



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

EI Raval, SOCIALLY RESPONSIBLE LAND. Núria Paricio, Tot Raval

The project objective is to promote the improvement of the environment and quality of life of people doing the Raval a Socially Responsible Territory through the involvement of people living in the neighborhood and the different social, economic and cultural rights that are already exercising their social responsibility and to motivate other agents present in the Raval to participate, to achieve a real impact on the area.

Specific objectives

- Create a space for generating ideas and community projects Territorial Social Responsibility.
- visible and to value everything that is being developed in the region in terms of social responsibility, promoting mutual understanding, communication and community work between the social, economic and cultural involved in the Raval district.
- Build a model of intervention that contribute to the positive vision of the territory.

Brief description of project

Engine has created a group to define the strategies to follow to create this brand of social responsibility in the area under the criterion of territoriality, from a comprehensive community and taking into account the following main lines of action: knowledge and analysis of the territory, networking, communication and the generation of ideas and community projects.

The first action will be done is to collect the actions of social responsibility to the land being developed in order to visualize them and disseminate them.

Background

The project "Raval Socially Responsible Planning" is a response to the needs identified by organizations that are part of the Education Network of the Raval.

Due to the difficulties of integration of groups serving entities on the Internet, these express the urgent need to promote awareness of Corporate Social Responsibility (CSR). In this regard, the organizations of the Network decided to unify efforts to strengthen the activities of foreign income and encouraging the signing of collaboration.

In late 2009, SCCL Driving, one of the member organizations of the XLR, held a conference entitled "Building Responsible Planning" and was attended by representatives of businesses, social organizations and public institutions in the

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Raval that are playing for some time their social responsibility to the neighborhood. In this conference came the commitment to promote the Raval to Socially Responsible Planning and create a commission composed of representatives of different stakeholders. With this idea in 2010, from the Web using the Labor and implement the project "Intercultural Community Intervention" driven by "la Caixa" Group to create the engine of the "Raval Socially Responsible Planning" (TSR).

Currently, the Group facility are:

Maritime Museum Foundation, the Gran Teatre del Liceu Hotel Barceló Raval, Raval shopping area, Hotel Spain, Gallery Los Angeles, Oscar Urdeix (Raval neighbor) and Fundació Tot Raval. The network is represented by labor Raval: Driving SCCL Foundation Sale, Giving Service, Children's House for social action in the neighborhoods. Join also the City of Barcelona (Ciutat Vella district) Collaborate in the design and implementation of the project, the Barcelona Provincial Council.

Actions planned

Collection of good practices

Production of chips to systematize the actions being developed in the Raval neighborhood on Social Responsibility in the social, cultural, business and trade.

The objectives of these cards are:

- Collect actions for organizations that are in service areas, socio-community and human resources.
- Create a catalog of best practices with the most significant activities being carried out.
- To spread ideas and to motivate different territory to exercise social responsibility.

Campaign promotion

Parallel to the collection of responsible actions, we will design a communication campaign in the Raval district with the intention of raising awareness about the concept of Socially Responsible Territory. The campaign will be aimed at social, cultural, commercial, business and general public to spread some practices being developed in the neighborhood and that agents are motivated to join the initiative.

To develop the campaign will work in the design and production of communication materials and responsible actions of the different work spaces used by the Foundation throughout Raval, seminars and / or conferences and local media.