



Workshop 7. Socially Responsible Territory

The aim of this workshop is to go beyond new models of collaboration and to carry out an in-depth analysis of work mechanisms based on dialog among organizations that are committed to the management of their responsibility.

The development of **Corporate Social Responsibility (CSR)** involves new challenges and opportunities for all stakeholders, both volunteering-based organizations and the remaining actors operating in the territory. CSR allows us to rethink society and its relationships scheme. Also, it allows the reflection over **making competitiveness and social cohesion compatible**, improving dialog, boosting stakeholders' commitment and enhancing governance. Within this framework, the notion **Socially Responsible Territory** gains importance.

Each country develops its own CSR model depending on its historic and economic environment. There is consensus over the need for CSR to adapt to the reality of each environment. Big companies' sustainability reports reflect this need. Nevertheless, CSR plans still face constraints when it comes to the adapting their practices to territorial plans. This entails losing opportunities.

Companies should **open a debate with their target groups**

<http://rsedefinicions.blogspot.com/2007/05/partprenent.html>. The official discourse highlights the importance of dialog. However, third sector organizations (one of the main actors) are regretful about the lack of opportunities and the loss of social innovation, of different approaches to face the complexity of social challenges and the loss of mechanisms to contribute to the development of their own companies.

Even though the important role of the third sector is today recognized by a vast majority of actors, **there is still a huge fear to establish collaboration strategies between sectors**. Unfortunately, collaboration between companies and non-profit organizations is



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still scarce in our country. Collaboration should not be understood as simple collaboration models based on seeking financial support but as models that are based on the development of shared initiatives through the common use of all available assets from all stakeholders.

This might be the reason why the notion **Socially Responsible Territory** generates interest among territorial-based organizations that are committed to the development of CSR.

It is significant that a manifesto for the development of the notion of Socially Responsible Territories was passed by 60 organizations (big companies, SMEs, public administrations, third sector organizations, universities, networks, etc.) in their last meeting in the *Palau de Mar i Cel* in Sitges. This manifesto poses new challenges among which the **creation of dialog forums** has to be highlighted. The [Sitges Manifesto](#) and the debates held in the meeting underscore the importance of engaging **all organizations and not only big companies in the management of their social responsibility** if social challenges are to be faced. This engagement needs to be built up on adequate management models that enable organizations to reach their objectives. This would be a step forward towards a more responsible society and it would set the grounds for mutual understanding and for social challenges to be faced.



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