



**WORKSHOP 7: Socially Responsible Territories**  
**Facilitator: Josep Maria Canyelles**

**Working for a Socially Responsible Territories. Àngels Mataró. Associació per les Nacions Unides**

A Socially Responsible Territory is one that tends to sustainability challenges facing the economic, social and environmental cooperation and commitment of all stakeholders.

Thus, large companies, SMEs, public administrations and social organizations, develop good social responsibility practices, and recognize their joint responsibility to society. The behavior of their organizations so committed to integrating the respect and promotion of human rights, including socio-economic or third generation.

In a TSR are very important processes of dialogue and collaboration strategies, facing in finding solutions that create value for all parties, as they generate social capital and give a capacity of governance of the community, while moving towards a vision of sustainable land.

The public, meanwhile, recognizes these best practices and reward companies and organizations know that commitments taken towards a better country and a more sustainable from all points of view.

Finally, social responsibility and sustainability must be part of the attributes that identify the land as a mark of identity.

**Social Responsibility**

Speaking of TSR also requires us to put what is social responsibility, a concept that relates to the way a company or organization involved in society, understanding that in the future will be increasingly difficult for a company that only thinks of their own interest profit at the expense of neglecting social concerns not enjoy the confidence of the public.

Despite one can believe this approach is appropriate for all organizations, regardless of what their size or ownership, to the extent that the same non-profit organizations or NGOs are also beginning to manage their responsibility to society measures such as improving its transparency.

The entity: UNA

The United Nations Association is an NGO founded in Barcelona in 1962 that aims at defending and promoting human rights. Our activities were linked to the evolution of human rights and the agenda of the United Nations and in 1999 joined in the principles of the Global Compact since 2005 and are founding

## II Congrés Europeu del Voluntariat

Barcelona  
9, 10 i 11 de novembre de 2011



members of Global Compact in Spain. Since 2007 we developed the project Socially Responsible Territory, putting the focus on two areas:

a) Firstly, the approach has sought to address the RS's own public administration, that is how it is managed internally, using the council as a company that has a template, some stakeholders, etc..

As a result of the project we are working document which sets out the practices of social responsibility undertaken by the councils, which are arranged in accordance with criteria presented in the context of social responsibility. The main objective of this material is to promote internal reflection of the Town Hall and pick out what may have expectations and needs, while the result of experience with a limited number of municipalities, other actions may arise more widespread.

b) the other "El Barrio, Socially Responsible Planning" project to develop the concept of Socially Responsible Territory applied to neighborhoods in the city.

The districts are units with a charge of identity and a close up of the relationship between people and organizations. Neighborhoods to work for socially responsible is one of the most practical ways to promote the TSR.

The project "Neighbourhood Managers" arose from the interest to put emphasis on the relationship between the parties and the benefits it can bring to the community.

The Association for the United Nations as a promoter of the initiative, spearheaded the project, with the support of Josep Maria Canyelles expert in RS, with the support of the Civil Rights of the City Council . Companies and organizations have been identified with socially responsible practices in different districts of Barcelona chips have been good practice for RS a selection of these companies and organizations trying to ensure some diversity, and we always closely linked to the neighborhood;

Website: [www.barrisresponsables.cat](http://www.barrisresponsables.cat)