRI reports and have signed the world pact and where a significant number of companies have had a presence in financial sustainability indexes. Catalan companies have also actively joined this process and some have done so quite relevantly. In the case of Catalonia, it has also entailed that some sectors of the business world have become aware that, with regard to CSR, they have already travelled some distance along the road (probably without using the specific name of CSR). Thus, the opportunity presented in taking a step forward is a direction that is not completely alien to the reality of Catalan companies. In other words: it doesn't make sense to claim that companies are starting from zero for CSR. It is actually totally the reverse. Each company builds its own route starting from its history and culture. What is missing is to develop it, intensify it and make it more consistent.

## The scope of CSR

As mentioned, the journey that CSR has taken until now, more than established closed definitions, has been more centred on establishing frameworks of reference in which all actors (companies, unions, governments, NGOs...) have adopted their own positions. Thus, CSR has become a common space of reference that admits diverse focuses and outlooks. However, we would like to highlight the relevance of what was outlined in the 'Strategic Agreement', in which, more than speaking of CSR, it referred to 'responsible and sustainable competitiveness', a nuance that lets attention be focused on the competitiveness model and avoid wasting time on misunderstandings. These would include the sterile contradistinction between economic responsibility and social responsibility, or the suspicion that the aim is for companies to leave aside their strictly-business dealings in the name of CSR.

The approach taken in Catalonia seems to be confirmed if we look at recent proposals from the European Commission. *The 2008 European Competitiveness Report*<sup>2</sup> devotes an entire section to showing the relationship between CSR and competitiveness. Please not –due to its symptomatic nature– the change in perspective presented: we don't speak of a report on CSR that wants to reveal the impact it has on competitiveness. Rather, we speak of a report on competitiveness, in which the contribution of CSR is revealed. In summary:

- > *A general vision of the effects of CSR in six key elements for business competitiveness –structural costs, human resources, consumers' perspective, innovation, risk management and financial reputation and returns– illustrate that it can have a positive impact on competitiveness. The clearest proof of the positive impact of CSR on competitiveness appears in human resources cases, risk and reputation management and innovation.*

Thus, we speak of CSR that need not be defined as the sum of different social responsibility initiatives, but rather as a more integrated and cross-sectoral ele-

ment in organisations' management systems. CSR is therefore the consequence of incorporating the angle of social, economic and environmental angles into the management model, taking the actors into account that have some relationship with the organisation and receive the positive or negative result of their actions: shareholders, customers, employees, suppliers, the social environment in which the company operates... In the new context, all these actors are influenced by the organisation's activity and, as they tend to say, end up making up the company's interest groups or stakeholders. The type of relationship that is established depends on the management model based on CSR that each company adopts. For this reason, there is increasingly more agreement about the fact that we must not be limited to making generalist outlines of CSR, but we must rather move towards sectoral and territorial focuses.

Therefore, CSR is not a simple complement that is added to management, but must be an intrinsic component of organisations' management models. This does not mean that the explicit process of incorporating CSR must be done all at once. It is instead generally done as a progressive process that lets the organisation start modifying present and future actions and thus letting permeability be reflected by the new values. This is done at a pace that lets each member gradually interiorise these values.

On its own, the new awareness is multidimensional, not only from the outlook of stakeholders but also in the organisation's scope of activities. It is in these areas where a series of consequences are shaped by the agents interacting there. This multidimensional nature also makes it clear that balance must be obtained between all these dimensions, if we don't want the dialogue and practice of social responsibility be extremely shaky. In other words: the fact of having advanced initiatives in some area of CSR cannot be used as an excuse or concealment when faced with practices that are rejected in other fields. In this regard, it may be advisable to clarify the intrinsic connections between CSR and human resources, the environment, responsible competitiveness and a commitment to the community.

The awareness that human resources are fundamental to companies may seem to state the obvious. However, at times in the recent past, it has seemed like when CSR was spoken of, the people working at

2. COM(2008) 774 final.

the company were not considered as part of it. Fortunately, this paradox has been overcome and nobody doubts that dignified work and organisation of work are intrinsic components of CSR and even more so in a setting of changing working conditions. Faced with the deep changes in employment organisation models, only organisations that believe in their human teams and, in parallel, organisation with human teams that are believed to be in the right positions. And that mutual commitment must be supported by active policies that take new realities into account. There is growing consensus about the confirmation that CSR policies are decisive in attracting, keeping and motivating employees, in order to foster involvement and facilitate ties with the company.

With respect to the environment, it is blatant that it must be part of CSR policies. If improved working conditions are a problem of social awareness, environmental improvements are a need for the survival of the planet and improved living conditions of the people that live in the environs of the organisation. The involvement of all organisations is essential for preventing that the way of doing things today compromises being able to do them tomorrow. This is called commitment to future generations. At an initial level, it is clear that considering environmental impacts stresses avoiding the negative consequences of specific actions. However, improvements to environmental management are progressively seen not as isolated values, but as directly connected to innovation, to the improvement of management processes, to efficiency and, in some cases, to the generation of new products and services.

When people speak of responsible competitiveness, a series of elements are included such as innovation, quality, the establishment of networks and strategic alliances, as well as the trust and consideration of the stakeholders in taking decisions. The direct link between CSR and the creation of capital stock must not be disregarded, which is particularly relevant at a time when the construction of relationships based on trust is crucial.

And lastly, there must be a commitment to the community, defined as the actions that companies and organisations take with the aim of improving certain elements in the surrounding area. Some of these commitments may take shape via social actions. For a long time, social action was erroneously defined with CSR, to such a point that this is still the predominant perspective in some business sectors at present. For this reason, this commitment must be

put in its correct place, tightly linked to organisations' values, but only one part of CSR and not enough on its own to attain socially responsible behaviour. Above all, the temptation must be resisted of believing that a commitment to the community translates exclusively into economic contributions, which is not necessarily true, as this commitment can take on very different forms without representing additional expenses. In any case, whichever form it takes, it must be integrated into a business model and be coherent with this model.

All of these reasons means that it makes full sense for governments, particularly the Government of Catalonia, to carry out initiatives centred on promoting CSR, to use the term adopted by the European Commission. Among other reasons, we must point out that the competitiveness model and the business model are essential components in a country's plan. We mustn't forget that this task of driving forward, strengthening and promoting must be based on credibility. And, as related to CSR, credibility entails each institution applying its own management criteria to itself, as well as the values and the practices it expects from others.

# RSGencat, 2009-2012 Plan of CSR Initiatives of the Government of Catalonia

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2.1

## RSGencat mission and general principles

RSGencat aims to be the nexus for initiatives related to CSR that are developed in the different ministries of the Government of Catalonia. The definition of this Initiatives plan is the first step taken by the Government to become the catalyst for the progressive acceptance of a production model that leads to responsible and sustainable competitiveness. In this new model, the Government must be an example to all types of organisations in the country, which will make the progressive adoption of the values that RSGencat wants to promote easier.

The **mission** of this CSR Action Plan is the following:

> *Drive forward the socially responsible behaviour of all social agents, particularly promoting responsible and sustainable competitiveness in companies and organisations, including the Government itself.*

The 2009-2012 CSR Initiatives Plan by the Government of Catalonia is based on several **general principles** that are applicable and centred on roles that are different than usual for the Administration. These principles are the following:

- The social and business dynamic progressively incorporate, via regulatory unfolding, elements that contribute to the improvement of society, working conditions, sustainable development and, of course, obtaining higher-quality products that are safer and ecological. Beyond legal requirements, **CSR acts in**

**the sphere of voluntary decisions**, fostering new sensibilities and new ways of acting that affect society's values in a global world.

- In this setting, the role of the Administration is not as regulator or controller, but rather as **promoter or driving force** for society as a whole and a reference model for applications in their scope of responsibility. In these initiatives, the Government must not act from a position of power, but rather as a catalyst for CSR.
- **The Government of Catalonia**, with respect to the internal management of its ministries and public companies, **must be a flagship** in applying the most innovative initiatives in areas including the environment, the change of the energy model for a new model based on saving, energy efficiency and renewable energies, working conditions and responsible consumption.
- The Administration also has tools to **directly drive the process for implementing a CSR culture**, such as for example the incorporation in public contracting of social and environmental clauses; the actions aimed at driving the search for new formulas of application for social responsibility that are carried out both in other countries and in Catalonia; driving forward initiatives aimed at improving knowledge of CSR in society as a whole through training, publications, prizes, incentives and fostering collaboration between the public and private sectors; promoting corporate collaboration and joint sponsorship for public and private entities and institutions.
- Fostering CSR in organisations must not be interpreted as CSR being an element added *a posteriori* to the production process. The entire process must

be responsible: in the treatment of its human resources, in the use of material means to produce it, in the real honesty and integrity of the product itself, when launching the product, in the governance of the organisation. **CSR is the tool that contributes to giving the production process this complete and responsible vision.** It must never be used simply as a marketing tool. Despite this, the proper application of CSR, from a global production outlook, has the consequence of obtaining products and services with greater quality that are more ecological and more useful. In this sense, it can contribute to improving the company's image and, in short, its competitiveness.

- SMEs represent 98% of the Catalan business fabric. Without leaving out large companies, this is why measures must be defined that drive forward the incorporation of social responsibility at SMEs as an engine for business and social change. The actions that are already being carried out informally at organisations must be given visibility and **responsible management must be adapted as much as possible to the particular features and needs of SMEs** through accompaniment programmes that compensate for possible lack of resources. A good part of the Plan's initiatives are addressed to companies and, especially, to SMEs.

## 2.2

### Values that drive the RSGencat Plan

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The mission of the Plan points toward a new economic model. A new model that maximises balanced and sustained economic growth that is sustainable in the future. This is why the RSGencat Plan –through specific initiatives– aims to contribute to driving forward and consolidating 'corporate values' that are adopted to 21st-century needs. In this way, social responsibility must be understood as the progressive taking on of values that permeate each and every one of an organisation's actions and its relations with the other agents that interact with it in any way, as well as the relations with society as a whole.

In the case of the Government of Catalonia, the impact generated by adherence to specific values has particular relevance, given that it is a point of reference for other organisations and, in this way, leads to other economic and social agents taking the same direction. Companies must not be the only ones that are immersed in this process. The objective of the Government of Catalonia is that the values that shape the new model are also progressively adopted by the public administrations, public companies, all types of entities and social agents. In short, the values it wishes to promote from this Plan are valid for any organisation.

The following chart includes, without being exhaustive, a set of values that will be driven forward through the Government of Catalonia CSR Initiatives Plan. Some of them are new values and others are not so new. However, all of them are values that emerge with great force and will partly point out the road that may inspire Catalan organisations from here on out. The objective of the Government is to spread these values among organisations, starting with the Administration itself, with the aim of making the need clear of implementing them in the management systems at all organisations in order to attain success and their desired economic growth.

## Values promoted by RSGencat

Environmental & energy sustainability	Cooperation for competing	Innovation	Development of human capital
Energy saving and efficiency	Strategic alliances	Creativity	People's qualifications
Rational use resources	Establishment of networks	Entrepreneurial spirit	Ongoing training
Minimisation of environmental impact	Partnerships	Technological changes	Attracting and keeping talent
Use of renewable energies	Trust	Research and development	Career management
Water savings	Public-private collaboration	Knowledge	Management by skills
Waste management	Dialogue	Competitive differentiation	Motivation Participation and loyalty

Responsible competitiveness and social commitment	Internationalisation	Culture of hard work
Consumer satisfaction	Driving exportations	Integrity
Employee satisfaction	Globalisation	Commitment
Communications and transparency	Increased presence abroad	Perseverance
Positive social impact Ethics	Ambition	Efficiency and effectiveness
Personal and workplace conciliation	Leadership	Rigour
Non-discrimination and equal opportunities		Ongoing quality and improvement
		Good governance

The following list details the values promoted by RSGencat:

### **Environmental & energy sustainability:**

Economic agents have always tried to obtain sustained growth, but they have neglected to consider whether this growth was sustainable or not on many occasions. If present needs cannot be satisfied without putting the satisfaction of the needs of future generations into danger, then it is doubtful if economic growth will also be sustainable in the long term. For this reason, we believe that Catalan society must commit to economic growth based on the following conditions:

- Energy saving and efficiency
- Rational use of resources
- Minimisation of environmental impact
- Use of renewable energies
- Water savings
- Waste management

### **Cooperation for competing:**

Organisations must not act like isolated entities. The global economic setting demands working together in order to obtain the established objectives. Collaboration makes us stronger to face the challenges of the knowledge society. In the case of small Catalan companies, collaboration can even be vital for their survival, since their size can affect their ability to get resources and thus limit their competitiveness. In this area, it is important to promote:

- Strategic alliances
- Establishment of networks
- Partnerships
- Trust
- Public-private collaboration
- Dialogue

### **Innovation :**

It is undoubtable that innovation is the engine of continued improvement, attaining a competitive advantage and growth. Work must be allocated to research and the development of new products and services that let us be at the forefront of developed countries. Technological investments must also be made that lead to more efficient production processes that involve fewer resources and that respect the environment. Being far from the technological frontier limits the possibilities of generating products with high added value, forcing companies to compete with products from countries characterised by low-cost and unskilled labour, which makes the future growth and competitiveness of our economy difficult. We must establish a competitive strategy based on:

- Creativity
- Entrepreneurial spirit
- Technological changes
- Research and development
- Knowledge
- Competitive differentiation

### **Development of human capital:**

Innovation is intimately linked to human capital and knowledge. Technical progress cannot be attained if talent is not attracted and if this talent is not handled suitably. Creativity must be fostered within organisations, which sometimes can do exactly the opposite, smothering it. Finally, training must continue throughout a person's employment history. Without a well-trained workforce, it is practically impossible to innovate or to generate products with high added value or to obtain high levels of productivity. From this viewpoint, human resources policies should be implemented that take the following aspects into consideration:

- People's qualifications
- Ongoing training
- Attracting and keeping talent
- Career management
- Motivation
- Management by skills
- Participation and loyalty of employees

## **Responsible competitiveness and social commitment:**

A decided commitment must be made to be competitive, not just within the country, but worldwide. However, in parallel, it is equally or more important to not abandon the framework of responsibility. What may seem like an expensive investment today will most likely become a competitive advantage tomorrow. A vision of responsible competitiveness improves the quality of labour relations, social and environmental commitments and customer loyalty, positioning the company with a clear competitive advantage in the global market. Competitiveness must go hand in hand with social commitment, which is why the competitive tools for our economy must be based on the following aspects:

- Consumer satisfaction
- Employee satisfaction
- Communications and transparency
- Positive social impact, Ethics
- Personal and workplace conciliation
- Non-discrimination and equal opportunities
- Collaboration with general-interest activities

## **Internationalisation:**

At present, competition doesn't happen in the local marketplace but at a global scale. Thus, restricting themselves to the local market takes away all companies' competitiveness. Opening up to new markets involves expanding our customer portfolio and diversifying risk, as well as acquiring new knowledge and establishing strategic alliances at an international level. The great enrichment must also be considered that is generated by interchanging good practices when there are relations between organisations in different countries. Internationalisation is key for knowledge transfer and, thus, for innovation. In this area, organisations must have a vision towards the following factors:

- Driving exportations
- Globalisation
- Increased presence abroad
- Ambition
- Leadership
- Development cooperation

## **Culture of hard work and doing a good job:**

The current crisis makes it clear that hard work is essential in order to overcome the crisis and to be competitive. Hard work is not a goal in itself, but rather the means required to obtain the desired results. It is evident that in the real world, simply working hard is not enough, but without this toil the objectives established will never be obtained. For this reason, it is important to keep and promote, especially now, the need to do things well. We must therefore promote that society acts with:

- Integrity
- Commitment
- Perseverance
- Efficiency and effectiveness
- Rigour
- Continual quality and improvement
- Good governance

## 3.1

### CSR at the Government of Catalonia: Background

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Organisations and the general population have started to become aware of CSR. And beyond the former confusion of CSR with social action, concern about issues such as the proper use of natural resources and issues to reconcile personal and work lives, the 'uses of time' is growing every day.

In the public arena, the Government of Catalonia has undertaken significant CSR actions. Some of these initiatives are detailed hereafter that the Government of Catalonia has carried out in recent years with regard to social responsibility.

#### Actions of the Government of Catalonia

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For many years now, the Government of Catalonia has driven, within its own organisation, different actions related to human resources and the environment, in order to improve the possibilities of its personnel's conciliation and to foster responsible action in building and resource management. Externally, it has promoted responsible competitiveness, energy efficiency, the use of alternative energies and good practices in different fields. The actions that the Government of Catalonia has executed in recent years include the following:

- CSR awareness raising, information and drawing up of support guides
- Support of studies and research: Department of Ethos and Centre of Justice Studies. Some six studies are performed each year.
- Driving forward an accompaniment programme in the social responsibility implementation process (RSE.coop) addressed to economic cooperatives. A methodological tool was created that was verified and endorsed by GRI (Global Reporting Initiative). The exchange and comparison of CSR experiences and practices was promoted with other European territories (RSEurope Project).
- Direct consulting services to companies in implementing good workplace practices.
- Subsidies for specific CSR initiatives: organic labelling, environmental management systems, eco-design, mitigation of climate change, energy saving and efficiency, promotion of renewable energies, hiring of disadvantaged groups at companies, among others.
- Incorporation of environmental and social criteria in procedures for awarding public tenders. Start up of a policy to progressively introduce social and environmental clauses in public contracting.
- Internal measures to improve the working conditions of employees working for the Government of Catalonia, such as promoting a pilot telecommuting project and approving an action protocol for intervention in cases of sexual harassment in the workplace.
- Driving forward good environmental and waste management practices at the administrative offices of the Government of Catalonia and training in these

issues (in 2007 and 2008, 1120 people received training on good practices related to workplace risk prevention and the environment).

- Development of actions in different spheres (regulatory, economic, environmental, training, information, awareness raising...) to obtain a new sustainable energy model in the future for Catalonia, as established in the 2006-2015 Energy Plan for Catalonia and its 2006-2010 Action Plan.
- Approval and development of the GenerCat Programme, a programme for energy saving and efficiency in buildings and installations of the Government of Catalonia, which was approved in 2007. The objective of this programme by 2015 is to reduce energy consumption by 11% with respect to trend forecasts, an energy saving of some 150 GWh/year and a reduction in the energy bill of some 14 million per year.
- Driving forward the attainment of environmental certifications EMAS and ISO 14001 at the offices of the Government of Catalonia.
- Start up and promotion of general CSR projects at public companies forming part of the Government of Catalonia.
- Fostering of corporate collaboration in general interest initiatives through the Patronage and Sponsorship Agency.

### **The Framework Network and the Catalan Framework**

In addition to the actions done by the different ministries of the Government of Catalonia, it has also worked with other public and private bodies in promoting CSR in Catalonia. Specifically, in 2006 the Ministry of Economy and Finance, the Ministry of Employment, the Ministry of Environment and Housing and COPCA (now ACCIÓ) created the Catalan Framework to promote CSR among the Catalan SMEs. They did this acting jointly with the Barcelona District Council, the unions UGT and CCOO, the employers' associations Pimec and CECOT and the technical competition by ESADE's Institute of Social Innovation. The fruit of this initiative was the Framework Network, which has performed several studies on good practices through December 2008 and was commissioned to develop a methodology based on indicators that will let CSR at companies be analysed and a support website for the process of implementing good CSR practices.

## 3.2

### **The creation of the 2009-2012 RSGencat Plan**

The Government of Catalonia's CSR Initiatives Plan –RSGencat– was established as a logical consequence of the previous steps. It aims to be the springboard for the strategy of the Government of Catalonia to make the Catalan economy more competitive, more responsible and more sustainable.

It is not that the Government of Catalonia was not concerned about CSR issues before, as this concern was managed at a departmental scale and at times was not called social responsibility directly.

Taking this situation as a reference point, the ministries of the Presidency, Economy and Finance, Employment, Environment and Housing, Governance and Public Administrations, Agriculture, Food and Rural Action, Social Action and Citizenship and ACCIÓ (DIUE) established the Interdepartmental Group for Responsible and Sustainable Competitiveness in March 2008. The creation of this group responded to measure 98 of the 2008-2011 Strategic Agreement for Internationalisation, Quality Employment and Competitiveness of the Catalan Economy.

This group worked for a year defining the document presented herein, organising and structuring the concrete measures that the ministries would carry out, creating new ones, eliminating possible duplicates among them and, in short, providing unity to the format and description of the initiatives. The collaboration of the remaining ministries was also sought for this process, so that they could contribute the initiatives they had done or were thinking of creating in the future.

With regard to the timelines, a period of four years was considered suitable for this first plan, recalling, as explained in chapter 4 point 2, that the follow up of the Plan could continue to be updated.

## Content and scope of the RSGencat Initiatives Plan

RSGencat contains the new initiatives proposed by the ministries of the Government of Catalonia in the area of social responsibility and that are applicable during the validity period of the plan. In parallel, it also contains the measures that are being carried out at present by the different ministries. The goal is to promote CSR among the economic and social fabric of Catalonia so that from here on out it has the consideration it deserves and becomes an integral part of business strategy, a key focus here. At the same time, the Government of Catalonia must also be more responsible in its relations with its stakeholders. And in this direction, so that CSR takes on a predominant role in organisations' management systems in our country, the Administration must set an example.

As mentioned above, the Government of Catalonia has driven forward CSR for many years already, even before the concept became widespread in the vocabulary of business schools and at companies in general. Actions in this field were not classified as CSR for the simple reason that the concept had yet to be spread as a powerful tool for improving organisations' relationships with all the agents surrounding them.

The Plan is centred on the actions that the Government of Catalonia is carrying out directly, such as fostering CSR awareness raising, training and the application of CSR models at companies and other entities in Catalonia, as well as the actions carried out in the heart of the Government of Catalonia. These actions must always be governed by a set of values, which define the attitude towards social responsibility and that the Government of Catalonia is trying to convey to the rest of society.

An important issue is determining which measures must comprise part of the Plan and which ones will be left out, as CSR at administrations generates a question about what is an obligation and what is voluntary. Many initiatives executed by the Government of Catalonia would seem to fit within the area of social responsibility, given that they are focused on improving social wellbeing, such as actions on healthcare and education issues. Other times, we can notice that certain large programmes could also be considered

CSR. In the first case, it is obvious that improving healthcare and education is a government obligation and, therefore, actions in these fields do not need to be set forth in the Plan. In the second case, including these large programmes would lead to repetitions that would make the Plan full of unattainable measures that were redundant with other plans.

With the exception of some specific measures that were taken into account and are detailed in each section, and without including them all, the following points list several actions and plans that have not been included in the 2009-2012 RSGencat Initiatives Plan with the aim of avoiding unnecessary repetitions:

- Government initiatives, as such, in the healthcare, education, social services, promoting social housing, etc. fields. Companies and public and private institutions that work in these fields, naturally, can apply CSR principles in their organisations. This is because we define their activities as inherent to their existence and thus they do not make 'voluntary decisions' in these fields, but they are rather their *raison d'être*. Under this heading, we must also include measures that make the management of the Administration more agile and quick.
- Policies on innovation, modernisation of organisations, driving forward quality in products and processes and, in general, all policies related to fostering businesses are not included in the Plan.
- The 2008-2012 Framework Plan on Climate Change Mitigation, of September 2008, includes a series of government actions to foster the reduction of millions of tonnes of CO<sub>2</sub>. It develops measure 78 of the Strategic Agreement for Internationalisation, Quality Employment and Competitiveness of the Catalan Economy. The specific actions that have been integrated into the RSGencat Plan are the following:
  - actions providing subsidies to companies to reduce energy consumption;
  - the installation of alternative energies.
- The 2006-2015 Energy Plan of Catalonia unfolds a series of actions aimed at attaining a new energy model more in line with sustainable development, with the objective of getting ahead of the approaching problems derived from the current model, and convert this threat into an opportunity for improving competitiveness and general wellbeing. Jointly with this plan, the Government of Catalonia has drawn

up a Government Agreement for Energy Saving and Efficiency for the Government of Catalonia, which includes actions in the field of energy saving applied to its ministries. In this case, the amount of measures applied, both in the plan and the government agreement, follow the line of what can be considered social responsibility, although the measures we believe must be stressed and, thus, those that have been included in the RSGencat Plan, are the following:

- Installation of solar installations on rooftops of public buildings
  - Creation of the energy manager and the energy agent
  - Energy saving and efficiency at the Government of Catalonia
- All the plans of the Ministry of the Environment must be pointed out that are related to the good use of water that in general heed the application of compulsory European directives that have thus not been included in the RSGencat Plan.
  - The 2008-2018 Strategic Plan on Time Uses and Management in Daily Life outlines an entire series of actions that must have a positive impact on the uses of time in the personal arena, in organising civil society and also in the business and labour sphere. Many of these issues are undoubtedly related to CSR, but the only measures that have been considered in the RSGencat Plan are the following:
    - Measures for work flexibility, telecommuting within the administration, gender equality and conciliation policies at the administration are measures driven by the Ministry of Governance and Public Administrations.
    - The incentive for companies to adopt equality and conciliation policies has been entrusted to the Ministry of Employment.
    - The Ministry of Economy and Finance is responsible for the incorporation of some of these criteria in public tenders.
  - The 2008-2010 Interministerial Plan of Citizen Participation is a compilation of all the actions being carried out by the different ministries of the Government of Catalonia with the aim of fostering citizen participation. The entire plan is an exercise of democratic responsibility towards different stakeholders. From the viewpoint of participation, issues are tackled that are very close to social responsibility, such

as accessibility, time policies and participation training in different fields. In this case, the actions that have been integrated into the RSGencat Plan are the following:

- The e-Catalunya initiative
  - Guidelines for good participation practices
- The 2008-2011 Plan of Women's Policy does a thorough analysis of all aspects, situations and areas in which a correct gender perspective can contribute to greater equality between men and women. In a society that is centred on male values, it is normal that all aspects of daily life, of general social organisation and the world of employment have a biased perspective towards these values.

There are some elements that are related to the actions that must be carried out in the business world and in the Government of Catalonia's CSR initiatives that would create a point of intersection between the two programmes. For this reason, the following measures have also been included in the RSGencat Plan:

- Incorporation of elements that promote true equality of men and women in public contracts.
- Promotion of drawing up equality plans at companies.
- Incentive programme for hiring equality agents at public and private companies.
- Strengthening of joint commissions at companies that start up equality plans.
- Micro-credits and aids for women entrepreneurs.
- Promotion of telecommuting at the Government of Catalonia.

## Structure of the RSGencat Plan: core areas and lines of action

With the aim of developing the mission and starting from the general principles detailed above, the RSGencat Plan is broken down into four founding core areas:

The first core area makes reference to all measures and actions carried out from the Government of Catalonia with the aim of maximising education, knowledge and diffusion of social responsibility values in society as a whole. The main objective is for society to understand what social responsibility is and for it to become aware of the importance of acting in a socially-responsible way.

The objective of the second core area is to increase both the number of socially responsibility companies and the strength of their commitment. For this reason, this area includes all actions aimed at supporting and advising companies in the process of implementing social responsibility, both internally and externally, as well as devices to encourage companies to implement CSR.

The third core area is focused on promoting socially responsible finances (SRF). The objective of this third core area is twofold, as on the one hand it includes measures aimed at diffusing, publishing and driving the use of SRF in society and, on the other, it also contains measures aimed at strengthening socially responsible investments within the Government of Catalonia.

Finally, the last core area makes reference to CSR measures that the Government of Catalonia will apply to promote socially responsible behaviour its ministries and its public companies.

### CORE AREA 1.

#### Maximise education, knowledge and diffusion of socially responsible values

Recalling that the concept of CSR is very recent, actions must be driven forward to inform and train the general population. In addition to techniques for applying CSR, the main challenges that must be

stressed are placing CSR in a field of its own beyond social action for citizens. Emphasis must also be given to the idea that CSR is not just another item that needs to be added to running organisations, but that its entire administration and management system must be integrated. Lastly, it includes actions to promote more responsible consumption.

**Line 1.1.** Drive forward training in the culture, contents and methodology of social responsibility

**Line 1.2.** Promote research and studies on social responsibility

**Line 1.3.** Foster the diffusion and implementation of good social responsibility practices

**Line 1.4.** Promote the culture of responsible consumption among the citizenship of Catalonia

### CORE AREA 2.

#### Increase the number of socially responsible companies

Companies' ordinary activity directly affects economic, social and environmental aspects. For this reason, it is important that this activity is done responsibly, decreasing the negative impact and accenting the benefits generated. The Government of Catalonia, with the aim of promoting socially responsible behaviour, will provide direct support to companies so that they implement CSR techniques and action, via consultancy services and economic aid. In parallel, formulas will be developed using existing legal devices to provide support to companies that already apply CSR techniques and actions.

As described above, the Government of Catalonia has been working since 2006 with other administrations and social agents in creating and distributing tools and resources for companies and, especially, for SMEs. This Plan proposes a continuation of this line of work, working together. For this reason, an entire set of measures are grouped under this line and are called RSCAT, a name created by the Framework Network. Thus, RSCAT establishes a set of measures in the Plan that the Government of Catalonia will apply jointly with social agents and other administrations. They will be particularly centred on specifying and applying their own CSR management model, using the international GRI model as reference (Global Reporting Initiative).

The solution of many social problems and needs will not be possible only due to actions of public powers. Alliances must be established that lead to public-private collaboration. The function of the Sponsorship and Patronage Agency thus takes on importance in this area. According to its assigned functions, it is the instrument with which the Government of Catalonia is equipped for managing operations and resources related to social, corporate and business responsibility, as well as patronage and sponsorship operations aimed at general interest activities and supporting entities that seek this general interest. The Agency also advises companies and entities on patronage and sponsorship issues and raising society's awareness of this subject.

Finally, with the introduction of elements to evaluate social responsibility, both in calls for subsidy applications and in public contracts, companies will be encouraged to take a step forward in CSR.

**Line 2.1.** Promote a common Catalan framework for responsible and sustainable competitiveness: RSCAT

**Line 2.2.** Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility

**Line 2.3.** Introduce elements for assessing social responsibility in the calls for subsidy applications

**Line 2.4.** Introduce elements for assessing social responsibility in public contracts

### **CORE AREA 3.**

#### **Foster good SR practices in the field of finance**

This core area contains measures for promoting the responsible employment of economic resources by economic agents: banks, savings banks and companies. The situation that worldwide finance is going through makes it clear that what has failed is precisely a sense of responsibility. From here, the importance of diffusing and promoting socially responsible finances (SRF), including in the general population. Citizenry and economic agents must progressively assume the need and the right to know how the resources they invest are allocated and for what. This will let us advance in good SRF practices.

The Government of Catalonia will initiate dialogue processes among the different types of financial entities.

**Line 3.1.** Encourage socially responsible finances among citizens

**Line 3.2.** Encourage socially responsible finances at the Government of Catalonia

### **CORE AREA 4.**

#### **Work for a more socially responsible Catalan public administration**

Public administration has the responsibility to promote exemplary actions for private companies and citizens. Among the measures included in the Plan, there are some with a clear focus on implementing social responsibility actions within organisations, in the area of human resources (increased measures for conciliation and flexible schedules, staff participation, equal opportunities, etc.) and environmental practices (training and awareness raising, environmental diagnoses, improved waste management, reusing materials, among others), and other more focused on the organisation's setting (externally) in the area of purchases and information provided by the Administration. In any case, the vision of these measures is to be an example for the rest of the organisations and companies in Catalonia.

With respect to SR plans, it merits mention that in this case, we are not speaking of specific actions driven by the ministries of the Government of Catalonia, but rather public companies that execute global SR plans, including working on general interest actions and that they draw up annual sustainability reports.

**Line 4.1.** Foster human resources policies at the Administration that are socially responsible

**Line 4.2.** Promote actions of good environmental and energy policies in the Administration

**Line 4.3.** Drive forward SR plans and actions at the Administration and at public companies

**Line 4.4.** Promote information transparency and public participation

## Measures in the Plan

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The Plan Initiatives that are structured by core areas and lines are as follows (the measurement charts are detailed in the appendix).

### **CORE AREA 1.**

#### **Maximise education, knowledge and diffusion of socially responsible values**

##### **Line 1.1.**

##### **Drive forward training in the culture, contents and methodology of social responsibility**

- 1.1.1. Execution of CSR training actions
- 1.1.2. Diffusion of CSR values among the school population via the educational project 'City, Territory, Landscape'
- 1.1.3. Foster education in sustainability among schools via the 'Green Schools' Programme

##### **Line 1.2.**

##### **Promote research and studies on social responsibility**

- 1.2.1. Support CSR research
- 1.2.2. Promote research projects for analysing CSR in Catalonia

##### **Line 1.3.**

##### **Foster the diffusion and implementation of good social responsibility practices**

- 1.3.1. Diffusion of good CSR practices through campaigns, conferences and trade fairs
- 1.3.2. Promotion of diffusion and collaboration actions to strengthen care of the territory
- 1.3.3. Publishing of subject-based guides to accompany CSR processes
- 1.3.4. Promotion of linguistics policies as a key element of CSR
- 1.3.5. Creation of a CSR observatory in the rural setting
- 1.3.6. Promotion of measures that facilitate workplace and family conciliation at schools
- 1.3.7. Promote the arbiter system in Catalonia for conflict resolution with consumers
- 1.3.8. Diffuse the Ethics Code on Tourism and the European Charter for Sustainable Tourism (ECST)

##### **Line 1.4.**

##### **Promote the culture of responsible consumption among the citizenship of Catalonia**

- 1.4.1. Carry out conferences and talks on responsible consumption
- 1.4.2. Promote the 'School of Consumption' to foster responsible consumption
- 1.4.3. Grant aids to consumer associations to encourage responsible consumption

## **CORE AREA 2.**

### **Increase the number of socially responsible companies**

#### **Line 2.1.**

##### **Promote a common Catalan framework for responsible and sustainable competitiveness: RSCAT**

- 2.1.1. Create a website focusing on SR of reference in Catalonia: the RSCAT portal
- 2.1.2. Create and diffuse RSCAT methodology
- 2.1.3. Create a space for dialogue with social agents about the Catalan CSR model

#### **Line 2.2.**

##### **Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility**

- 2.2.1. Drive forward accompaniment programmes for implementing CSR for SMEs and cooperatives: RSE.PIME and RS coop
- 2.2.2. Aid programme and other incentives to favour improved employment conditions at companies
- 2.2.3. Incorporation of CSR into the 360° Competitiveness Programme
- 2.2.4. Launch the 'Base of the Pyramid Programme' to promote companies offering products and services to low-income sectors that have had no recourse until now
- 2.2.5. Subsidies for organic labelling systems
- 2.2.6. Aids to companies to implement voluntary environmental management systems
- 2.2.7. Aids to shops to implement voluntary environmental management systems
- 2.2.8. Aids to companies for energy saving and efficiency
- 2.2.9. Foster and promote the use of renewable energies at companies and other organisations
- 2.2.10. Develop eco-design projects
- 2.2.11. Drive forward 'Voluntary Agreements' to reduce CO2 emissions and mitigate climate change
- 2.2.12. Support companies implementing Catalan as one further element of CSR
- 2.2.13. Promote accessibility to industrial centres in public transport

#### **Line 2.3.**

##### **Introduce elements for assessing social responsibility in the calls for subsidy applications**

- 2.3.1. Promote participation in programmes of active employment policies for the most disadvantaged groups
- 2.3.2. Foster the implementation of CSR or a Sustainable Management Code (SMC) at companies benefiting from Leader in Catalonia grants
- 2.3.3. Introduce CSR criteria in programme for aiding development cooperation in developing countries

#### **Line 2.4.**

##### **Introduce elements for assessing social responsibility in public contracts**

- 2.4.1. Introduce social/environmental clauses as a criterion for companies' capacity and minimum solvency in public contracts
- 2.4.2. Introduce social clauses as an assessment criterion in public contract tenders aimed at executing labour integration projects
- 2.4.3. Introduce social clauses as an additional preferential criterion for awarding contracts when there are equal conditions
- 2.4.4. Introduce social/environmental clauses as a condition of contract execution
- 2.4.5. Introduce social/environmental clauses as a specific cause for contract termination
- 2.4.6. Introduce social conditions referring to subcontracting obligations in public contracts
- 2.4.7. Creation of greening guides

## **CORE AREA 3.**

### **Foster good SR practices in the field of finance**

#### **Line 3.1.**

##### **Encourage socially responsible finances among citizens**

- 3.1.1. Promote studies and research on socially responsible finances
- 3.1.2. Diffuse knowledge of Socially Responsible Finances (SRF) among the population
- 3.1.3. Promote lines of micro-credit for the most disadvantaged groups
- 3.1.4. Create a work group on good practices of Socially Responsible Finances (SRF) among banking entities

#### **Line 3.2.**

##### **Encourage socially responsible finances at the Government of Catalonia**

- 3.2.1. Promote Socially Responsible Investment (SRI) in pension funds at the Government of Catalonia
- 3.2.2. Establish lines for working with new types of financial entities

## **CORE AREA 4.**

### **Work for a more socially responsible Catalan public administration**

#### **Line 4.1.**

##### **Foster human resources policies at the Administration that are socially responsible**

- 4.1.1. Drive forward a pilot telecommuting project at the administration of the Government of Catalonia
- 4.1.2. Grant aids for fostering telecommuting projects at the local administrations
- 4.1.3. Promote the development of new flexibility measures at the Administration that favour a new culture of using time
- 4.1.4. Promote internal equality plans at the administration of the Government of Catalonia
- 4.1.5. Improve internal communications of personnel working for the administration of the Government of Catalonia by incorporating participation tools
- 4.1.6. Maximise participation of employees' representatives
- 4.1.7. Foster the integration of groups with special difficulties in workplace integration in the management of public human resources
- 4.1.8. Drive social cooperation projects in the area of the public administrations
- 4.1.9. Incorporate criteria that encourage social responsibility in the Government of Catalonia's social action funds (SAF)
- 4.1.10. Implement a procedure for evaluation the management system for workplace risk prevention
- 4.1.11. Train and raise awareness via actions on good CSR practices at the Catalan public administration
- 4.1.12. Promote health among personnel at the administration of the Government of Catalonia
- 4.1.13. Draw up ethics codes in the area of human resources at the Government of Catalonia

#### **Line 4.2.**

##### **Promote actions of good environmental and energy policies in the Administration**

- 4.2.1. Implement programmes on good environmental practices and/or greening plans at administrative offices of the Government of Catalonia
- 4.2.2. Incorporate improvements in waste management at the administrative offices of the Government of Catalonia
- 4.2.3. Promote the reuse of materials at the Government of Catalonia with a socially responsible purpose

- 4.2.4. Install solar installations on rooftops of public buildings
- 4.2.5. Implement an energy saving and efficiency programme at the Government of Catalonia
- 4.2.6. Implement EMAS and ISO 14001 at the ministries of the Government of Catalonia and at public companies
- 4.2.7. Promote electronic administration at the Government of Catalonia
- 4.2.8. Drive measures to improve mobility to the administrative offices of the Government of Catalonia

**Line 4.3.**

**Drive forward SR plans and actions at the Administration and at public companies**

- 4.3.1. Promote the implementation of CSR plans at public companies of the Ministry of City and Rural Planning & Public Works
- 4.3.2. Promote the implementation of CSR plans at public companies of the Ministry of Health
- 4.3.3. Promote the implementation of CSR plans at public companies of the Ministry of Environment and Housing
- 4.3.4. Increase the application of contracts reserved for social economics
- 4.3.5. At the Government of Catalonia, promote commissions that favour workplace integration of prisoners and imprisoned convicts
- 4.3.6. Promote and display social providers

**Line 4.4.**

**Promote information transparency and public participation**

- 4.4.1. Implement a search engine for contents on the Gencat website
- 4.4.2. Unfold the platform: e-Catalunya
- 4.4.3. Implement the platform: Gencat Tràmits
- 4.4.4. Promote information transparency in public administration management
- 4.4.5. Promote citizen participation

## Measures by core areas and lines

<b>Core area 1.</b>	<b>Maximise education, knowledge and diffusion of socially responsible values</b>	<b>16</b>
Line 1.1.	Drive forward training in the culture, contents and methodology of social responsibility	3
Line 1.2.	Promote research and studies on social responsibility	2
Line 1.3.	Foster the diffusion and implementation of good social responsibility practices	8
Line 1.4.	Promote the culture of responsible consumption among the citizenship of Catalonia	3
<b>Core area 2.</b>	<b>Increase the number of socially responsible companies</b>	<b>26</b>
Line 2.1.	Promote a common Catalan framework for responsible and sustainable competitiveness: RSCAT	3
Line 2.2.	Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility	13
Line 2.3.	Introduce elements for assessing social responsibility in the calls for subsidy applications	3
Line 2.4.	Introduce elements for assessing social responsibility in public contracts	7
<b>Core area 3.</b>	<b>Foster good SR practices in the field of finance</b>	<b>6</b>
Line 3.1.	Encourage socially responsible finances among citizens	4
Line 3.2.	Encourage socially responsible finances at the Government of Catalonia	2
<b>Core area 4.</b>	<b>Work for a more socially responsible Catalan public administration</b>	<b>3</b>
Line 4.1.	Foster human resources policies at the Administration that are socially responsible	13
Line 4.2.	Promote actions of good environmental and energy policies in the Administration	8
Line 4.3.	Drive forward SR plans and actions at the Administration and at public companies	6
Line 4.4.	Promote information transparency and public participation	5
<b>Total measures</b>		<b>80</b>

# Organisational and monitoring structure of the RSGencat Initiatives Plan

## 4.1

### Organisational structure of the Plan Functions of the Plan's bodies

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Operatively, the Government of Catalonia's CSR Initiatives Plan –RSGencat– has the objective of identifying the measures that the ministries already carry out individually, indicating which other actions will be implemented during the Plan's validity period and, finally, coordinate all ministries to maximise and take advantage of resources and fostering a cross-segment approach.

In order to satisfactorily meet these objectives, monitoring architecture must be created. The bodies that will comprise this group are the following:

#### Interministerial Committee

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##### Composition

The Interministerial Committee, which will be created via a government agreement, will be comprised of the secretary generals or, in the event of delegation, of the sectoral secretaries or directors or general directors they appoint, in each of the ministries of the Government of Catalonia.

##### Presidency

The presidency will be exercised by the representative from the Ministry of Economy and Finance.

##### Functions

The principal functions of the committee will be

related to the CSR Initiatives Plan and its management:

- Monitor the RSGencat Plan
- Propose adding new measures or modifying measures to the government
- Propose the renovation of the RSGencat Initiatives Plan to the government

It may also commission reports from the Interministerial Technical Committee, the work committees and/or the permanent secretariat.

##### Operating standards

Meetings of the Interministerial Committee will take place each semester. However, extraordinary meetings can be held when a minimum of three ministries thus request in writing.

For all aspects not detailed in this document, the committee will turn to general regulations of application for associated bodies.

##### Term

The term of the Interministerial Committee will be the same as for the Plan, 4 years.

The committee will act under the umbrella of the Strategic Agreement and will establish a relational mechanism with economic and social agents via a monographic committee.

#### Interministerial Technical Committee

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This body will be comprised of technicians selected directly by the Interministerial Committee via a nomination by one of its members. Its tasks will be eminently technical, in order to heed the requests for reports from the Interministerial Committee. It will meet twice a year.

The functions of the Interministerial Technical Committee will basically be to offer technical support to the Interministerial Committee. This support can be summarised in the following points:

- Analyse and issue reports related to RSGencat
- Notify the Interministerial Committee on the renewal of the RSGencat Initiatives Plan
- Notify the Interministerial Committee on proposals for new measures or the modification of existing ones
- Provide technical support to the Interministerial Committee in monitoring the Plan
- Properly carry out the alignment between RSGencat and the Charter of Values
- Respond to the requests for reports made by the Interministerial Committee
- Organise the operation of the Permanent Secretariat, with respect to RSGencat
- Provide technical support for the Government of Catalonia's participation in RSCAT

### Ministerial Coordinator

Each of the ministries that contribute measures to the Plan will have to have a party who is in charge of internally coordinating the ministry's CSR actions. This person will be responsible for providing information about the initiatives in the Plan.

The ministries may also decide to create other committees, subcommittees or other types of structures so that RSGencat can be adapted to a ministerial scale. The creation of the ministerial coordinator can be promoted not only to monitor the initiatives of the Plan, but also to globally drive forward social responsibility at the ministry. This is already in place, for example, at the Ministry of the Interior and Institutional Relations.

### Permanent Secretariat

The Interministerial Committee will appoint a Permanent Secretariat. The tasks assigned to said Permanent Secretariat will be the following:

- Collect information from the ministries of the Government of Catalonia to heed the information and documentation needs of the Interministerial Committee, as well as the Interministerial Technical Committee, above all as related to the following issues:
  - Monitoring the Plan
  - Renewing the Initiatives Plan

- Drawing up draft reports on the correct alignment of RSGencat with the Charter of Values and the methodology followed
- Supervise the agenda of the Interministerial Committee
- Convoke meetings of the Interministerial Committee and the Interministerial Technical Committee and take minutes
- Be the nexus between RSGencat and the ministries of the Government of Catalonia

## 4.2

### Monitoring and diffusing the Plan

**Monitoring.** The monitoring of the Plan is based on the operating structure described in the previous section and is specified by the following steps:

- Ministries must inform the Permanent Secretariat each semester on the evolution of the measures.
- Said secretary will then have to present the status of the evolution of the measures, indicating the status of fulfilment of each one.
- The updating of the Plan will be done on an annual basis.

Despite having a four-year term, the Initiatives Plan was established with the vision of being a 'first plan' for the Government of Catalonia's CSR policies and, therefore, is forecast to last for many years into the future.

This is why new measures can be added within each existing core area and line during the annual revisions of the Plan.

**Diffusing the Plan.** In addition to drawing up the aforesaid documents, it is imperative that the 2009-2012 RSGencat Plan is also propagated outside of Catalonia.

Said external propagation is with respect to the Plan as a whole, beyond the fact that many of the measures in the Plan are already quite well known.

Using the semester reports, the Plan must update the general execution data and incorporate them on the website and issue press releases. The execution data will make the advancement clear of each of the measures, highlighting the most relevant aspects.

Appendix

**1**

# Economic Report



## Measures by core areas and lines

Core areas and lines of the Plan	2009	2010	2011	2012	TOTAL
<b>Core area 1: Maximise education, knowledge and diffusion of socially responsible values</b>	<b>11,861,500</b>	<b>11,858,800</b>	<b>12,000,800</b>	<b>12,300,800</b>	<b>48,021,900</b>
Line 1.1. Drive forward training in the culture, contents and methodology of social responsibility	586,000	294,000	270,000	270,000	1,420,000
Line 1.2. Promote research and studies on social responsibility	36,000	73,000	18,000	83,000	210,000
Line 1.3. Foster the diffusion and implementation of good social responsibility practices	10,608,500	10,860,800	11,081,800	11,316,800	43,867,900
Line 1.4. Promote the culture of responsible consumption among the citizenship of Catalonia	631,000	631,000	631,000	631,000	2,524,000
<b>Eje 2. Increase the number of socially responsible companies</b>	<b>121,846,400</b>	<b>122,939,600</b>	<b>124,007,800</b>	<b>125,886,200</b>	<b>494,680,000</b>
Line 2.1. Promote a common Catalan framework for responsible and sustainable competitiveness: RS.Cat	-	-	-	-	-
Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility	26,718,000	27,250,000	28,317,000	30,194,000	112,479,000
Line 2.3. Introduce elements for assessing social responsibility in the calls for subsidy applications	95,104,200	95,664,200	95,664,200	95,664,200	382,096,800
Line 2.4. Introduce elements for assessing social responsibility in public contracts	24,200	25,400	26,600	28,000	104,200
<b>Core area 3. Encourage socially responsible finances among citizens</b>	<b>-</b>	<b>17,000</b>	<b>18,000</b>	<b>19,000</b>	<b>54,000</b>
Line 3.1. Encourage socially responsible finances among citizens	-	17,000	18,000	19,000	54,000
Line 3.2. Encourage socially responsible finances at the Government of Catalonia	-	-	-	-	-
<b>Core area 4. Work for a more socially responsible Catalan public administration</b>	<b>31,939,655</b>	<b>24,291,055</b>	<b>23,811,332</b>	<b>23,735,832</b>	<b>103,777,874</b>
Line 4.1. Foster human resources policies at the Administration that are socially responsible	6,919,500	6,912,000	6,912,000	6,912,000	27,655,500
Line 4.2. Promote actions of good environmental and energy policies in the Administration	3,153,855	4,111,255	4,120,532	4,139,032	15,524,674
Line 4.3. Drive forward SR plans and actions at the Administration and at public companies	43,800	44,800	45,800	46,800	181,200
Line 4.4. Promote information transparency and public participation	2,342,000	1,235,000	745,000	650,000	4,972,000
<b>Total</b>	<b>146,167,055</b>	<b>147,118,455</b>	<b>147,849,932</b>	<b>149,953,832</b>	<b>591,089,274</b>

## Economic Report by Ministries

Ministry	2009	2010	2011	2012	TOTAL
Social Action & Citizenship	-	-	-	-	-
Agriculture, Food and Rural Action	264,000	726,000	726,000	726,000	2,442,000
Economy & Finance	22,403,000	24,344,000	25,196,000	26,219,000	98,162,000
Education	7,333,000	7,659,000	7,890,000	8,125,000	31,007,000
Governance & Public Administrations	7,013,355	7,021,355	7,029,032	7,036,032	28,099,774
Innovation, Universities & Company	958,000	1,625,000	2,105,000	3,005,000	7,693,000
Home Affairs, Institutional Relations & Participation	249,500	85,000	95,000	-	429,500
Justice	6,000	6,000	6,000	6,000	24,000
Environment & Housing	1,118,700	782,300	550,100	583,000	3,034,100
Town and Country Planning & Public Works	325,000	280,000	257,000	258,000	1,120,000
Presidency	2,100,000	1,150,000	650,000	650,000	4,550,000
Health	-	-	-	-	-
Employment	104,396,500	103,439,800	103,345,800	103,345,800	414,527,900
Vice-presidency	-	-	-	-	-
<b>Total</b>	<b>146,167,055</b>	<b>147,118,455</b>	<b>147,849,932</b>	<b>149,953,832</b>	<b>591,089,274</b>

Specifications  
for Initiatives in the Plan:  
indicators and budget



## Core area 1

Maximise education, knowledge  
and diffusion of social responsibility



**Identification of the measure****Execution of CSR training actions**

All CSR actions, resources, methodologies, tools, protocols and training both in the area of general management and aspects related to more specific issues including equal opportunities, workplace risk prevention, volunteer work and the integration of groups at risk of exclusion.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.1. Drive forward training in the culture, contents and methodology of social responsibility
<b>Measure number</b>	1.1.1.
<b>Target group</b>	All types of organisations

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Employment
<b>General management / Area</b>	DG of Cooperative Economics and Creation of Companies
<b>Unit</b>	DG of Cooperative Economics and Creation of Companies
<b>Other participating ministries</b>	Governance and Public Administration (DG on Community Action); Environment and Housing; other participating areas of the Ministry of Employment: DG of Equal Employment Opportunities; DG of Labour Relations and the Institute for Cooperative Training and Creation; Vice-presidency (Sponsorship and Patronage Agency)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Quantity of materials created	5	3	3	3	<b>14</b>
<b>Indicator 2</b>	Number of training and/or awareness-raising actions	8	8	8	8	<b>32</b>
<b>Indicator 3</b>	Number of participants	7,405	6,100	6,100	6,100	<b>25,705</b>
<b>Budget: thousands of euros</b>	*	328	270	270	270	<b>1,138</b>

**Relation to other plans** No

**Comments** This section includes the following actions: Materials, 'The 6Is of Equality'; Awareness-raising and training actions, 'The 6Cs of Conciliation'; Training in risk prevention issues; Protocol on the prevention and approach for sexual harassment and gender harassment at companies; the Postgraduate in Cooperative Economics, which includes CSR, the Web platform INICIA, in turn including CSR and several CSR publications; participation of the Sponsorship and Patronage Agency for searching for possible corporate collaboration in publishing training materials.  
\*Of this budget, 70,000 euros/year is for Governance (DG on Community Action).

**Identification of the measure****Diffusion of CSR values among the school population via the educational project 'City, Territory and Landscape'**

The objective of the project is to educate school students between 12 and 16 in knowledge of the urban reality, the culture of territory and values of the landscape, as well as strengthening the basic skills forecast for this stage of secondary school and promoting the use of new technologies in teaching.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.1. Drive forward training in the culture, contents and methodology of social responsibility
<b>Measure number</b>	1.1.2.
<b>Target group</b>	General population

**Parties responsible for the measure**

<b>Department / Body</b>	Town and Country Planning & Public Works
<b>General management / Area</b>	DG of Architecture & Landscape
<b>Unit</b>	DG of Architecture & Landscape
<b>Other participating ministries</b>	Ministry of Education; Vice-presidency (Sponsorship and Patronage Agency)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of schools participating in the programme	982	982	982	982	<b>982</b>
<b>Budget: thousands of euros</b>		8	24	-	-	<b>32</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	Participation of the Sponsorship and Patronage Agency for searching for possible corporate collaboration in publishing curriculum materials;					

## Identification of the measure

### Foster education in sustainability among schools via the 'Green Schools' Programme

The Government of Catalonia promotes the complete greening of the schools of Catalonia through its Green Schools Programme. The main objectives of this programme are:

- Help schools become more environmental or, in other words, to incorporate the educational values of sustainability in all areas of schools (syllabuses, management, relations with the environment...).
- Promote the active participation and involvement of the entire educational community in improving their environment (school, neighbourhood, municipality...).
- Encourage interchanges between schools participating in the programme, building a large network of schools for sustainability.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.1. Drive forward training in the culture, contents and methodology of social responsibility
<b>Measure number</b>	1.1.3.
<b>Target group</b>	General population*

#### Parties responsible for the measure

<b>Department / Body</b>	Ministry of Environment & Housing
<b>General management / Area</b>	Directorate General of Environmental Policies and Sustainability
<b>Unit</b>	Environmental Education Service
<b>Other participating ministries</b>	Ministry of Education; Vice-presidency (Sponsorship and Patronage Agency)

#### Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Schools that are members of the programme (with respect to total schools in Catalonia)	10%	nd	nd	nd	<b>nd</b>
<b>Indicator 2</b>	Schools awarded a distinction as a Green School (with respect to total schools in Catalonia)	6%	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>		250**	nd	nd	nd	<b>nd</b>

**Relation to other plans** No

**Comments**  
 \* Particularly schools in Catalonia  
 \*\* 2009 executed budget: pending costs related to the start of the 1st school quarter 2009-2010

## Identification of the measure

### Support CSR research

The objective of this measure is to foster research in the area of CSR, which is why the Government of Catalonia will subsidise studies by faculties and specialised research centres on topics related to CSR.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.2. Promote research and studies on social responsibility
<b>Measure number</b>	1.2.1.
<b>Target group</b>	All types of organisations

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	DG of Economic Promotion
<b>Unit</b>	DG of Economic Promotion
<b>Other participating ministries</b>	Department of Justice - Centre of Justice Studies & Specialised Training (CEJFE)

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of studies performed by the ETHOS Department	6	6	6	6	<b>24</b>
<b>Indicator 2</b>	Number of studies subsidised in the area of justice	2	2	2	2	<b>8</b>
<b>Budget: thousands of euros</b>	*	18	18	18	18	<b>72</b>

**Relation to other plans** No

**Comments** ETHOS Ramon Llull is the Ethics Department at Ramon Llull University, whose objective is to strengthen ethics studies applied to organisational settings, both at universities and professionally. From ETHOS, Ramon Llull works on implementing key ethical values in different organisational practices and decision taking. The department commissions studies to the different faculties of URL, at the suggestion of these same faculties. The Ministry of Justice's CEJFE, through research initiatives, will promote two lines of study aimed at improving social and workplace integration processes for people subjected to criminal execution measures and to optimising extra-judicial devices for conflict resolution via mediation processes.  
\* Of this budget, the Ministry of Justice receives 6000 euros each year.

## Identification of the measure

### Promote research projects for analysing CSR in Catalonia

The Government of Catalonia will perform studies with the goal of finding out the level of knowledge, awareness and desire to apply CSR in Catalonia, where the studies will collect the opinions of companies and citizens. A series of target indicators for monitoring will also be defined in the first study, which will be periodically quantified and evaluated.

**Core area** Core area 1: Maximise education, knowledge and diffusion of social responsibility

**Line** Line 1.2. Promote research and studies on social responsibility

**Measure number** 1.2.2.

**Target group** All types of organisations

#### Parties responsible for the measure

**Department / Body** Ministry of Economy & Finance

**General management / Area** DG of Economic Promotion

**Unit** DG of Economic Promotion

**Other participating ministries** Ministry of Innovation, Universities & Company (DG of Commerce)

#### Indicators and budget

	Indicator description	2009	2010	2011	2012	Total
<b>Indicator 1</b>	Studies performed	1	1	-	1	<b>3</b>
<b>Budget: thousands of euros</b>	*	18	55	-	65	<b>138</b>

**Relation to other plans** No

**Comments** The Directorate General of Economic Promotion will perform a study in 2010 with the objective of analysing the CSR situation in Catalonia. Starting with the second study, a section will be added to compare it with previous studies, validating the results by taking other similar studies into account. With regard to the Directorate General of Commerce, it will do research in 2009 on good CSR practices in the Catalan retail sector, which will be made public in 2010.  
\*The 2009 amount is for the DG of Commerce.

**Identification of the measure****Dissemination of good CSR practices through campaigns, conferences and trade fairs**

Awareness raising initiatives on subjects related to CSR, such as workplace risk prevention, equal opportunities in the workplace, the environment and/or equality policies.

**Core area** Core area 1: Maximise education, knowledge and diffusion of social responsibility

**Line** Line 1.3. Foster the dissemination and implementation of good social responsibility practices

**Measure number** 1.3.1.

**Target group** All types of organisations

**Parties responsible for the measure**

**Department / Body** Ministry of Employment

**General management / Area** DG of Cooperative Economics and Creation of Companies

**Unit** DG of Cooperative Economics and Creation of Companies

**Other participating ministries** Innovation, Universities & Companies (ACCÍO) and Directorate General of Tourism; Environment and Housing; Town & Country Planning and Public Works (CIMALSA); Social Action and Citizenship (SPFDC); Vice-presidency (Sponsorship and Patronage Agency); other participating areas of the Ministry of Employment: DG of Equal Opportunities in the Workplace and DG of Labour Relations

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of campaigns	7	5	5	5	<b>21</b>
<b>Indicator 2</b>	Number of diffusion actions	16	16	16	16	<b>64</b>
<b>Indicator 3</b>	Number of diffusion channels	2	2	2	2	<b>8</b>
<b>Budget: thousands of euros</b>	*	3,034	3,005	3,005	3,005	<b>12,049</b>

**Relation to other plans** No

**Comments** This section includes the following actions: Conference for diffusing social responsibility of the Barcelona Port Authorities; Creation of a network of inclusive companies. The campaign 'Yes, Your Company can be Socially Responsible'; Conferences on Workplace Integration for the Disabled; The campaign 'The 10 Whys of Equality'; The conferences of the Forum of Time; Awareness-raising on CSR in the Corporate Fabric of Girona; Promotions and campaigns related to 'No Risk at Work'; Trade fairs and conferences aimed at fostering the culture of risk prevention; Awareness raising campaigns related to family, personal and workplace time management; Awareness raising conferences on the competitive advantages of CSR for Catalan SMEs; Conferences on good CSR practices at logistics centres; Participation of the Sponsorship and Patronage Agency in searching for possible corporate collaboration in campaigns;  
\*For 2009, 17,000 euros is for PTOF. For 2010, 2011 and 2012, 5000 euros is allocated to ACCÍO.

## Identification of the measure

### Promotion of diffusion and collaboration actions to strengthen care of the territory

Carry out information and diffusion initiatives on care of the territory addressed to organisations in order to promote their collaboration with entities working in safeguarding our territory. A specific space will be created on this issue on the website of the Ministry of Environment and Housing and conferences and work groups will be organised addressed to organisations in order to publicise the concept of caring for the territory and presenting ways to collaborate that are available to interested organisations.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.3. Foster the dissemination and implementation of good social responsibility practices
<b>Measure number</b>	1.3.2.
<b>Target group</b>	All types of organisations

#### Parties responsible for the measure

<b>Department / Body</b>	Ministry of Environment & Housing
<b>General management / Area</b>	Directorate General of Environmental Quality
<b>Unit</b>	Environmental Rating Service
<b>Other participating ministries</b>	Directorate General of the Environment

#### Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of diffusion actions	-	2	2	2	<b>6</b>
<b>Budget: thousands of euros</b>	*	-	nd	nd	nd	<b>nd</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	To obtain further information: <a href="http://www.custodiaterritori.org">http://www.custodiaterritori.org</a> * The characteristics of this measure do not allow an estimate to be made.					

## Identification of the measure

### Publishing of subject-based guides to accompany CSR processes

Publishing of materials applicable to CSR for companies and other organisations. Specifically, with aspects related to Workplace Risk Prevention, integration of groups at risk of exclusion, equal opportunities, fostering of good practices to improve working conditions, the environment, landscape integration and guides for responsible actions in third countries.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.3. Foster the dissemination and implementation of good social responsibility practices
<b>Measure number</b>	1.3.3.
<b>Target group</b>	All types of organisations

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Employment
<b>General management / Area</b>	DG of Cooperative Economics and Creation of Companies
<b>Unit</b>	DG of Cooperative Economics and Creation of Companies
<b>Other participating ministries</b>	Innovation, Universities & Companies (ACC1Ó); Environment and Housing; Governance & Public Administration (DG of Public Functions); Town & Country Planning and Public Works (DG of Architecture & Landscape, GISA, INCASÒL); Health; Vice-presidency (Sponsorship and Patronage Agency); other participating areas of the Ministry of Employment: DG of Equal Opportunities in the Workplace and DG of Labour Relations

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of publications	12	6	7	6	<b>27</b>
<b>Budget: thousands of euros</b>	*	132	105	95	95	<b>427</b>

**Relation to other plans** No

**Comments** This section includes the following actions: Working jointly on publishing the book The Application of Social Responsibility for Managing People; Sheets on good practices in applying alternative measures for hiring people with disabilities; Translation of sectoral collective bargaining agreements to the languages of employed foreigners; Guide for the proper use of alternative measures for hiring people with disabilities; Guide for stable and suitable hiring for the needs of competitive companies; Guide on aids for hiring the disabled; Collect conciliation experiences and measures from Catalan companies; Study on employment with support; Guide for designing and implementing equality plans at the administration of the Government of Catalonia; Subject-based guide to accompany CSR processes, which will be part of ACC1Ó's guide collection; Style books on Catalan roads and economic activity sectors; Landscape integration guides, among others.  
\* PTOB budget 27,000 euros 2009 and 25,000 euros for the other years; ACC1Ó budget 10,000 for 2010.

**Identification of the measure****Promotion of linguistics policies as a key element of CSR**

Encourage business organisations to incorporate a linguistic policy as an element leading to CSR dialogues, positioning and practices. Creation and diffusion of good practices on linguistic policy actions in the area of CSR.

**Core area** Core area 1: Maximise education, knowledge and diffusion of social responsibility

**Line** Line 1.3. Foster the dissemination and implementation of good social responsibility practices

**Measure number** 1.3.4.

**Target group** Private companies and entities

**Parties responsible for the measure**

**Department / Body** Vice-presidency

**General management / Area** Secretariat of Linguistic Policy; Directorate on Planning & Promotion

**Unit** Directorate on Planning & Promotion

**Other participating ministries** Ministry of Economy & Finance (Catalan Consumer Agency); Ministry of Employment (Directorate General of Services)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of awareness-raising sessions at business organisations	2	10	10	10	<b>32</b>
<b>Indicator 2</b>	Creation of code on good practices	1	-	-	-	<b>1</b>
<b>Budget: thousands of euros</b>	*	nd	nd	nd	nd	<b>nd</b>

**Relation to other plans** No

**Comments** One of the tools that business organisations and companies can use to incorporate the CSR discourse language is the Volunteering for Language Programme, whose objective is to put people into contact who want to practice Catalan with people who want to volunteer a few hours of their time to helping them practice it.  
\*The features of this measure do not allow an estimate to be made.

## Identification of the measure

### Creation of a CSR observatory in the rural setting

Design and development of a virtual space that will compile qualitative and quantitative information on CSR advances in rural areas; information about public and private organisations that implement sustainable management practices (sustainability reports) in rural areas; good management practices; methodological resources, news, etc.

**Core area** Core area 1: Maximise education, knowledge and diffusion of social responsibility

**Line** Line 1.3. Foster the dissemination and implementation of good social responsibility practices

**Measure number** 1.3.5.

**Target group** General population

## Parties responsible for the measure

**Department / Body** Ministry of Agriculture, Food and Rural Action

**General management / Area** DG of Rural Development

**Unit** DG of Rural Development

## Indicators and budget

	Indicator description	2009	2010	2011	2012	Total
<b>Indicator 1</b>	Number of visits to the website	18,250	36,500	45,625	54,750	<b>155,125</b>
<b>Indicator 2</b>	Number of news items in the media	150	150	150	150	<b>600</b>
<b>Budget: thousands of euros</b>		79.8	61.8	61.8	61.8	<b>265.2</b>
<b>Relation to other plans</b>	No					

## Identification of the measure

### Promotion of measures that facilitate workplace and family conciliation at schools

Aid for implementing a series of initiatives at schools that let workplace and family reconciliation be improved. These actions include:

- Morning daycare: service for taking care of children during the morning schedule prior to the start of the school day for kids studying at preschool and primary schools subsidised with public funds.
- Organisation of extracurricular activities: activities done outside the school day and during times in which mothers and fathers have yet to finish their work and professional obligations at times.
- Schools open in June and September: activities for taking care of children in preschool and primary school who attend schools subsidised with public funds, during the end of June and beginning of September.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.3. Foster the dissemination and implementation of good social responsibility practices
<b>Measure number</b>	1.3.6.
<b>Target group</b>	Parents' associations (AMPA) and town councils

#### Parties responsible for the measure

<b>Department / Body</b>	Ministry of Education
<b>General management / Area</b>	DG of Education Community Services
<b>Unit</b>	Service for Managing Student Body Services

#### Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of students who use the morning daycare service	34,092	34,136	34,816	35,495	<b>138,539</b>
<b>Indicator 2</b>	Number of students who use the extracurricular activities service	81,951	89,151	99,000	100,200	<b>370,302</b>
<b>Indicator 3</b>	Number of students who use the open schools in June and September service	56,563	57,680	58,830	59,990	<b>233,063</b>
<b>Indicator 4</b>	Number of AMPAs subsidised for any of these concepts	1,044	1,846	2,015	2,085	<b>6,990</b>
<b>Indicator 5</b>	Number of town councils subsidised for any of these concepts	215	332	334	334	<b>1,215</b>
<b>Budget: thousands of euros</b>		7,333	7,659	7,890	8,125	<b>31,007</b>
<b>Relation to other plans</b>	National Accord for Education, Law 12/2009 on Education, article 25.4					

**Identification of the measure****Promote the arbiter system in Catalonia for conflict resolution with consumers**

Encourage the membership of public and private companies to the Catalan arbitrage system as a tool for resolving conflicts with consumers and as a symbol of socially responsible companies.

**Core area** Core area 1: Maximise education, knowledge and diffusion of social responsibility

**Line** Line 1.3. Foster the dissemination and implementation of good social responsibility practices

**Measure number** 1.3.7.

**Target group** All types of organisations

**Parties responsible for the measure**

**Department / Body** Ministry of Economy & Finance

**General management / Area** Catalan Consumer Agency

**Unit** Catalan Consumer Agency

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of member companies	400	400	400	400	<b>1.600</b>
<b>Indicator 2</b>	Number of public and management companies	2	5	10	40	<b>57</b>
<b>Budget: thousands of euros</b>	*	30	30	30	30	<b>120</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* This budget is for promotional campaigns					

**Identification of the measure****Diffusion of the Ethics Code on Tourism and the European Charter for Sustainable Tourism (ECST)**

Activities to diffuse the Ethics Code on Tourism and the ECST. Print and digital publication, translation to several languages.

**Core area** Core area 1: Maximise education, knowledge and diffusion of social responsibility

**Line** Line 1.3. Foster the dissemination and implementation of good social responsibility practices

**Measure number** 1.3.8.

**Target group** All types of organisations

**Parties responsible for the measure**

**Department / Body** Ministry of Innovation, Universities & Company

**General management / Area** Directorate General of Tourism

**Unit** Directorate General of Tourism

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of presentations	-	6	10	-	<b>16</b>
<b>Indicator 2</b>	Number of information points	-	150	50	-	<b>200</b>
<b>Indicator 3</b>	Number of member companies	-	100	150	-	<b>250</b>
<b>Budget: thousands of euros</b>	*	-	nd	nd	-	<b>nd</b>

**Relation to other plans** 2005-2010 Strategic Tourism Plan

**Comments** \* The features of this measure do not allow an estimate to be made.

## Identification of the measure

### Making presentations on responsible consumption

These talks are aimed at educating consumers from the perspective of individual responsibility, family economies, the region, the environment and the planet. Several workshops will also be done for children in the middle and end of primary school with the objective of encouraging responsible consumption.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.4. Promote the culture of responsible consumption among the citizenship of Catalonia
<b>Measure number</b>	1.4.1.
<b>Target group</b>	General population

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	Catalan Consumer Agency
<b>Unit</b>	Catalan Consumer Agency
<b>Other participating ministries</b>	Ministry of Education

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of presentations	40	40	40	40	<b>160</b>
<b>Budget: thousands of euros</b>		6	6	6	6	<b>24</b>
<b>Relation to other plans</b>	No					

## Identification of the measure

### Promote the 'School of Consumption' to foster responsible consumption

The School of Consumption of Catalonia is a service whose objective is to contribute to the presence of education on responsible consumption within the Catalan education system. This study centre is established for education on consumption, placing a wide range of activities at the service of citizens. It is addressed to children and youth.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.4. Promote the culture of responsible consumption among the citizenship of Catalonia
<b>Measure number</b>	1.4.2.
<b>Target group</b>	General population

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	Catalan Consumer Agency
<b>Unit</b>	Catalan Consumer Agency
<b>Other participating ministries</b>	Ministry of Education; Vice-presidency (Sponsorship and Patronage Agency)

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of students	16,500	16,500	16,500	16,500	<b>66,000</b>
<b>Budget: thousands of euros</b>		525	525	525	525	<b>2,100</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	Participation of the Sponsorship and Patronage Agency for searching for possible corporate collaboration in publishing curriculum materials;					

**Identification of the measure****Grant aids to consumer associations to encourage responsible consumption**

Line of specific aid for actions fostering responsible, sustainable and united consumption for consumers' associations.

<b>Core area</b>	<b>Core area 1: Maximise education, knowledge and diffusion of social responsibility</b>
<b>Line</b>	Line 1.4. Promote the culture of responsible consumption among the citizenship of Catalonia
<b>Measure number</b>	1.4.3.
<b>Target group</b>	Companies and organisations

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	Catalan Consumer Agency
<b>Unit</b>	Catalan Consumer Agency

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of initiatives	30	30	30	30	<b>120</b>
<b>Budget: thousands of euros</b>		100	100	100	100	<b>400</b>
<b>Relation to other plans</b>	No					

## Core area 2

Increase the number of socially responsible companies



## Identification of the measure

### Create a website focusing on SR of reference in Catalonia: the RSCAT portal

Creation of a CSR web space of reference. This space will place initiatives promoted by the different Government ministries within reach of companies and organisations interested in adding socially-responsible policies to their management system, as well as resources that are generated by consensus to create a country-wide CSR strategy. A further aim is for it to be a platform for publicising the rest of the initiatives for fostering social responsibility that are driven by other economic and social agents.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.1. Promote a common Catalan framework for responsible and sustainable competitiveness: RSCAT
<b>Measure number</b>	2.1.1.
<b>Target group</b>	All types of organisations

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Employment
<b>General management / Area</b>	DG of Cooperative Economics and Creation of Companies
<b>Unit</b>	DG of Cooperative Economics and Creation of Companies
<b>Other participating ministries</b>	Economy & Finance, Environment & Housing; Governance and Public Administration; ACC1Ó; Social Action and Citizenship; Agriculture, Food & Rural Action; Vice-presidency (Sponsorship and Patronage Agency)

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Creation of single website	1	-	-	-	<b>1</b>
<b>Budget: thousands of euros</b>	*	nd	-	-	-	<b>nd</b>

**Relation to other plans** No

**Comments** The main objective of this space is to become the website of reference in Catalonia for social responsibility. It will connect the programmes, initiatives, conferences and publications by different ministries and the subject matter.  
\*The features of this measure do not allow an estimate to be made.

**Identification of the measure****Create and diffuse RSCAT methodology**

Creation of a common and accepted methodology on social responsibility that leads to Catalan companies and organisations adding socially-responsible criteria and practices to their management systems, with the aim of creating a reference model in Catalonia that is internationally renowned and supported.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.1. Promote a common Catalan framework for responsible and sustainable competitiveness: RSCAT
<b>Measure number</b>	2.1.2.
<b>Target group</b>	All types of organisations

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Employment
<b>General management / Area</b>	Ministry of Employment
<b>Unit</b>	Ministry of Employment
<b>Other participating ministries</b>	Economy & Finance, Environment & Housing; Governance and Public Administration; ACC1Ó; Social Action and Citizenship; Agriculture, Food & Rural Action

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Creation of RSCAT methodology	1	-	-	-	<b>1</b>
<b>Budget: thousands of euros</b>		nd	-	-	-	<b>nd</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	This measure wants to give new impetus to the initiatives carried out by the Framework Network on Social Responsibility. *The features of this measure do not allow an estimate to be made.					

**Identification of the measure****Create a space for dialogue with social agents about the Catalan CSR model**

Creation of a space for dialogue with the main social and economic agents to promote debate and public-private collaboration in promoting SR among Catalan companies and organisations.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.1. Promote a common Catalan framework for responsible and sustainable competitiveness: RSCAT
<b>Measure number</b>	2.1.3.
<b>Target group</b>	All types of organisations

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Employment
<b>General management / Area</b>	DG of Cooperative Economics and Creation of Companies
<b>Unit</b>	DG of Cooperative Economics and Creation of Companies
<b>Other participating ministries</b>	Economy & Finance, Environment & Housing; Governance and Public Administration; ACC1Ó; Social Action and Citizenship; Agriculture, Food & Rural Action; Vice-presidency (Sponsorship and Patronage Agency)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Creation of a space for dialogue	1	-	-	-	<b>1</b>
<b>Budget: thousands of euros</b>		nd	-	-	-	<b>nd</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	*The features of this measure do not allow an estimate to be made.					

**Identification of the measure****Drive forward accompaniment programmes for implementing CSR for SMEs and cooperatives: RSE.pime and RS.coop**

RSE.pime: accompaniment programme for Catalan SMEs to add social responsibility criteria in their management systems. RSE.coop: personalised accompaniment programme for cooperative-economy companies to implement social responsibility criteria in their management systems.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility
<b>Measure number</b>	2.2.1.
<b>Target group</b>	Private companies and entities

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Employment
<b>General management / Area</b>	DG of Cooperative Economics and Creation of Companies
<b>Unit</b>	DG of Cooperative Economics and Creation of Companies
<b>Other participating ministries</b>	Ministry of Innovation, Universities & Company (DG of Commerce)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of diffusion actions	12	3	2	2	<b>19</b>
<b>Indicator 2</b>	Number of requests	20	10	8	8	<b>46</b>
<b>Indicator 3</b>	Number of implementations	10	40	5	5	<b>60</b>
<b>Indicator 4</b>	Implementation of RSE.pime at regional associations of businesspeople*	-	2	4	4	<b>10</b>
<b>Budget: thousands of euros</b>		253	156	62	62	<b>533</b>

**Relation to other plans** No

**Comments** This section includes the following actions:

- RSE.coop and its continuity: pilot programme (2005-2007), 38 cooperative-economy companies published sustainability reports. The tools resulting from the pilot programme were publicised through awareness-raising seminars and commercial actions with the objective of providing participating companies with continuity and adding new cooperatives that use these tools, as well as an order to promote cooperative economies, in which a line for promoting the implementation of socially-responsible management systems at companies was introduced. The budget did not forecast the subsidy heading, as it is already included in a broader line.
- RSE.pime: pilot programme (2007-2010). \* Using the RSE.pime programme, the DG of Commerce will do a pilot work in Granollers to develop SR methodology for regional associations of businesspeople.

**Identification of the measure****Programme of aids and other incentives to favour improved employment conditions at companies**

Concession of aids and assessment for companies to implement good social responsibility practices. Execution of support programmes for companies that implement a responsible management system in the heart of their organisations or reveal good practices on social responsibility, in subjects especially aimed at promoting and improving working conditions.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility
<b>Measure number</b>	2.2.2.
<b>Target group</b>	Private companies and entities

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Employment
<b>General management / Area</b>	DG of Equal Opportunities in the Workplace
<b>Unit</b>	DG of Equal Opportunities in the Workplace
<b>Other participating ministries</b>	DG of Labour Relations

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of diffusion actions	6	6	6	6	<b>24</b>
<b>Indicator 2</b>	Number of implementations	1,500	1,500	1,500	1,500	<b>6,000</b>
<b>Budget: thousands of euros</b>		6,750	6,000	6,000	6,000	<b>24,750</b>

<b>Relation to other plans</b>	No
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**Comments** This section includes the following actions: Promotion of equal opportunities via the Informa Programme, which is for companies; Agreements with companies to hire female victims of gender violence; Aids in establishing a project to promote equal opportunities between men and women in labour relations; Aid allocated for promoting the role of agent for equal opportunities between men and women at companies; Aids for the acquisition and adaptation of machinery and work equipment; Call for applications for aids to promote social responsibility at economic cooperative companies; Programmes to support and provide aid for open-ended contracts at ordinary companies for the disabled; Granting of aids and support for companies working in employment integration that hire people who are beneficiaries of the minimum integration income.

## Identification of the measure

### Incorporation of CSR into the 360° Competitiveness Programme

The 360° Competitiveness Programme is for SMEs that need to improve their business management skills before initiating internationalisation and innovation projects.

In the framework of reviewing and improving companies' functional areas that is entailed by this instrument, the implementation and management of CSR policies will be outlined as a key factor for competitiveness for Catalan SMEs.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility
<b>Measure number</b>	2.2.3.
<b>Target group</b>	Private companies and entities

#### Parties responsible for the measure

<b>Department / Body</b>	Ministry of Innovation, Universities & Company (ACC1Ó)
<b>General management / Area</b>	Centre of Business and Corporate Development (ACC1Ó)
<b>Unit</b>	Business Management & Strategy

#### Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of companies using the 360° Competitiveness Programme	-	75	75	100	<b>250</b>
<b>Budget: thousands of euros</b>		-	600	600	800	<b>2,000</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	This programme is presently in the design and creation phase. The forecast start-up date is 2010.					

**Identification of the measure****Launching of the 'Base of the Pyramid Programme' to promote companies also offering products and services to low-income sectors that were unattended until now**

Advisory services to Catalan companies, combining innovation and market research processes, in order to meet new needs generated in the lower-income demand sectors. The BoP Programme is an innovative social responsibility practice that will promote the compatibility of business development projects and responsibility to society, as well as improving living conditions within the country in question.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility
<b>Measure number</b>	2.2.4.
<b>Target group</b>	Private companies and entities

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Innovation, Universities & Company (ACC1Ó)
<b>General management / Area</b>	Centre of Business Internationalisation (ACC1Ó)
<b>Unit</b>	International Cooperation

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Digital prospectus applied to Catalonia: BoP	1	-	-	-	<b>1</b>
<b>Indicator 2</b>	Presentation ceremony of the BoP Programme	-	1	-	-	<b>1</b>
<b>Indicator 3</b>	Pilot projects for the BoP Programme	-	-	3	8	<b>11</b>
<b>Budget: thousands of euros</b>		20	10	500	1,200	<b>1,730</b>

<b>Relation to other plans</b>	No
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**Comments** This programme is presently in the design and creation phase and, thus, is still not running. It will include everything from generating CSR to criteria for CSR.

**Identification of the measure****Subsidies for ecological labelling systems**

Subsidies for obtaining or renewing the distinctive symbol of guaranteeing environmental quality or the EU ecological label.

**Core area** Core area 2. Increase the number of socially responsible companies

**Line** Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility

**Measure number** 2.2.5.

**Target group** Private companies and entities

**Parties responsible for the measure**

**Department / Body** Ministry of Environment & Housing

**General management / Area** DG of Environmental Quality

**Unit** Environmental Rating Service

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of applications	70	80	90	100	<b>340</b>
<b>Indicator 2</b>	Number of issuances	70	80	90	100	<b>340</b>
<b>Budget: thousands of euros</b>		60	70	80	90	<b>300</b>

**Relation to other plans** No

**Comments** Maximum amount of the subsidy:  
 Entities will obtain: 75% of expenses with a maximum of €2000/application for the distinction and €4000/application for EU label.  
 Renewal: 50% of expenses with a maximum of €1000/application for renewing the symbol of distinction and €2000/application for renewal of the EU label.

**Identification of the measure****Aids to companies to implement voluntary environmental management systems**

Aids for implementing voluntary environmental management systems in accordance with EMAS Regulations or ISO 14000 Standards.

**Core area** Core area 2. Increase the number of socially responsible companies

**Line** Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility

**Measure number** 2.2.6.

**Target group** Private companies and public companies

**Parties responsible for the measure**

**Department / Body** Ministry of Environment & Housing

**General management / Area** DG of Environmental Quality

**Unit** Environmental Rating Service

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of applications	102	104	106	108	<b>420</b>
<b>Indicator 2</b>	Number of issuances	102	104	106	108	<b>420</b>
<b>Budget: thousands of euros</b>		400	410	420	430	<b>1,660</b>

**Relation to other plans** No

**Comments** Maximum amount of the subsidy:  
EMAS: from €4500 to €9000 according to the appendix of Law 3/1998  
ISO 14001: from €2500 to €5000 according to the appendix of Law 3/1998

**Identification of the measure****Aids to local entities to implement voluntary environmental management systems**

Aids for implementing voluntary environmental management systems in accordance with EMAS Regulations or ISO 14000 Standards.

**Core area** Core area 2. Increase the number of socially responsible companies

**Line** Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility

**Measure number** 2.2.7.

**Target group** Public administrations

**Parties responsible for the measure**

**Department / Body** Ministry of Environment & Housing

**General management / Area** DG of Environmental Quality

**Unit** Environmental Rating Service

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of applications	34	34	-	-	<b>68</b>
<b>Indicator 2</b>	Number of issuances	72	72	-	-	<b>144</b>
<b>Budget: thousands of euros</b>		250	180	-	-	<b>430</b>

**Relation to other plans**

**Comments** Multi-year call for applications:  
 2005-2007: €120,000 (2005), €300,000 (2006) and €120,000 (2007)  
 2008-2010: €180,000 (2008), €250,000 (2009) and €180,000 (2010)  
 Maximum subsidy amount: EMAS: €18,000 ISO 14001: €12,000

## Identification of the measure

### Aids to companies for energy saving and efficiency

Aids to drive forward the implementation of measures that lead to a more rational and efficient use of energy resources at companies.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility
<b>Measure number</b>	2.2.8.
<b>Target group</b>	Private companies and entities

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	Ministry of Economy & Finance
<b>Unit</b>	Ministry of Economy & Finance

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of subsidies	678	712	748	785	<b>2,922</b>
<b>Budget: thousands of euros</b>		15,170	15,929	16,725	17,562	<b>65,386</b>
<b>Relation to other plans</b>	No					

**Identification of the measure****Foster and promote the use of renewable energies at companies and other organisations**

Lead programmes and tools to promote and foster the implementation of renewable energies, where subsidies will be particularly awarded to companies and organisations for installing renewable energies in buildings.

**Core area** Core area 2. Increase the number of socially responsible companies

**Line** Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility

**Measure number** 2.2.9.

**Target group** All types of organisations

**Parties responsible for the measure**

**Department / Body** Ministry of Economy & Finance

**General management / Area** DG of Energy and Mines

**Unit** Catalan Energy Institute (ICAEN)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of subsidies	230	235	240	245	<b>950</b>
<b>Budget: thousands of euros</b>		3560	3670	3780	3900	<b>14,910</b>
<b>Relation to other plans</b>	No					

Identification of the measure						
<b>Execution of eco-design projects</b>						
Development of eco-design projects in different business sectors.						
<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>					
<b>Line</b>	Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility					
<b>Measure number</b>	2.2.10.					
<b>Target group</b>	Private companies and public companies					
Parties responsible for the measure						
<b>Department / Body</b>	Ministry of Environment & Housing					
<b>General management / Area</b>	DG of Environmental Quality					
<b>Unit</b>	Environmental Rating Service					
Indicators and budget						
	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Development of eco-design projects	-	1	-	-	<b>1</b>
<b>Budget: thousands of euros</b>		105	75	-	-	<b>180</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	2006-2008: development of an eco-design project in the toy sector with electric and electronic components (Eco-game Project). Participants: Waste Agency of Catalonia (ARC), Centre of Business Innovation and Development (ACC1Ó) and Ministry of Environment and Housing. 2008-2010: development of an eco-design project in the capital assets sector.					

## Identification of the measure

### Drive forward 'voluntary agreements' to reduce CO<sub>2</sub> emissions and mitigate climate change

Using voluntary agreements to confront climate change, companies and institutions that want to sign up voluntarily will commit to establishing measures that contribute to reducing emissions, beyond those that are compulsory by regulation. The Government of Catalonia will stimulate these tasks and, in parallel, will establish mechanisms for their public acknowledgement. (Sectors not subject to the commerce directive on emissions rights, different sectors.)

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility
<b>Measure number</b>	2.2.11.
<b>Target group</b>	All types of organisations

## Parties responsible for the measure

<b>Department / Body</b>	Any type of organisation
<b>General management / Area</b>	Any type of organisation
<b>Unit</b>	Any type of organisation
<b>Other participating ministries</b>	Ministry of Economy and Finance; Ministry of Innovation, Universities and Company

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of companies that sign up for the voluntary agreement programme	100	100	100	100	<b>400</b>
<b>Indicator 2</b>	Reduction of greenhouse-effect gas emissions (millions of tonnes of CO <sub>2</sub> equivalent/year)	0.590	0.590	0.590	0.590	<b>2.36</b>
<b>Budget: thousands of euros</b>		nd	nd	nd	nd	<b>nd</b>

**Relation to other plans** Framework Plan for Climate Change Mitigation

**Comments** The unfolding of the 2008-2012 Framework Plan on Climate Change Mitigation will be carried out via two programmes with specific actions for the 2008-2010 and 2011-2012 periods. These programmes will specify the actions that must be unfolded as part of the plan and will detail the responsible ministry, the budget, the timeline and the forecast emission reduction.

## Identification of the measure

### Support companies implementing Catalan as one further element of CSR

Incorporation of linguistic policy as an element leading to CSR dialogues, positioning and practices on forms, presentations, business, social and professional websites. It will provide support and accompaniment to business organisations in their involvement to promote the Catalan language.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility
<b>Measure number</b>	2.2.12.
<b>Target group</b>	Private companies and entities

## Parties responsible for the measure

<b>Department / Body</b>	Vice-presidency
<b>General management / Area</b>	Secretariat of Linguistic Policy; Directorate on Planning & Promotion
<b>Unit</b>	Directorate on Planning & Promotion
<b>Other participating ministries</b>	Ministry of Employment (Directorate General of Services)

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of presentation and awareness-raising sessions	3	2	2	2	<b>3</b>
<b>Indicator 2</b>	Number of business organisations that have good linguistic policy practices in CSR	-	10	10	10	<b>30</b>
<b>Indicator 3</b>	Number of CSR plans that include linguistic policy as an element of discourse	-	2	2	2	<b>6</b>
<b>Budget: thousands of euros</b>	*	nd	nd	nd	nd	<b>nd</b>

**Relation to other plans** No

**Comments** The concept of CSR entails the relationship that companies have with their surroundings, beyond their priority objective of generating wealth. 21st-century companies work jointly with public administrations to defend consumers' wellbeing and rights. Due to this, being well-established in their environment and in the region where they are located is essential. Promoting, respecting and considering the products, customs, cultural and linguistic heritage of this environment is a value for the people who live there.  
\* The features of this measure do not allow an estimate to be made.

**Identification of the measure****Promote accessibility to industrial parks by public transport**

Actions for improving the collective public transport network by road to industrial parks (IP) in order to shape a competitive supply of public transport, which is adapted to the starting and finishing times at work centres, in order to meet the mobility demands generated by travel to workplaces.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.2. Foster accompaniment programmes and tools at companies in their processes for implementing social responsibility
<b>Measure number</b>	2.2.13.
<b>Target group</b>	Employees and companies in industrial parks

**Parties responsible for the measure**

<b>Department / Body</b>	Town and Country Planning & Public Works
<b>General management / Area</b>	Secretariat for Mobility
<b>Unit</b>	Secretariat for Mobility

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of municipalities benefitting from the IP accessibility initiatives	3	-	-	-	<b>3</b>
<b>Indicator 2</b>	Number of industrial parks benefitting from IP accessibility initiatives	6	-	-	-	<b>6</b>
<b>Indicator 3</b>	Number of companies benefitting from IP accessibility	8,500	-	-	-	<b>8,500</b>
<b>Indicator 4</b>	Number of employees benefitting from accessibility to IPs (in thousands)	17,000	-	-	-	<b>17,000</b>
<b>Budget: thousands of euros</b>		150	150	150	150	<b>600</b>
<b>Relation to other plans</b>	Framework Plan for Climate Change Mitigation 2008-2011 Strategic Agreement for Internationalisation, Quality Employment and Competitiveness of the Catalan Economy					
<b>Comments</b>	In 2007 and 2008, 62 mobility plans were implemented whose effects are being seen in 2009.					

**Identification of the measure****Promote participation in active employment policy programmes for the most underprivileged groups**

Prioritise the group of the most underprivileged workers in different programmes for active employment policies and other initiatives, such as agreements with companies to hire women who are victims of chauvinist violence.

**Core area** Core area 2. Increase the number of socially responsible companies

**Line** Line 2.3. Introduce elements for assessing social responsibility in the calls for subsidy applications

**Measure number** 2.3.1.

**Target group** General population

**Parties responsible for the measure**

**Department / Body** Ministry of Employment (SOC)

**General management / Area** DG of Programmes

**Unit** Deputy Directorate General of Active Employment Policies

**Other participating ministries** Ministry of Social Action and Citizenship (Secretariat of Family Policies and Citizen Rights, Catalan Women's Institute)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Women trained	19,172	19,000	19,000	19,000	<b>76,172</b>
<b>Indicator 2</b>	People trained in immigrant groups	7,654	7,500	7,500	7,500	<b>30,154</b>
<b>Indicator 3</b>	People trained who are older than 45	6,677	6,600	6,600	6,600	<b>26,477</b>
<b>Indicator 4</b>	Groups with integration difficulties	8,893	8,500	8,500	8,500	<b>34,393</b>
<b>Indicator 5</b>	Number of female victims of chauvinist violence hired	50	50	50	50	<b>200</b>
<b>Budget: thousands of euros</b>		94,000	94,000	94,000	94,000	<b>376,000</b>

**Relation to other plans** 2008-2011 Women Policy Plan

**Comments** For indicators 1, 2 and 3, actions were considered that are related to hiring, training and promotion commitments, the promotion of new qualifications, social guarantee programmes, the train-and-hire programme, initiatives in emerging priority sectors and initial professional qualification programmes (PQPI). For indicator 4, the professional training and learning project (FIAP) was considered, as well as agreements with education and justice, social guarantee programmes and the PQPI.

**Identification of the measure****Foster the implementation of CSR or a Sustainable Management Code (SMC) at companies benefitting from Leader in Catalonia aids**

Fostering of CSR policies at companies benefitting from aid from Leader in Catalonia through the chance to increase the final subsidy percentage and to have individualised and free accompaniment from a technician assigned from the Local Action Group (LAG). This advisory service is established to guarantee the company's application of a sustainable management code (SMC) in economic, environmental and social areas.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.3. Introduce elements for assessing social responsibility in the calls for subsidy applications
<b>Measure number</b>	2.3.2.
<b>Target group</b>	Private companies and entities

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Agriculture, Food and Rural Action
<b>General management / Area</b>	DG of Rural Development
<b>Unit</b>	DG of Rural Development

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of new LAGs that promote the application of the SMC	1	13	-	-	<b>14</b>
<b>Indicator 2</b>	Number of more socially-responsible companies	15	150	150	150	<b>465</b>
<b>Indicator 3</b>	Number of new CSR technicians or tutors	1	13	-	-	<b>14</b>
<b>Budget: thousands of euros</b>		184.2	664.2	664.2	664.2	<b>2,177</b>

**Relation to other plans** Programme on Rural Development in Catalonia (2007-2013)

**Comments** This measure is aimed at private companies and entities that are beneficiaries of the Leader aids.

## Identification of the measure

### Introduce CSR criteria in the programme for aiding development cooperation in developing countries

Subsidy programme for driving forward the participation of non-profit Catalan business agents in cooperation projects to transfer their knowledge and good practices to their counterparts in developing countries, with the objective of fostering their competitive improvement, always including criteria for social responsibility.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.3. Introduce elements for assessing social responsibility in the calls for subsidy applications
<b>Measure number</b>	2.3.3.
<b>Target group</b>	Private companies and entities

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Innovation, Universities & Company (ACC1Ó)
<b>General management / Area</b>	Centre of Business Internationalisation (ACC1Ó)
<b>Unit</b>	International Cooperation
<b>Other participating ministries</b>	Catalan Agency for Development Cooperation (ACCD)

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Projects approved for transferring good CSR practices	9	12	12	12	<b>45</b>
<b>Indicator 2</b>	Number of calls for applications for subsidy projects	1	1	1	1	<b>4</b>
<b>Budget: thousands of euros</b>		920	1,000	1,000	1,000	<b>3,920</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	The budget is divided equally between ACC1Ó and ACCD.					

**Identification of the measure****Introduction of social/environmental clauses as criteria for companies' minimum capacity and solvency in public contracts**

This measure consists of introducing social and environmental clauses as criteria for companies' minimum capacity and solvency in public contracts.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.4. Introduce elements for assessing social responsibility in public contracts
<b>Measure number</b>	2.4.1.
<b>Target group</b>	Private companies and entities

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	DG of Public Contracting
<b>Unit</b>	DG of Public Contracting
<b>Other participating ministries</b>	All ministries of the Government of Catalonia

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of specifications that add the clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 2</b>	Amount awarded with the incorporation of this clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 3</b>	Total amount awarded**	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	** At this time, the degree of present compliance with the measure cannot be quantified. * The measure in itself does not have direct costs.					

## Identification of the measure

### Introduction of social clauses as an assessment criterion in public contract tenders aimed at executing labour integration projects

This measure consists of introducing social clauses as an assessment criterion in public contract tenders aimed at executing labour integration projects.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.4. Introduce elements for assessing social responsibility into public contracts
<b>Measure number</b>	2.4.2.
<b>Target group</b>	Private companies and entities

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	DG of Public Contracting
<b>Unit</b>	DG of Public Contracting

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of specifications that add the clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 2</b>	Amount awarded with the incorporation of this clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 3</b>	Total amount awarded for this type of contract**	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	** At this time, the degree of present compliance with the measure cannot be quantified. * The measure in itself does not have direct costs.					

## Identification of the measure

### The introduction of social clauses as an additional preferential criterion for awarding contracts when there are equal conditions

This measure consists of introducing social clauses as an additional preferential criterion for awarding contracts when there are equal conditions between the most economically advantageous propositions to companies that have employees who are disabled or at risk of social exclusion on staff, as well as non-profit entities.

<b>Core area</b>	<b>Core area 2. Increase the number of socially responsible companies</b>
<b>Line</b>	Line 2.4. Introduce elements for assessing social responsibility into public contracts
<b>Measure number</b>	2.4.3.
<b>Target group</b>	Private companies and entities

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	DG on Public Contracting
<b>Unit</b>	DG of Public Contracting

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of specifications that add the clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 2</b>	Amount awarded with the incorporation of this clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 3</b>	Total amount awarded**	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>

<b>Relation to other plans</b>	No
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<b>Comments</b>	** At this time, the degree of present compliance with the measure cannot be quantified. * The measure in itself does not have direct costs.
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**Identification of the measure****Introduction of social/environmental clauses as a condition of contract execution**

This measure consists of introducing social / environmental clauses as a condition for contract execution.

**Core area** Core area 2. Increase the number of socially responsible companies

**Line** Line 2.4. Introduce elements for assessing social responsibility into public contracts

**Measure number** 2.4.4.

**Target group** Private companies and entities

**Parties responsible for the measure**

**Department / Body** Ministry of Economy & Finance

**General management / Area** DG of Public Contracting

**Unit** DG of Public Contracting

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of specifications that add the clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 2</b>	Amount awarded with the incorporation of this clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 3</b>	Total amount awarded**	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>

**Relation to other plans** No

**Comments** \*\* At this time, the degree of present compliance with the measure cannot be quantified.  
\* The measure in itself does not have direct costs.

**Identification of the measure****Introduction of social/environmental clauses as a specific cause for contract termination**

This measure consists of introducing social / environmental clauses as a specific cause of contract termination.

**Core area** Core area 2. Increase the number of socially responsible companies

**Line** Line 2.4. Introduce elements for assessing social responsibility into public contracts

**Measure number** 2.4.5.

**Target group** Private companies and entities

**Parties responsible for the measure**

**Department / Body** Ministry of Economy & Finance

**General management / Area** DG of Public Contracting

**Unit** DG of Public Contracting

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of specifications that add the clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 2</b>	Amount awarded with the incorporation of this clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 3</b>	Total amount awarded**	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	** At this time, the degree of present compliance with the measure cannot be quantified. * The measure in itself does not have direct costs.					

**Identification of the measure****Introduce social conditions referring to subcontracting obligations in public contracts**

This measure consists of incorporating social conditions in public contracts in the area of subcontracting.

**Core area** Core area 2. Increase the number of socially responsible companies

**Line** Line 2.4. Introduce elements for assessing social responsibility into public contracts

**Measure number** 2.4.6.

**Target group** Private companies and entities

**Parties responsible for the measure**

**Department / Body** Ministry of Economy & Finance

**General management / Area** DG of Public Contracting

**Unit** DG of Public Contracting

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of specifications that add the clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 2</b>	Amount awarded with the incorporation of this clause**	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 3</b>	Total amount awarded**	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>

**Relation to other plans** No

**Comments** \*\* At this time, the degree of present compliance with the measure cannot be quantified.  
\* The measure in itself does not have direct costs.

**Identification of the measure****Creation of greening guides**

Drawing up and publicising of greening guides in the Government of Catalonia's clauses describing specifications.

**Core area** Core area 2. Increase the number of socially responsible companies

**Line** Line 2.4. Introduce elements for assessing social responsibility into public contracts

**Measure number** 2.4.7.

**Target group** Public administrations

**Parties responsible for the measure**

**Department / Body** Ministry of Environment & Housing

**General management / Area** DG of Environmental Quality

**Unit** Environmental Rating Service

**Other participating ministries** DG of Public Contracting

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of greening guides created	2	2	2	2	<b>8</b>
<b>Indicator 2</b>	Number of accesses from the Internet	4,000	6,000	6,000	6,000	<b>22,000</b>
<b>Budget: thousands of euros</b>		24.2	25.4	26.6	28.0	<b>104.1</b>

**Relation to other plans** No

**Comments** 2007 indicator: Greening guide for maintenance services; Greening guide for small works and reforms.  
2008 indicator: Greening guide for ceremonies; Greening guide for textile products.

## Core area 3

Foster good SR practices  
in the field of finance



**Identification of the measure****Promote studies and research on socially responsible finances**

The objective of this measure is to promote a specific line of research in order to generate knowledge that will help understand the present situation of SRF in Catalonia, discovering the possibilities available and diffusing the results. All research projects will be published on the Initiatives Plan website.

<b>Core area</b>	<b>Core area 3. Foster good SR practices in the field of finance</b>
<b>Line</b>	Line 3.1. Encourage socially responsible finances among citizens
<b>Measure number</b>	3.1.1.
<b>Target group</b>	All types of organisations

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	Secretariat of Financial Policy, Competition and Consumption
<b>Unit</b>	Secretariat of Financial Policy, Competition and Consumption
<b>Other participating ministries</b>	DG of Economic Promotion

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of studies performed	-	2	2	2	<b>6</b>
<b>Budget: thousands of euros</b>		-	6	7	8	<b>21</b>

**Relation to other plans** No

**Comments** If research is a permanent challenge in Catalonia, it is even more so in the sphere of SRF. Thus, there are a set of highly praiseworthy initiatives by alternative banking and other banks that offer micro-credits and have financial products in RIF (responsible investment funds) that are unknown by society as a whole. ESADE presents an annual study on the status of RIF in Spain. There are also studies performed by alternative banking, which are done jointly with the Institute of Financial Studies.

## Identification of the measure

### Diffuse knowledge of Socially Responsible Finances (SRF) among the population

The objective of this measure is to progressively achieve that the general population knows about and is interested in the destination of their investments and the way their money is employed, that they know what possibilities exist and that they have the option of deciding how and where to invest their money. Additionally, diffusion actions will be done with the aim of encouraging a growing number of entities and companies to invest part of their pension plan funds in SRF products.

<b>Core area</b>	<b>Core area 3. Foster good SR practices in the field of finance</b>
<b>Line</b>	Line 3.1. Encourage socially responsible finances among citizens
<b>Measure number</b>	3.1.2.
<b>Target group</b>	General population

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	Secretariat of Financial Policy, Competition and Consumption
<b>Unit</b>	Secretariat of Financial Policy, Competition and Consumption
<b>Other participating ministries</b>	DG of Economic Promotion

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of diffusion actions	-	5	5	5	<b>15</b>
<b>Budget: thousands of euros</b>		-	6	6	6	<b>18</b>

**Relation to other plans** No

**Comments** Socially responsible finances are still a great unknown in Catalonia, not only by the general population, but also among professionals in the world of finance. They often confuse them with micro-credits, with alternative banking or with other concrete actions. The general population does not know what distribution, joint or sustainable development SRF funds are, what micro-credits are or what their possibilities are, or what alternative banking offers. This measure will be coordinated with the 2009-2010 Financial Education Programme. Specifically, SRF training will be included in the manuals that are currently being prepared by the Financial Studies Institute for its programme.

## Identification of the measure

### Promote lines for micro-loans to the most disadvantaged groups

The objective of this measure is to encourage entities to introduce these types of loans into their portfolios and publicise the existence and advantages of micro-credits among their possible customers. The Government of Catalonia's Ministry of Employment has also signed several collaboration agreements with different banking entities with the aim of favouring the concession of micro-loans for the creation of companies by people and entities that do not have enough backing or guarantees to apply for a loan from traditional financial entities.

<b>Core area</b>	<b>Core area 3. Foster good SR practices in the field of finance</b>
<b>Line</b>	Line 3.1. Encourage socially responsible finances among citizens
<b>Measure number</b>	3.1.3.
<b>Target group</b>	Companies and organisations

#### Parties responsible for the measure

<b>Department / Body</b>	Ministry of Employment
<b>General management / Area</b>	DG of Cooperative Economics and Creation of Companies
<b>Unit</b>	DG of Cooperative Economics and Creation of Companies
<b>Other participating ministries</b>	Ministry of Economy and Finance, Ministry of Innovation, Universities and Company (ACC1Ó)

#### Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Total number of micro-loans granted*	250	250	250	250	<b>1,000</b>
<b>Indicator 2</b>	Number of agreements with financial entities*	5	5	5	5	<b>5</b>
<b>Budget: thousands of euros</b>	**	0	0	0	0	<b>0</b>

<b>Relation to other plans</b>	No
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<b>Comments</b>	<p>Existing agreements:</p> <ul style="list-style-type: none"><li>• Social Works of Caixa Catalunya (Un Sol Món Foundation)</li><li>• Business Women International Foundation (FIDEM)</li><li>• La Caixa (Microbank and Social Micro-Loans)</li><li>• Common Action against Unemployment (loans with zero interest)</li><li>• Avalis Empren</li></ul> <p>In the last case, the Ministry of Employment, the Ministry of Economy &amp; Finance and ACC1Ó also participate in the agreement.</p> <p>* Non-accumulative indicators</p> <p>** The measure in itself does not have direct costs.</p>
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## Identification of the measure

### Creation of a workgroup on good practices in Socially Responsible Finances (SRF) among banking entities

At present, there is a considerable gap between traditional banking and banking that terms itself ethical or alternative. These two branches are also carrying out initiatives in SRF. The aim of this workgroup is to create a meeting point between the two types of banking with the goal of exchanging SRF experiences and good practices.

<b>Core area</b>	<b>Core area 3. Foster good SR practices in the field of finance</b>
<b>Line</b>	Line 3.1. Encourage socially responsible finances among citizens
<b>Measure number</b>	3.1.4.
<b>Target group</b>	Private companies and entities

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	Secretariat of Financial Policy, Competition and Consumption
<b>Unit</b>	Secretariat of Financial Policy, Competition and Consumption
<b>Other participating ministries</b>	DG of Economic Promotion

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Creation of the workgroup	1	-	-	-	<b>1</b>
<b>Indicator 2</b>	Number of meetings held	1	3	3	3	<b>10</b>
<b>Indicator 3</b>	Number of events and conferences organised	-	2	2	2	<b>6</b>
<b>Budget: thousands of euros</b>		-	5	5	5	<b>15</b>

**Relation to other plans** No

**Comments** The indicators must be taken as an initial approach, as it is the committee that will establish its working procedure. The workgroup will be coordinated by the Institute of Financial Studies and will bring together other entities working in SRF.

**Identification of the measure****Promotion of Socially Responsible Investment (SRI) in pension funds at the Government of Catalonia**

The Government of Catalonia's Pension Fund Supervision Committee will advance in defining and promoting social responsible investment criteria of investment funds.

<b>Core area</b>	<b>Core area 3. Foster good SR practices in the field of finance</b>
<b>Line</b>	Line 3.2. Encourage socially responsible finances at the Government of Catalonia
<b>Measure number</b>	3.2.1.
<b>Target group</b>	Administration of the Government of Catalonia

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	Participants and Beneficiaries of Government of Catalonia Pension Funds Service Office
<b>Other participating ministries</b>	Ministry of Economy and Finance (DG of Financial Policy and Insurance)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of companies or investment funds admitted*	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 2</b>	Number of exclusion criteria used*	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	**	0	0	0	0	<b>0</b>

**Relation to other plans** No

**Comments** This measure will be applied by the management entity of Government of Catalonia pension funds  
 \*The features of this measure do not allow an estimate to be made.  
 \*\* The measure in itself does not have direct costs.

## Identification of the measure

### Establishment of contacts with new types of financial entities

The Government of Catalonia will initiate a process for contacting the new types of financial entities, often called 'alternative banking', analysing the possibility of embarking on some type of formal relationship with them.

<b>Core area</b>	<b>Core area 3. Foster good SR practices in the field of finance</b>
<b>Line</b>	Line 3.2. Encourage socially responsible finances at the Government of Catalonia
<b>Measure number</b>	3.2.2.
<b>Target group</b>	Public administrations

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy and Finance
<b>General management / Area</b>	Secretariat of Financial Policy, Competition and Consumption
<b>Unit</b>	Deputy Directorate General of Treasury
<b>Other participating ministries</b>	DG of Economic Promotion

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	*	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	**	0	0	0	0	<b>0</b>

<b>Relation to other plans</b>	No
<b>Comments</b>	* The features of this measure do not allow an estimate to be made. * The measure in itself does not have direct costs.

## Core area 4

Work for a more socially responsible  
Catalan public administration



**Identification of the measure****Drive forward a pilot telecommuting project at the administration of the Government of Catalonia**

Design and implementation of a pilot telecommuting plan in all ministries of the Government of Catalonia and its long-term implementation.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.1. Foster human resources policies at the Administration that are socially responsible
<b>Measure number</b>	4.1.1.
<b>Target group</b>	Administration of the Government of Catalonia

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of applications for the pilot telecommuting plan	150	-	-	-	<b>150</b>
<b>Indicator 2</b>	Number of participants in the pilot plan	114	75	-	-	<b>189</b>
<b>Indicator 3</b>	Index of satisfaction of people participating in the pilot plan*	nd	nd	-	-	<b>nd</b>
<b>Budget: thousands of euros</b>	**	0	0	-	-	<b>0</b>

**Relation to other plans** Women's Policy Plan (2008-2011) and Strategic Plan of Time Management and Uses in Daily Life (2008-2018)

**Comments**  
 \* Will be measured using satisfaction surveys  
 \*\* The measure in itself does not have direct costs.

**Identification of the measure****Grant aids for fostering telecommuting projects at the local administrations**

Call for applications for granting aids for projects presented by local businesses in Catalonia related to telecommuting and the activity of diffusing, assessing, motivation and training in ICT that are developed at the tele-centres or ICT points that offer this service and are part of the Telecommuting Community of the Network of ITC Points of Catalonia.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.1. Foster human resources policies at the Administration that are socially responsible

**Measure number** 4.1.2.

**Target group** Public administrations

**Parties responsible for the measure**

**Department / Body** Ministry of Governance & Public Administrations

**General management / Area** Secretariat of Telecommunications & Information Society (STSI)

**Unit** Knowledge Society Service

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of telecommuting projects presented	50	50	50	50	<b>200</b>
<b>Indicator 2</b>	Number of telecommuting projects subsidised and done	25	25	25	25	<b>100</b>
<b>Budget: thousands of euros</b>		400	400	400	400	<b>1,600</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	This measure will be applied in businesses of Catalonia.					

**Identification of the measure****Promotion of the development of new flexibility measures at the Administration that favour a new culture of using time**

Promotion of legislation that contributes to the conciliation of work and personal lives at Catalan public administrations.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.1. Foster human resources policies at the Administration that are socially responsible

**Measure number** 4.1.3.

**Target group** Administration of the Government of Catalonia

**Parties responsible for the measure**

**Department / Body** Ministry of Governance & Public Administrations

**General management / Area** DG of Public Functions

**Unit** Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Approval of new legislation on conciliation / flexibility	-	1	-	-	<b>1</b>
<b>Indicator 2</b>	Measures adopted to improve flexibility*	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 3</b>	Use of measures connected to conciliation legislation	26,000	26,000	26,000	26,000	<b>104,000</b>
<b>Budget: thousands of euros</b>	**	0	0	0	0	<b>0</b>

**Relation to other plans** Women's Policy Plan (2008-2011) and Strategic Plan of Time Management and Uses in Daily Life (2008-2018)

**Comments** \* The features of this measure do not allow an estimate to be quantified.  
\*\* The measure in itself does not have direct costs.

**Identification of the measure****Promotion of equality plans within the administration of the Government of Catalonia**

Creation of a guide to design and implement equality plans within the administration of the Government of Catalonia so that the different ministries have foundations and guidelines when doing assessments on internal equality plans.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.1. Foster human resources policies at the Administration that are socially responsible

**Measure number** 4.1.4.

**Target group** Administration of the Government of Catalonia

**Parties responsible for the measure**

**Department / Body** Ministry of Governance & Public Administrations

**General management / Area** DG of Public Functions

**Unit** Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Creation of a methodological guide	1	-	-	-	<b>1</b>
<b>Indicator 2</b>	Number of gender studies started	3	10	2	-	<b>15</b>
<b>Indicator 3</b>	Number of equality plans designed and implemented	1	3	11	-	<b>15</b>
<b>Budget: thousands of euros</b>	*	0	0	0	-	<b>0</b>

**Relation to other plans** Women's Policy Plan (2008-2011)

**Comments** \* The measure in itself does not have direct costs. It will be developed at all ministries of the Government of Catalonia during the timeline. As of 2009, the Ministry of the Interior, Institutional Relations and Participation has done the diagnosis and equality plan, and the ministries of Employment and Governance and Public Administrations are working on designing them.

## Identification of the measure

### Improvement of internal communications of personnel working for the administration of the Government of Catalonia by incorporating participation tools

Creation of an internal electronic bulletin on public functions addressed to the personnel of the Government of Catalonia with devices that guarantee the personnel's participation.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.1. Foster human resources policies at the Administration that are socially responsible
<b>Measure number</b>	4.1.5.
<b>Target group</b>	Administration of the Government of Catalonia

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of bulletins published per year	20	20	20	20	<b>80</b>
<b>Indicator 2</b>	Number of mailings of the bulletin	30,000	30,000	30,000	30,000	<b>120,000</b>
<b>Indicator 3</b>	Number of participants received	60	60	60	60	<b>240</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* The measure in itself does not have direct costs.					

## Identification of the measure

### Maximisation of participation of employees' representatives

Foster participation mechanisms for employees' representatives in social policies, workplace risk prevention and the environment at the Directorate General of Public Functions.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.1. Foster human resources policies at the Administration that are socially responsible
<b>Measure number</b>	4.1.6.
<b>Target group</b>	Administration of the Government of Catalonia

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	DG of Public Functions

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of technical committees / workgroups / permanent committees of participation bodies	7	7	7	7	<b>28</b>
<b>Indicator 2</b>	Number of meeting of the different participation bodies	32	29	29	29	<b>119</b>
<b>Indicator 3</b>	Number of actions (protocols / studies / projects) executed with the participation bodies	7	7	7	7	<b>28</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* The measure in itself does not have direct costs.					

**Identification of the measure****Foster the integration of groups with special difficulties in workplace integration in managing public human resources**

Project for workplace integration of mentally handicapped people at the administration of the Government of Catalonia (DIL Project).

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.1. Foster human resources policies at the Administration that are socially responsible

**Measure number** 4.1.7.

**Target group** Administration of the Government of Catalonia

**Parties responsible for the measure**

**Department / Body** Ministry of Governance & Public Administrations

**General management / Area** DG of Public Functions

**Unit** Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of mentally handicapped hired, broken down by gender	99 (44H, 55 D)	99 (44H, 55 D)	99 (44H, 55 D)	99 (44H, 55 D)	<b>99</b> <b>(44H, 55 D)</b>
<b>Indicator 2</b>	Number of follow throughs done	450	450	450	450	<b>1,800</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* The measure in itself does not have direct costs.					

**Identification of the measure****Drive social cooperation projects in the public administrations**

Actions that maximise volunteer work and participation in social cooperation projects between the personnel of the Government of Catalonia, in projects such as the TV3 Marathon, the Blood Bank, the 'Know Them to Serve Them' Project, the Time Bank, etc.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.1. Foster human resources policies at the Administration that are socially responsible

**Measure number** 4.1.8.

**Target group** Administration of the Government of Catalonia

**Parties responsible for the measure**

**Department / Body** Ministry of Governance & Public Administrations

**General management / Area** Ministry of Governance & Public Administrations

**Unit** Deputy Directorate General of Social Cooperation and Volunteer Work

**Other participating ministries** Ministry of the Interior, Institutional Relations & Participation

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of projects	4	5	5	5	<b>19</b>
<b>Indicator 2</b>	Number of beneficiaries / participants broken down by gender*	121	nd	nd	nd	<b>121</b>
<b>Budget: thousands of euros</b>	**	19.5	12	12	12	<b>55.5</b>

**Relation to other plans** No

**Comments**  
 \* The number of participants in 2009 refers to the 'Know Them to Serve Them' Project. The characteristics of the other projects do not allow an estimate to be made.  
 \*\* The budget refers to the TV3 Marathon and the Time Bank of the Ministry of the Interior (this project had 7,500 euros for 2009).

**Identification of the measure****Incorporation of criteria that encourage social responsibility in the Government of Catalonia's social action funds (SAF)**

Revision of SAF aids, incorporating social responsibility criteria: conciliation, environment, equal opportunities, promotion of healthy habits, etc.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.1. Foster human resources policies at the Administration that are socially responsible

**Measure number** 4.1.9.

**Target group** Administration of the Government of Catalonia

**Parties responsible for the measure**

**Department / Body** Ministry of Governance & Public Administrations

**General management / Area** DG of Public Functions

**Unit** Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health

**Other participating ministries** Deputy Directorate General of Union Relations

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of new / modified aids	1	5	5	5	<b>16</b>
<b>Indicator 2</b>	Number of applications accepted	45,000	-	-	-	<b>45,000</b>
<b>Budget: thousands of euros</b>	*	6,500	6,500	6,500	6,500	<b>26,000</b>

**Relation to other plans** Women's Policy Plan (2008-2011)

**Comments** \* The budget estimate is dependent on the Government of Catalonia's budgets and agreements made with the unions.

**Identification of the measure****Implementation of a procedure for evaluating the management system for workplace risk prevention**

Creation and approval of a procedure for establishing the objectives and indicators of the Workplace Risk Prevention Management System with the objective of being able to guarantee the efficiency of the system and to establish a mechanism for continual improvement.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.1. Foster human resources policies at the Administration that are socially responsible
<b>Measure number</b>	4.1.10.
<b>Target group</b>	Administration of the Government of Catalonia

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health
<b>Other participating ministries</b>	Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Approval of the procedure	1	-	-	-	<b>1</b>
<b>Indicator 2</b>	Number of ministries that have implemented the procedure	7	8	-	-	<b>15</b>
<b>Budget: thousands of euros</b>	*	0	0	-	-	<b>0</b>

**Relation to other plans** No

**Comments** \* The measure in itself does not have direct costs.

## Identification of the measure

### Actions for training and raising awareness about good CSR practices at the Catalan public administration

Design and present training and awareness-raising actions on promoting good CSR practices at the Catalan public administration: conciliation, equal opportunities, integration of disadvantaged groups, workplace risk prevention, the environment, volunteering, digital literacy. Internal training courses have also started on corporate social responsibility in itself.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.1. Foster human resources policies at the Administration that are socially responsible
<b>Measure number</b>	4.1.11.
<b>Target group</b>	Public administrations

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health
<b>Other participating ministries</b>	Ministry of Employment, Ministry of the Interior, Institutional Relations & Participation

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of training and/or awareness-raising actions done	11	11	11	11	<b>44</b>
<b>Indicator 2</b>	Number of articles / news items published on CSR	11	11	11	11	<b>44</b>
<b>Indicator 3</b>	Number of people attending the training / awareness-raising activities broken down by gender	1,270 (825D; 445H)	1,270 (825D; 445H)	1,270 (825D; 445H)	1,270 (825D; 445H)	<b>5,080</b> <b>(3,300 D;</b> <b>1,780 H)</b>
<b>Budget: thousands of euros</b>	*	nd	nd	nd	nd	<b>nd</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* The features of this measure do not allow an estimate to be made.					

## Identification of the measure

### Promote health among personnel at the administration of the Government of Catalonia

Actions for promoting health among Government of Catalonia personnel: flu vaccine, promotion of healthy habits programme, campaign against smoking, etc.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.1. Foster human resources policies at the Administration that are socially responsible
<b>Measure number</b>	4.1.12.
<b>Target group</b>	Administration of the Government of Catalonia

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health
<b>Other participating ministries</b>	All ministries of the Government of Catalonia

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of campaigns	2	2	2	2	<b>8</b>
<b>Indicator 2</b>	Number of people informed/ trained and participants*	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	**	0	0	0	0	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* The features of this measure do not allow an estimate to be made. ** The measure in itself does not have direct costs.					

**Identification of the measure****Creation of ethics codes in the area of human resources at the Government of Catalonia**

Creation of framework documents that formally regulate the values and operation of different aspects of human resources with corporate social responsibility criteria.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.1. Foster human resources policies at the Administration that are socially responsible
<b>Measure number</b>	4.1.13.
<b>Target group</b>	Administration of the Government of Catalonia

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Administration Modernisation
<b>Unit</b>	DG of Administration Modernisation
<b>Other participating ministries</b>	Ministry of the Interior, Institutional Relations & Participation

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of ethics codes created	2	2	-	-	<b>4</b>
<b>Indicator 2</b>	Number of reports created	-	2	4	4	<b>10</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* The measure in itself does not have direct costs.					

**Identification of the measure****Implementation of programmes on good environmental practices and/or greening plans at administrative offices of the Government of Catalonia**

Identification of the strengths and weaknesses of office work centres on energy savings, saving water, saving paper and waste management (diagnosis done by each centre), implementation of good environmental practices, raising employees' awareness on good environmental practices and establishment of environmental indicators to monitor the greening programme/plan and evaluate its effectiveness.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.2. Promote actions for good environmental and energy practices within the Administration
<b>Measure number</b>	4.2.1.
<b>Target group</b>	Administration of the Government of Catalonia

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health
<b>Other participating ministries</b>	Ministry of Environment & Housing

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of work centres that have implemented the programme	4	4	-	-	<b>8</b>
<b>Indicator 2</b>	Number of people that received training on good environmental practices, broken down by gender	100	100	-	-	<b>200</b>
<b>Indicator 3</b>	Greening plans	2	-	-	-	<b>2</b>
<b>Budget: thousands of euros</b>	*	0	0	-	-	<b>0</b>

**Relation to other plans** No

**Comments** \* The measure in itself does not have direct costs. The greening plans for 2009 were done by the ministries of the Vice-presidency and Interior, Institutional Relations and Participation.

## Identification of the measure

### Incorporate improvements in waste management at the work centres of the Government of Catalonia

Design and implementation of a pilot plan to progressively incorporate more sustainability criteria that contribute to the prevention, minimisation and proper management of waste generated at a work centre, and its subsequent implementation at other work centres.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.2. Promote actions for good environmental and energy practices within the Administration
<b>Measure number</b>	4.2.2.
<b>Target group</b>	Administration of the Government of Catalonia

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health
<b>Other participating ministries</b>	Ministry of Environment & Housing (Waste Agency of Catalonia)

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of work centres that have implemented the project	3	3	3	3	<b>12</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* The measure in itself does not have direct costs.					

## Identification of the measure

### Promote the reuse of materials at the Government of Catalonia with a socially responsible purpose

Take advantage of the IT and promotional materials used at the Government of Catalonia to develop actions that have a positive impact on the social and environmental arenas. Specifically, there are two actions:

- STSI: recycling of computer materials in the ICT classrooms and points located in Catalan penitentiaries, as a measure aimed at letting prisoners have access to new technologies and receive training, thanks to a new more economic and sustainable model.
- SPFDC: conversion of the banners used at the ceremonies for the International Family Day into carrier bags and other elements that will later be handed out as gifts at other events and ceremonies organised by the SPFDC.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>					
<b>Line</b>	Line 4.2. Promote actions for good environmental and energy practices within the Administration					
<b>Measure number</b>	4.2.3.					
<b>Target group</b>	General population (group with special difficulties)					
<b>Parties responsible for the measure</b>						
<b>Department / Body</b>	Ministry of Governance & Public Administrations					
<b>General management / Area</b>	Secretariat of Telecommunications & Information Society (STSI)					
<b>Unit</b>	Knowledge Society Service					
<b>Other participating ministries</b>	Ministry of Social Action and Citizenship (Secretariat of Family Policies and Citizen Rights (SPFDC); Ministry of Employment					
<b>Indicators and budget</b>						
	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	STSI - Number of participating centres	4	5	6	6	<b>21</b>
<b>Indicator 2</b>	STSI - Number of computers recycled and reused	120	150	180	180	<b>630</b>
<b>Indicator 3</b>	STSI - Number of courses taught	4	5	5	6	<b>20</b>
<b>Indicator 4</b>	SPFDC - Number of bags made	3,000	500	500	500	<b>4,500</b>
<b>Budget: thousands of euros</b>		31.355	39.355	47.032	54.032	<b>171.774</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	STSI – This project is developed in collaboration with the Secretariat of Penitentiary Services, Rehabilitation and Youth Justice of the Ministry of Justice.					

## Identification of the measure

### Installation of solar panels on rooftops of public buildings

The Government of Catalonia wants to promote the usage of free roof space on public buildings it owns for installing solar photovoltaic panels to generate energy. The installation will be done by contacting the different ministries involved, as well as private companies. The objective is to foster the usage of renewable energies, concretely solar photovoltaic energy.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.2. Promote actions for good environmental and energy practices within the Administration
<b>Measure number</b>	4.2.4.
<b>Target group</b>	Public administrations

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	DG of Energy and Mines
<b>Unit</b>	Catalan Energy Institute (ICAEN)
<b>Other participating ministries</b>	All ministries of the Government of Catalonia*

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Total nominal power (kW)	2	10	10	10	<b>32</b>
<b>Indicator 2</b>	Annual electric production (MWh)	2,800	14,000	14,000	14,000	<b>44,800</b>
<b>Budget: thousands of euros</b>	**	nd	nd	nd	nd	<b>nd</b>

**Relation to other plans** No

**Comments**

In the first semester of 2009, ICF Equipaments, SA bid for the cession of rooftops at 108 schools, so that private developers install a total of 1.8 MW of photovoltaic power.

\* All ministries of the Government of Catalonia that own buildings on which an easily-replicable photovoltaic installation can be installed on the rooftop, of some 20 kW of nominal power or a single and larger project. Education, Justice, Health and Interior & Institutional Relations are the principal ministries considered (the latter has 2,300 m<sup>2</sup> of solar photovoltaic panels installed on 32 buildings). Participation of the Sponsorship and Patronage Agency in searching for possible corporate collaboration with buildings.

\*\* The features of this measure do not allow an estimate to be made.

## Identification of the measure

### Implementation of an energy saving and efficiency programme at the Government of Catalonia

With the objective of achieving larger energy savings and efficiency, the post of energy manager will be created in each ministry and autonomous entity, as well as an energy manager in each building. The parties appointed will work jointly with the Catalan Energy Institute (ICAEN) and will be in charge of creating and delivering an investment plan each year to ICAEN that details the measures applied and the actions planned for the following fiscal year. In the specific case of public Catalan government buildings, energy optimisation criteria will be introduced to work towards a savings in energy consumption of 11% by the year 2015. With respect to new buildings, energy efficiency criteria and the introduction of renewable energies will be included in the technical specifications for their construction.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.2. Promote actions for good environmental and energy practices within the Administration

**Measure number** 4.2.5.

**Target group** Public administrations

## Parties responsible for the measure

**Department / Body** Ministry of Economy & Finance

**General management / Area** DG of Energy and Mines

**Unit** Catalan Energy Institute (ICAEN)

## Indicators and budget

	Indicator description	2009	2010	2011	2012	Total
<b>Indicator 1</b>	Number of new ministries and autonomous entities with the post of energy manager	30	5	3	2	<b>40</b>
<b>Indicator 2</b>	Number of buildings with an energy manager	120	30	50	100	<b>300</b>
<b>Budget: thousands of euros</b>	*	3,000	4,000	4,000	4,000	<b>15,000</b>

**Relation to other plans** No

**Comments** The first measure that will be started up will be the regulation of temperatures to a maximum of 20° C in winter and a minimum of 25° C in summer, provided that the building thus permits, as well as energy audits in buildings with an annual energy consumption greater than 200,000 kWh.  
\* The budget includes the creation of new posts for energy managers, as well as measures for energy savings and efficiency applied in the period in question. Meriting mention is the fact that the Ministry of the Interior and Institutional Relations will perform a pilot test of an ESCO (Energy Service Companies), jointly with ICAEN.

## Identification of the measure

### Implementation of EMAS and ISO 14001 at the Government of Catalonia ministries and at public companies

Implementation of environmental management systems (ISO 14001 and EMAS) at the Ministry of the Environment and Housing, the Ministry of the Interior, Institutional Relations and Participation and the Ministry of Town & Country Planning and Public Works of the Government of Catalonia.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.2. Promote actions for good environmental and energy practices within the Administration
<b>Measure number</b>	4.2.6.
<b>Target group</b>	Public administrations

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Environment & Housing
<b>General management / Area</b>	DG of Environmental Quality
<b>Unit</b>	Environmental Rating Service
<b>Other participating ministries</b>	Ministry of the Interior, Institutional Relations and Participation; Ministry of Town & Country Planning and Public Works (Government ports)

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of EMAS & ISO 14001 registrations (ministries)	8	9	9	9	<b>9</b>
<b>Indicator 2</b>	Number of EMAS & ISO 14001 registrations (ports)	28	28	28	28	<b>28</b>
<b>Indicator 3</b>	Ministries: Environment & Housing	29.5	21.9	23.5	35.0	<b>109.9</b>
<b>Budget: thousands of euros</b>	Ports	93	50	50	50	<b>243</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	The number of registries is not accumulative as each building must periodically renew certification. PTOP certifications are for ports.					

**Identification of the measure****Promotion of electronic administration at the Government of Catalonia**

Improve public services, facilitating citizens' access and developing technological innovation and solutions for administrative reorganisation.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.2. Promote actions for good environmental and energy practices within the Administration

**Measure number** 4.2.7.

**Target group** Administration of the Government of Catalonia

**Parties responsible for the measure**

**Department / Body** Ministry of Governance & Public Administrations

**General management / Area** Secretariat of Public Function & Administration Modernisation

**Unit** Office for the Development of Electronic Administration

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of services adapted to electronic administration*	210	252	277	304	<b>1,043</b>
<b>Indicator 2</b>	Number of digital certificates issued to Government of Catalonia employees	1,500	3,000	1,500	1,500	<b>7,500</b>
<b>Indicator 3</b>	Number of server certificates	20	30	10	10	<b>70</b>
<b>Indicator 4</b>	Trained personnel, broken down by gender	718	789	868	955	<b>3,330</b>
<b>Budget: thousands of euros</b>	**	nd	nd	nd	nd	<b>nd</b>

**Relation to other plans** No

**Comments** \* Number of services adapted to electronic administration: total data from cat365 and EACAT services. Growth forecasts are done according to procedure consolidation considerations and processing tools.  
\*\*The features of this measure do not allow an estimate to be made.

**Identification of the measure****Drive measures to improve mobility to the administrative offices of the Government of Catalonia**

Creation of a computer tool to facilitate carpooling to the Government of Catalonia's administrative work centres, especially in metropolitan Barcelona, with the aim of improving personnel's accessibility and air quality.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.2. Promote actions for good environmental and energy practices within the Administration

**Measure number** 4.2.8.

**Target group** Administration of the Government of Catalonia

**Parties responsible for the measure**

**Department / Body** Ministry of Governance & Public Administrations

**General management / Area** Secretariat of Public Function & Administration Modernisation

**Unit** Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Creation of a computer tool to make carpooling easier	2	0	-	-	<b>2</b>
<b>Indicator 2</b>	Number of applications entered into the application*	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	**	0	0	0	0	<b>0</b>

**Relation to other plans** No

**Comments** \* The features of this measure do not allow an estimate to be made.  
 \*\* The measure in itself does not have direct costs.  
 Meriting mention is the fact that the Ministry of the Interior, Institutional Relations and Participation will develop a mobility portal in 2009, with a tool to manage carpooling.

**Identification of the measure****Promote the implementation of CSR plans at public companies of the Ministry of City and Rural Planning & Public Works**

The measure will foster that public companies develop CSR measures and plans each year. A key element will be the promotion of mutual knowledge and the interchange of experiences. Informational sessions will also be done, as well as promoting the use of web spaces to diffuse experiences.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.3. Drive forward SR actions at the Administration and at public companies
<b>Measure number</b>	4.3.1
<b>Target group</b>	Public administration

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Town and Country Planning & Public Works
<b>General management / Area</b>	General Secretariat
<b>Unit</b>	Technical Office
<b>Other participating ministries</b>	Ministry of Vice-presidency (Sponsorship and Patronage Agency)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of new companies* applying CSR measures	2	nd	nd	nd	<b>2</b>
<b>Indicator 2</b>	Number of new companies* with CSR plans	2	nd	nd	nd	<b>2</b>
<b>Indicator 3</b>	Number of new companies* with GRI, SG 21 or other tools for generating lists or certificates	2	nd	nd	nd	<b>2</b>
<b>Budget: thousands of euros</b>		30	31	32	33	<b>126</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* The starting situation for 2009: CIMALSA and FGC. In upcoming years, new public companies fulfilling the indicator will be stated.					

**Identification of the measure****Promote the implementation of CSR plans at public companies of the Ministry of Health**

The measure will foster that public companies develop CSR measures and plans each year. A key element will be the promotion of mutual knowledge and the interchange of experiences. Informational sessions will also be done, as well as promoting the use of web spaces to diffuse experiences.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.3. Drive forward SR actions at the Administration and at public companies
<b>Measure number</b>	4.3.2.
<b>Target group</b>	Public administration

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Health
<b>General management / Area</b>	Catalan Health Service (CatSalut)
<b>Unit</b>	Management of Public Companies and Consortiums
<b>Other participating ministries</b>	Ministry of Vice-presidency (Sponsorship and Patronage Agency)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of new companies* applying CSR measures	12	nd	nd	nd	<b>12</b>
<b>Indicator 2</b>	Number of new companies* with CSR plans	8	nd	nd	nd	<b>8</b>
<b>Indicator 3</b>	Number of new companies* with GRI, SG 21 or other tools for generating lists or certificates**	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	**	nd	nd	nd	nd	<b>nd</b>

**Relation to other plans** No

**Comments** \* 2009 will contain the starting situation. In upcoming years, new public companies fulfilling the indicator will be stated.  
\*\* Given the complexity of the measure, economic quantification will be done at the end of 2009.

**Identification of the measure****Promote the implementation of CSR plans at public companies of the Ministry of Environment and Housing**

The measure will foster that public companies develop CSR measures and plans each year. A key element will be the promotion of mutual knowledge and the interchange of experiences. Informational sessions will also be done, as well as promoting the use of web spaces to diffuse experiences.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.3. Drive forward SR actions at the Administration and at public companies
<b>Measure number</b>	4.3.3.
<b>Target group</b>	Public administration

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Environment & Housing
<b>General management / Area</b>	DG of Environmental Quality
<b>Unit</b>	Environmental Rating Service
<b>Other participating ministries</b>	Ministry of Vice-presidency (Sponsorship and Patronage Agency)

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of new companies* applying CSR measures	1	nd	nd	nd	<b>1</b>
<b>Indicator 2</b>	Number of new companies* with CSR plans	1	nd	nd	nd	<b>1</b>
<b>Indicator 3</b>	Number of new companies* with GRI, SG 21 or other tools for generating lists or certificates	1	nd	nd	nd	<b>1</b>
<b>Budget: thousands of euros</b>	**	nd	nd	nd	nd	<b>nd</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	<p>* 2009 will contain the starting situation. In upcoming years, new public companies fulfilling the indicator will be stated.</p> <p>** Given the complexity of the measure, economic quantification will be done at the end of 2009.</p>					

**Identification of the measure****Increase the application of contracts reserved for social economies**

Article 35 of Law 31/2002 establishes a social reservation of specific lower administrative contracts awarded via procedures negotiated without publicity due to the amount. The aim is for this reserve to be increased in light of the new legislative framework contained in additional provision seven of Law 30/2007.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.3. Drive forward SR actions at the Administration and at public companies
<b>Measure number</b>	4.3.4.
<b>Target group</b>	Public administrations

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Economy & Finance
<b>General management / Area</b>	DG of Public Contracting
<b>Unit</b>	DG of Public Contracting

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of awards reserved / total awards x 100 (via contract / via management command)	nd	nd	nd	nd	<b>nd</b>
<b>Indicator 2</b>	Amount awarded in reserved contracts, total awarded x 100 (via contract / via management command)	nd	nd	nd	nd	<b>nd</b>
<b>Budget: thousands of euros</b>	*	0	0	0	0	<b>0</b>

**Relation to other plans** No

**Comments** The aim of these contracts is to favour small social-economy or reintegration companies, acting especially in the sectors of gardening, restaurants, publishing and other similar sectors. The Directorate of Contracting has a system to annually collect data on the application of this measure, although a priori quantification is not possible at this time.  
\* The measure in itself does not have direct costs.

## Identification of the measure

### At the Government of Catalonia, promote posts that favour workplace integration of prisoners and imprisoned convicts

Formalisation of management commissions at the Initiatives Centre for Reinsertion (CIRE) by the different ministries, bodies and companies of the Government of Catalonia related to painting or furniture moving activities derived from their ordinary activity and operations.

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.3. Drive forward SR actions at the Administration and at public companies
<b>Measure number</b>	4.3.5.
<b>Target group</b>	Administration of the Government of Catalonia

## Parties responsible for the measure

<b>Department / Body</b>	Ministry of Governance & Public Administrations
<b>General management / Area</b>	DG of Public Functions
<b>Unit</b>	Deputy Directorate General of Social Policies and Workplace Risk Prevention and Health
<b>Other participating ministries</b>	Ministry of Justice

## Indicators and budget

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of posts formalised	4	-	-	-	<b>4</b>
<b>Indicator 2</b>	Number of beneficiaries*	100	100	150	150	<b>500</b>
<b>Budget: thousands of euros</b>	**	0	0	0	0	<b>0</b>

**Relation to other plans** No

**Comments** \*CIRE has employed 2332 people in 2007 and 3124 in 2008. If they are broken down by gender, female employment is some 7%, coinciding with the ratios of the penitentiary population, whose majority is male.  
\*\* The measure in itself does not have direct costs.

**Identification of the measure****Promotion and visualisation of social providers**

Diverse actions for the promotion and visualisation of social providers. These include the creation and updating of a social provider directory detailing contact data, as well as the products and services they offer. This directory can be found on the DGIOT website and its diffusion is promoted through an informational brochure on what social buying means and who the social providers are. In parallel, a catalogue of products and services of insertion companies was published, as well as other tools to promote these entities (photography exhibitions, roll-up screens...).

<b>Core area</b>	<b>Core area 4. Work for a more socially responsible Catalan public administration</b>
<b>Line</b>	Line 4.3. Drive forward SR actions at the Administration and at public companies
<b>Measure number</b>	4.3.6.
<b>Target group</b>	Administration of the Government of Catalonia

**Parties responsible for the measure**

<b>Department / Body</b>	Ministry of Employment
<b>General management / Area</b>	DG of Equal Opportunities in the Workplace
<b>Unit</b>	DG of Equal Opportunities in the Workplace

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of social providers*	96	96	96	96	<b>96</b>
<b>Indicator 2</b>	Diffusion materials (catalogues, brochures...)*	4	4	4	4	<b>4</b>
<b>Budget: thousands of euros</b>		13.80	13.80	13.80	13.80	<b>55.20</b>

**Relation to other plans** No

**Comments** This section includes the following actions: 2008 support materials include: EI catalogue (includes social and labour integration companies, special employment centres and entities with the aim of social and labour integration of people at risk of social exclusion), the social buying brochure and two roll-up screens.  
\* The indicators are not accumulative.  
The Provider Directory can be found at:  
[http://www.gencat.cat/treball/ambits/genere/politiques/compra\\_social/index.html](http://www.gencat.cat/treball/ambits/genere/politiques/compra_social/index.html)

**Identification of the measure****Implementation of a search engine for contents on the Gencat website**

Development of a system for searching for information that indexes all the contents available on the corporate portal www.gencat.cat, as well as the public facilities of the Government of Catalonia.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.4. Promote information transparency and public participation

**Measure number** 4.4.1.

**Target group** General population

**Parties responsible for the measure**

**Department / Body** Ministry of the Presidency

**General management / Area** DG of Citizen Services

**Unit** Contents and Innovation Department

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of indexed documents (in thousands)*	1,500	1,600	1,700	1,800	<b>1,800</b>
<b>Indicator 2</b>	Number of consultations/month (in thousands)*	700	850	1000	1150	<b>1,150</b>
<b>Indicator 3</b>	Number of facilities published (in thousands)*	45	60	75	100	<b>100</b>
<b>Budget: thousands of euros</b>		200	50	50	50	<b>350</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* These indicators are cumulative.					

## Identification of the measure

### Unfolding of the e-Catalunya platform

Unfolding of a collaborative work platform at the Government of Catalonia that will be both internal and external (citizens, companies, other public administrations...).

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.4. Promote information transparency and public participation

**Measure number** 4.4.2.

**Target group** General population

## Parties responsible for the measure

**Department / Body** Ministry of the Presidency

**General management / Area** DG of Citizen Services

**Unit** DG of Citizen Services

## Indicators and budget

	Indicator description	2009	2010	2011	2012	Total
<b>Indicator 1</b>	Number of portals*	60	70	80	90	<b>90</b>
<b>Indicator 2</b>	Number of users*	12,000	14,000	16,000	18,000	<b>18,000</b>
<b>Indicator 3</b>	Groups / communities*	900	1200	1400	1600	<b>1,600</b>
<b>Budget: thousands of euros</b>		200	100	100	100	<b>500</b>

**Relation to other plans** 2008-2010 Interdepartmental Plan on Citizen Participation

**Comments** \* These indicators are cumulative.

**Identification of the measure****Implementation of the Gencat Tràmits platform**

Implementation of a multi-channel service platform that assures transparency and two-directional relations between citizens and the Government of Catalonia (citizenship folder of the Virtual Procedures Office).

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.4. Promote information transparency and public participation

**Measure number** 4.4.3.

**Target group** General population

**Parties responsible for the measure**

**Department / Body** Ministry of the Presidency

**General management / Area** DG of Citizen Services

**Unit** Multi-channel Services Department

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of online procedures*	150	250	350	450	<b>450</b>
<b>Indicator 2</b>	Number of generic services*	5	6	8	10	<b>10</b>
<b>Budget: thousands of euros</b>		1,700	1,000	500	500	<b>3,700</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* These indicators are cumulative.					

**Identification of the measure****Promote information transparency in public administration management**

Assessment and support for administrative departments of the Government of Catalonia in drawing up service letter to provide information about services, management and the commitments the Administration takes on for citizens.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.4. Promote information transparency and public participation

**Measure number** 4.4.4.

**Target group** Administration of the Government of Catalonia

**Parties responsible for the measure**

**Department / Body** Ministry of Governance & Public Administrations

**General management / Area** DG of Administration Modernisation

**Unit** DG of Administration Modernisation

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Number of letters being drawn up	7	-	-	-	<b>7</b>
<b>Budget: thousands of euros</b>	*	0	-	-	-	<b>0</b>
<b>Relation to other plans</b>	No					
<b>Comments</b>	* The measure in itself does not have direct costs.					

**Identification of the measure****Promotion of citizen participation**

Establish common criteria among all the ministries of the Government of Catalonia, with respect to introducing citizen participation as an instrument for governance and relations with citizens, as well as the mechanisms and procedures that must be employed.

**Core area** Core area 4. Work for a more socially responsible Catalan public administration

**Line** Line 4.4. Promote information transparency and public participation

**Measure number** 4.4.5.

**Target group** Administration of the Government of Catalonia

**Parties responsible for the measure**

**Department / Body** Ministry of the Interior, Institutional Relations & Participation

**General management / Area** Secretariat of Institutional Relations & Participation

**Unit** DG of Participation

**Indicators and budget**

	<b>Indicator description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total</b>
<b>Indicator 1</b>	Interdepartmental citizen participation plan	1	1	-	-	<b>2</b>
<b>Budget: thousands of euros</b>		242	85	95	-	<b>422</b>
<b>Relation to other plans</b>	No					



# RSGencat

2009-2012 Social Responsibility Initiatives  
Plan of the Government of Catalonia