

**CSR ACTION PLAN OF EXTREMADURA,
SPAIN
Partner 3**

Contents

1. Brief Description of the ROAD CSR project	3
2. Summary of the Action Plan	4
3. General information.....	7
4. The policy context.....	7
5. Overview of the current situation.....	9
6. Actions.....	11
6.1. Action Description.....	11
Action 1.1 Promote socially responsible public procurement.....	11
Action 1. 2. Promote transparency in public sector	14
Action 2.1. Promotion of responsible consumption among the society of Extremadura.	16
Action 2.2. Boosting CSR for the promotion of equal opportunities.....	18
Action 2.3 Promotion of environmental sustainability	20
Action 3.1. Give relevance to those organizations working with social responsibility	22
Action 3.2. Promote dissemination and information on social responsibility	24
7. COSTS AND FUNDING SOURCES	26

1. Brief Description of the ROAD CSR project

Road-CSR helps EU member states apply corporate social responsibility principles to SMEs to help them become more competitive, sustainable, innovative and accomplish long term profitability with social justice and environmental protection.

Specific objectives of the project are:

- Increase awareness of CSR and capacity building among policy makers, groups of interest, SMEs and the general public.
- Exchange experiences and share knowledge among partners, project stakeholders, policy makers on good practices related to CSR principles and initiatives.
- Contribute to reduce the existing gap in the development of CSR policies for SMEs from more experienced countries (sources of knowledge) to those less advanced (the recipients of knowledge).
- Increase the number of companies that adopt CSR principles and receive support through improved policies.
- Improve the policies of the participating regions by integrating CSR principles into their policy instruments (programs) and laws.
- Offer policy recommendations for the implementation of EU Directive 2014/95 to integrate the principles of CSR in the core business of SMEs.

Expected results are the following:

- Identification of the level of integration of CSR principles in national and regional legislation and programs of European countries and estimate the existing gap between some regions and others.
- Knowledge of the effects of the integration of CSR principles and CSR reporting in SMEs.
- Knowledge of the needs of European SMEs to move towards the integration of CSR principles in their core business.
- Create the capacity of the stakeholders and the staff of the organizations to participate in projects related to the principles of CSR.
- Capitalize existing knowledge of previous experiences.
- Identify good CSR practices in the EU28.
- Policy recommendations for EU Directive 2014/95 and dissemination of them beyond the geographical scope of the project.
- Action Plans for the integration of CSR principles in the ERDF / ESF programs and legislation of the partner regions.
- Promotion of the network work of the project partners in the achievement of CSR objectives in future regional, national and European policies.
- Improve the political instruments of the participating regions to allow access to finance SMEs for the implementation of CSR

2. Summary of the Action Plan

The action plan of the Region of Extremadura is based on the dialogue with the most representatives social and economic agents of the region that have been working together with the regional administration to make this action plan a reference document for the promotion of CSR in our region.

The main aim of the Action Plan is to incorporate sustainability, good governance, social action, integration of disability and responsible innovation as elements of a new, more egalitarian society and therefore as elements of competitiveness of our companies.

This Action plan is connected with the Sustainable Development Goals (SDGs).

Regional administration of Extremadura is aware of the important role it can and should play in the development of the Sustainable Development Goals approved by the United Nations in 2015 and which entered into force on January 1, 2016. For this region, Junta de Extremadura joins to the collective efforts for their fulfilment and integrate them in this Action Plan as an opportunity to carry out a social transformation based on the eradication of poverty and the fight against inequalities at a global level.

Three strategic lines has been identified:

1. DEVELOPMENT OF A SOCIAL RESPONSIBILITY LEADRSHIP MODEL IN PUBLIC ADMINISTRATIONS.

Corporate Social Responsibility applied to public institutions should be strengthened as a tool to recover lost confidence and encourage greater commitment on the part of companies, third sector organizations and civil society

It should be the responsibility of Public Administrations to ensure that the assumption of social responsibility by organizations is to promote the dissemination of CSR so that it reaches the society as a whole, to ensure that CSR is penetrated in all stages of the production structures without this implying the inclusion of new administrative or other burdens. Be established as clear examples of responsible entities in each and every one of their areas of influence.

Beyond the important role that public administrations can and should play in the promotion, impulse, dissemination and support of social responsibility in the field of companies and the rest of organizations, attention should also be paid in their own model and functioning. These organizations provide services to citizens and, therefore, must be increasingly efficient in their activities since they interact in a social and environmental environment that they must

respect and improve, while at the same time they must ensure professional development and well-being of public employees.

For all these reasons, Administrations, as organizations, must apply to themselves the same criteria that inspire the concept of social responsibility and do it, in addition, with an exemplary character.

The transversal inclusion of CSR in the several axes of work in the Regional Administration is a key element to be able to pass from theory to practice in CSR issues. CSR cannot be an isolated policy but must give a sense to an entire management and leadership style.

At the same time, the capacity of changing the behaviour of enterprises is being influenced by the start-up of initiatives in public administrations, which reward and/or recognize the responsible behaviour of enterprises. This responsibility of the Administration is embodied in Law 15/2010, where it is clearly indicated a voluntary character for private enterprises and compulsory for Public Administrations. In addition, it is included in title II, article 13: Promotion of corporate social responsibility, which reads as follows:

"Junta de Extremadura and Extremadura local authorities as public authorities, within the scope of their powers, will promote and encourage social responsibility in Extremadura. To this end, they shall adjust their activities to the principles, actions and measures established in the following articles."

2. PROMOTION OF CSR AS THE ENGINE FOR ECONOMICAL AND SOCIAL TRANSFORMATION.

Social responsibility involves a set of values on which a cohesive society must be built and on which to base the transition to a more sustainable economic system. In addition, it can help reduce the effects of the economic crisis, such as the loss of jobs, and promote effective equality of treatment and opportunities, as well as social inclusion.

Taking into account the current socioeconomic context, it is appropriate to influence those aspects of corporate social responsibility that can improve the indicators most related to the productivity and credibility of the companies, which will end up having a positive impact on the competitiveness of our organizations and, as a consequence, of our region.

Social responsibility, both in companies and in public administrations, can undoubtedly contribute to the creation of sustainable management models over time and generate competitive advantages that allow increasing competitiveness and growth of Extremadura's economy

The commitment of companies with corporate social responsibility generates a more innovative corporate culture, more internationally attractive, with

more resources to anticipate and adapt to the challenges of a global and changing market.

La aplicación de los criterios y valores de la RSE, en colaboración efectiva con los grupos de interés, contribuye a generar y reforzar el impacto positivo. Al mismo tiempo, contribuye a identificar, prevenir y eliminar los impactos negativos y crear más valor no sólo para la propia organización que los aplica, sino también para aquellos con los que lo comparte que son los principales grupos de interés involucrados en su actividad y la sociedad en general.

The application of the criteria and values of CSR, in effective collaboration with stakeholders, contributes to generating and reinforcing the positive impact. At the same time, it helps to identify, prevent and eliminate negative impacts and create more value not only for the organization that applies them, but also for those with which it shares, which are the main stakeholders involved in its activity and the society in general.

The objective is to extend the CSR culture to society as a whole through actions such as the promotion of its principles, the recommendations of international consensus on this matter and the dissemination of good practices in this field.

3. PROMOTE THE INCORPORATION OF CSR IN BUSINESS SECTOR, THIRD SECTOR AND EXTREMADURA CITIZENSHIP.

The implementation of actions in the field of social responsibility can be identified as a commitment to excellence in the management of companies that results in the improvement of their positioning in the market, in their productivity, profitability and sustainability. Social responsibility facilitates innovation by incorporating new forms of management that stimulate the creation of new products and services, responding to social and environmental challenges. A just and responsible evolution towards a more competitive economy that leads to sustainable development and achieves social progress is possible.

In short, what is intended is that citizens identify CSR as a vehicle for competitiveness, sustainability and social cohesion and, therefore, as a way to understand business as something that not only takes into account the results, but also the way to obtain them, which is materialized in the generation of shared value and confidence in the long term through the integration and management of risks and opportunities derived from economic, social and environmental development

3. General information

Project: **ROAD CSR**

Partner organization: **General Directorate of Labor, Regional Ministry of Employment and Education of the Government of Extremadura.**

Country: **Spain**

NUTS2 REGION: **Extremadura**

Contact person: **Juan Jose Pérez Mayordomo**

Email address: oficina.rse@juntaex.es

Phone number: +34 924 00 52 78

<http://rsextremadura.juntaex.es>

4. The policy context

The Action Plan aims to impact: **Law 15/2010, December 9, of Corporate Social Responsibility in Extremadura.**

The main aim of this Law is the promotion of corporate social responsibility in Extremadura.

Scope of the Law: all enterprises that develop their activities in Extremadura, besides public administrations of the region.

Law 15/2010 presents CSR recommendations distributed in five axes:

- 1.- Ethics and Values
2. Human Resources and Labour relationships
3. Environment
4. Social relationship of the enterprises
5. Responsible treatment of information and communication

Law 15/2010 of CSR in Extremadura is structured in two Titles:

Title I, defines the concept of corporate social responsibility, establishes the CSR evaluation instruments for the enterprises and the verification of the CSR by external specialized entities, in order to be incorporated in the Corporate Social Responsibility Register of Extremadura.

This is the main contribution of the law.

In this title the benefits for the enterprises certified as socially responsible are also included. (grants, tax benefits, priority in awarding procurements in case of a tie, publicity)

Title II regulates Social Responsibility in the public sector of Extremadura. Law considers that it wouldn't be reasonable to demand some requirements to our enterprises of Extremadura while public sector remains unmoved.

It also considers that it is not possible to introduce a new way of acting, new principles and new values without the creation of an appropriate cultural framework.

Besides, the Government of Extremadura considers that there is not better discourse of persuasion than **the example**. In this sense, public administration of the Government of Extremadura and their public institutions are employers, consumers, investors and contracting entities and as such, they must assume their concrete obligations about consumption, responsible investment, fair and integrating employer and as contractor that gives priority to socially responsible enterprises.

The novelty that this Law brings is **the assessment of corporate social responsibility** of the enterprises and their inclusion in a **Register** of socially responsible enterprises.

The recommendations included in the five axes of the law are a guide that enterprises should take into account if they want to achieve the certification as socially responsible enterprise. But this Law lacks of appropriate measures and actions that help businesses to incorporate CSR into their daily management in order to achieve this certification. So, here is where the CSR Action Plan proposed can help enterprises to fulfil the recommendations included in Law 15/2010.

5. Overview of the current situation.

Current situation at a national level.

Over the past few years, a variety of initiatives to promote corporate social responsibility at national and regional level have been introduced in Spain. These include the Commission of Experts on CSR (2003), White Paper of Corporate Social Responsibility (2006), State Council for CSR (2008), Sustainable Economy Act (2011) and the Spanish CSR Strategy, approved in 2014 and based on six principles:

- Competitiveness
- Social cohesion
- Creating shared value
- Sustainability
- Transparency
- Voluntariness

It also includes a series of priorities, which will, together with the principles set forth, point out the development of a series of measures that will allow the setting up of the established priorities.

- Promote measures to maintain and create stable, good-quality employment to contribute to sustainable development for society
- Promote the improvement of conditions for equality, work-life balance, non-discrimination and employment for those groups that face the greatest difficulties to access or stay in the labour market and those at risk of social exclusion.
- Create a common reference framework for the entire territory regarding CSR

Current situation in Extremadura

Extremadura is one of the most important autonomous regions in the field of CSR, mainly because of the advances created by the approval of the Law 15/2010. Two priorities were identified in 2010:

- The promotion of Social Responsibility
- Recognising those entities that have the capacity to exercise this type of responsible leadership.

Corporate Social Responsibility in Extremadura has been developed into three phases:

- 1) Training, dissemination and awareness raising**
- 2) The creation of the CSR verification system**
- 3) Participation in national and European networks**

In Extremadura, the most relevant factors regarding the adoption of CSR action plan are as follows:

- The need to **modify production models** to consume less resources.
- An imperative need to **be competitive**
- **The need to add social and environmental factors to the economic factor** to measure the development of a society in more comprehensive and not exclusively economic terms.

Based on these factors, a series of priorities to be addressed are established, based on the results of a situation diagnosis carried out in the Region in 2015:

- **Generate wealth and employment:** CSR should be configured as a fundamental element to improve growth, create jobs and generate wealth in Extremadura.
- **Strengthen the social model:** CSR should be configured as an element that allows companies to incorporate the necessary capacities to face the economic, social and environmental challenges of Europe.
- **More business innovation:** Increasing the commitment of Extremadura SMEs to Social Responsibility should generate a more innovative business culture, more internationally attractive and with more resources to anticipate and adapt to a changing global market.
- **CSR for SMEs and the self-employed:** Provide SMEs and the self-employed with the necessary capacities and resources to achieve the full implementation of social responsibility in company management to make benefits of CSR more tangible.
- **Transparency:** CSR configures the framework of a culture of mutual demand between companies, society and public administration, a cultural framework that requires building together with stakeholders the skills and abilities that allow an active incorporation to the transparency process.
- **Strengthen market unity:** CSR initiatives promoted by the public or private sector should seek to preserve market unity, creating a more favourable environment for competition and investment without limiting the voluntary development of CSR.
- **The link between public and private sectors to improve CSR:** CSR public policies must overcome work in terms of company or public administration. It is necessary to carry out policies that link public, profit and non-profit organisations.

6. Actions.

This plan has the purpose of materializing the identified priorities in initiatives. For this, the following lines of action are proposed, which include specific measures aimed at companies, organizations and public administrations themselves:

STRATEGIC LINE 1. DEVELOPMENT OF A SOCIAL RESPONSIBILITY LEADERSHIP MODEL IN PUBLIC ADMINISTRATIONS

Action 1.1: Promote socially responsible public procurement

Action 1.2: Promote transparency in public sector

STRATEGIC LINE 2. PROMOTION OF CSR AS THE ENGINE FOR ECONOMICAL AND SOCIAL TRANSFORMATION

Action 2.1: Promotion of responsible consumption among the society of Extremadura

Action 2.2: Boost of CSR to promote equal opportunities.

Action 2.3: Enhance environmental sustainability.

STRATEGIC LINE 3. PROMOTE THE INCORPORATION OF CSR IN BUSINESS SECTOR, THIRD SECTOR AND EXTREMADURA CITIZENSHIP.

Action 3.1: Give relevance to organizations working with social responsibility

Action 3.2: Promote dissemination and information on social responsibility.

6.1. Action Description

Strategic line 1: DEVELOPMENT OF A SOCIAL RESPONSIBILITY LEADERSHIP MODEL IN PUBLIC ADMINISTRATIONS.

Action 1.1 Promote socially responsible public procurement.

Background

Socially responsible public procurement implies the integration of social, ethical and environmental aspects in the processes and phases of public procurement.

Achieving a socially responsible public procurement is both, a challenge and a requirement for all public operators

In addition, the inclusion of social and environmental criteria in public procurement is admitted and encouraged by the community institutions.

Law 15/2010, in its Title II, Article 16.1 establishes:

"Integrating the approach of corporate social responsibility and sustainable development principles in the management of public institutions (...). In this sense, in the case of public supplies, it would imply the demand of certain requirements in

terms of corporate social responsibility in the execution of the contracts with the administration, previous contemplation in the tendering announcements and in the contracting documents”

As it can be seen, this article of the Law promotes the impulse of socially responsible public procurement. The contracts with administrations begin to include sustainability criteria, but we believe that there should be a boost to incorporate the criteria of social responsibility in public procurement and at the same time promote the participation of SMEs in these processes.

Actions to be taken

In the first Regional Seminar of the project celebrated in Extremadura we proposed our stakeholders an activity where we asked them for telling us which were, according to their criteria, the barriers and facilitators elements for the incorporation of CSR in businesses and public administrations.

The results of this activity provided the inclusion of social and environmental criteria as one of the measures which could most contribute to the incorporation of CSR measures in companies.

In addition, during the several meetings of partners and stakeholders, the importance of public procurement has been highlighted on many occasions as an element that allows smart, sustainable and inclusive growth to be achieved, which guarantees a more efficient use of public funds, and that facilitates the participation of small and medium enterprises in public procurement.

In this way, and in response to the demand of our stakeholders, the fulfilment of Law 15/2010 and the general conviction of the project partners and their stakeholders, we have deemed it convenient to include this action, in which there have been incorporated several measures that will allow progress in socially responsible public procurement.

These measures are:

- **Promote socially responsible public procurement, taking into account the regulation of social and environmental clauses, prioritizing award criteria other than financial ones in the awarding of contracts, especially those that promote quality employment.**
- **Promote mechanisms of evaluation and control to make visible the progress in the introduction of social clauses.**

SDGs related:

SDG 10. REDUCED INEQUALITIES

Expected impacts:

With these measures we aim to increase public contracts that incorporate social and environmental clauses.

On the other hand, it also aims to facilitate the participation of SMEs in contracting processes. The most economically advantageous offer will no longer prevail, but the one with the best relation quality-price, where SMEs can compete with greater guarantees.

With the evaluation and control mechanisms we aim to make a monitoring process that allow to obtain data about the incorporation of CSR clauses and show if we are really progressing in this area.

KPIs – Monitoring indicators:

- Percentage of public contracts in which social and environmental clauses have been included as valuation and / or award criterion.
- Annual report on the status of the inclusion of social and/or environmental clauses in the tendering procedures of the regional administration of Extremadura.

Stakeholders involved

- Regional Ministry of Education and Employment.
- Regional Ministry of Finance and Public Administration
- CCOO Extremadura, one of the relevant social agents of Extremadura.
- UGT Extremadura, one of the relevant social agents of Extremadura.
- CREEX, Extremadura Business Regional Confederation.

TIMEFRAME

The Action Plan has a temporary frame of 2018-2020

COSTS

- This information is not available at the moment

FUNDING SOURCES

- Regional funds

Action 1. 2. Promote transparency in public sector

Background

In their commitment to transparency, public administrations have a large and complex way to go. They must adapt not only their organizational structures, their processes and technology, but it is also advisable to accompany this process with a strong cultural change.

We cannot ignore in this context the growing demands of society, in terms of transparency and good governance.

Citizens are increasingly demanding with leaders and public managers in general, and not only require them more transparency and to know more and better data about the management they carry out, but also to advance in their right to participate in certain matters that concern them. Undoubtedly something that until recently would have been unthinkable.

In this sense, although in our policy instrument is not specifically established, Junta de Extremadura has created a transparency portal which allows to deepen more into the exemplarity of public administration required by the law, while at the same time we give form and development to the title of our project "A roadmap for integrating corporate social responsibility into EU member states and business practices", understanding transparency as an essential part of social responsibility.

Action to be taken

➤ **Promote the elaboration of CSR reports by all the institutions dependent of the Government of Extremadura.**

Public administrations provide services to citizens and, therefore, must be increasingly efficient in their activities since they interact in a social and environmental environment that they must respect and improve, while at the same time they must ensure professional development and well-being of public employees.

It is for this reason that initiatives such as carrying out an Annual Social Responsibility Report must be strengthened and extended to the entire public sphere. Understanding, obviously, that this report is not a mere report, but a way of giving an account to society of its actions and that supposes, at the same time, a commitment and a motivation for continuous improvement in this area.

In this sense, Law 15/2010 includes in Annexe II the elaboration of a CSR report by the regional public administration.

This measure goes beyond the law since it pretends the promotion of the elaboration of CSR reports not only by the regional administration but by all the entities and institutions dependent of the regional government.

SDGs related:

SDG 16: Peace, justice and strong institutions.

Expected impacts

Increase the number of CSR reports published by regional administration as a sign of transparency in its actions and that really fulfils their exemplary work.

KPIs – Monitoring indicators:

- Percentage of foundations and institutions that depend on the regional government that have published sustainability or CSR reports.

Stakeholders involved

- Regional Ministry of Education and Employment.
- All de departments and areas of the regional government.
- All the entities dependent of the Government of Extremadura

Timeframe

- This is an annual action

Cost

- This information is not available at the moment

Funding sources

- Regional funds

Strategic line 2: PROMOTION OF CSR AS THE ENGINE FOR ECONOMICAL AND SOCIAL TRANSFORMATION

Action 2.1. Promotion of responsible consumption among the society of Extremadura.

Background

Citizens have at our disposal a **fundamental tool of social change, consumption**. As consumers and savers, we have the opportunity to use our decision criteria and promote, through our buying and investment patterns, the construction of a sustainable development. We must take responsibility for our purchases of goods and services and value aspects related with decent working conditions, the protection of the environment or tax honesty, among others.

Esta medida está relacionada con una de las líneas propuestas en la ley 15/2010, esta es la de la promoción del consumo responsable, establecida en el artículo 14, donde se establece que se desarrollarán medidas para:

This Action is related to one of the lines proposed in Law 15/2010, article 14.2 that is the promotion of a responsible consumption, where it establishes the development of measures for:

- *Promoting the integration of social responsibility principles in the consumption policies.*
- *Promoting the information to the consumers about responsible consumption.*
- *Supporting initiatives that promote corporate social responsibility carried out by organizations and institutions for the defence of consumers rights.*
- *Encourage the use of labelling, both fair trade and eco-labels or other labelling, as a distinctive tool for compliance with social and environmental criteria, promoting civic or responsible production.*

Action to be taken

- **Inform and raise awareness about: the liberalization of information to improve knowledge of products and services, the importance of labelling, quality guarantees, accessibility, privacy, environmental respect, claim systems, responsible behaviour and marketing and communication, promotion of responsible purchasing from an early age and the promotion of the arbitration systems for the resolution of conflicts.**

SDGs related:

SDG 12: Responsible consumption and production

Expected impacts

Expected results are those established by Law 15/2010 in its article 14.2:

- Integration of social responsibility principles in the consumption policies.
- Citizens are informed about responsible consumption and how their purchasing decisions can influence the economic and social transformation of the region.
- The use of eco-labels to distinguish those organizations that meet social and environmental criteria in their production.

KPIs – Monitoring indicators:

- Number of actions developed for the promotion of responsible consumption among citizens

Stakeholders involved

- Regional Ministry of Education and Employment.
- Regional Ministry of Health and Social Policies.
- CCOO Extremadura, one of the relevant social agents of Extremadura.
- UGT Extremadura, one of the relevant social agents of Extremadura.
- CREEX, Extremadura Business Regional Confederation, the most relevant economic agent in Extremadura.

Timeframe

- Temporary frame 2018 - 2020

Cost

- This information is not available at the moment

Funding sources

- Regional funds

Action 2.2. Boosting CSR for the promotion of equal opportunities.

Background

Article 19 of Law 15/2010 of CSR in Extremadura establishes:

*Extremadura's public authorities will develop measures aimed at promoting a socially responsible management in their respective administrations through actions that stimulate transparency, the work culture that creates value within the Public Administration, **the conciliation of work and family life of the public employees**, the hiring of people with disabilities and at risk of exclusion, the promotion of equality, the reduction of temporary employment ... (..)*

Además, durante la fase de intercambio de experiencias entre los socios, hemos podido observar que en todos los países es generalizada la promoción de la igualdad de oportunidades para todos.

In order to comply with the provisions of article 19 of our policy instrument (Law 15/2010) and also to promote what we have said during our meetings with stakeholders and partners of the projects, it is considered necessary to establish some measures that make possible to provide equal opportunities and motivate small and medium-sized companies to adopt them.

Actions to be taken

To comply with this action, we will develop the following measures:

- **Give relevance to those companies that have equality measures that exceed the applicable regulations.**
- **Encourage companies to adopt measures for the conciliation of family and work life, rewarding those that establish measures that exceed the applicable regulations.**

SDGs related:

SDG 5. Gender equality

SDG 8. Decent work and economic growth

SDG 10. Reduced inequalities

Expected impacts:

Reduce the gender wage gap and increase the inclusion of disadvantaged groups in public and private organizations.

KPIs – Monitoring indicators:

- Number of organizations that have implemented an Equality Plan.
- Amount of aids intended for the conciliation of family and work life
- Number of enterprises participating in awards for the promotion of conciliation.
- Number of news and communications of good practices in conciliation matters made by the CSR Observatory of Extremadura

Stakeholders involved

- Regional Ministry of Education and Employment
- Regional Ministry of Culture and Equality
- CCOO Extremadura, one of the relevant social agents of Extremadura.
- UGT Extremadura, one of the relevant social agents of Extremadura.
- CREEX, Extremadura Business Regional Confederation, the most relevant economic agent in Extremadura.

Timeframe

- Temporary frame 2018-2020

Cost

- This information is not available at the moment

Funding sources

Regional Funds

European Funds.

Action 2.3 Promotion of environmental sustainability

Background

One of the CSR configurators elements established by Law 15/2010 is the environment.

This element establishes the following goals to be environmentally sustainable:

- a) Preserving the environment through the performance of internal activities of promotion, training and education.
- b) Environmental planning, which in addition to including compliance with environmental duties, establishes the company's own parameters on prevention, energy saving and impact reduction.
- c) The establishment of environmental analysis, management and evaluation systems.
- d) The reduction of costs, through energy saving, recycling and alternative transport.
- e) The reduction of environmental burdens in production cycles and supplies.
- f) Communication and information to society about its environmental policy.
- g) The reduction of air and soil pollution.
- h) The reduction of acoustic pollution.
- i) Evolution of industrial emissions generated.

It is essential to consider the environment protection as one of the key criteria to promote in all CSR Action Plans and so it has been established in all the exchange experiences we have had in the project. Besides, several good practices incorporated to our Good Practices Guide of the ROAD CSR are related to the biodiversity and environment protection, while at the same time several of the good practices presented during the different joint thematical seminars have included actions of environment protection too.

In this action the following measures have been prioritized as it is considered they could have a relevant impact in our current surround

In this action, the following measures have been considered a priority, which we believe may have a significant impact on our current environment.

Actions to be taken

- **Promotion of energy saving, energy efficiency, the use of renewable energies and clean technologies in all types of organizations.**
- **Incorporate a system for calculating the carbon footprint into the CSR self-assessment tool, ORSE**
- **Promote and encourage actions of training and awareness in environmental matters**

SDGs related:

SDG 7: Affordable and clean energy.

SDG 13: Climate action.

SDG 15: Life on land.

Expected impacts

The results we intend are clear: reduce the use of energy, especially non-renewable, incorporate an element that allows us the calculation of the carbon footprint of the regional organizations with the aim of reducing it, and the promotion of all those actions for preserving of the environment

KPIs – Monitoring indicators:

- Budget for the aids to enterprises and organizations for the implementation of energy saving, energy efficiency, use of renewable energy and clean technologies systems.
- Number of initiatives to reduce CO2 emissions implemented by companies certified as socially responsible of Extremadura.
- Number of environmental awareness and training actions carried out.

Stakeholders involved

- Regional Ministry of Education and Employment.
- Regional Ministry of Environmental and Rural, Agrarian Policy and Territory.
- CCOO Extremadura, one of the relevant social agents of Extremadura.
- UGT Extremadura, one of the relevant social agents of Extremadura.
- CREEX, Extremadura Business Regional Confederation, the most relevant economic agent in Extremadura.

Timeframe

Temporary frame 2018 - 2020

Cost

- This information is not available at the moment

Funding sources

Regional Funds.

Strategic line 3: PROMOTION OF THE INCORPORATION OF CSR IN THE BUSINESS SECTOR, THIRD SECTOR AND EXTREMADURA CITIZENSHIP

Action 3.1. Give relevance to those organizations working with social responsibility

Background

Companies play a very important role in the development of the society which they operate in. It is not coincidence that the most advanced economies and those which provide best levels of welfare to their citizens are those that have a more dynamic, modern business sector and with more sustainable management models

The ability to grow, to create jobs and generate wealth of enterprises depends on the quality of their management models, participation of stakeholders and distinctive capabilities that are able to develop, which can end up becoming competitive advantages.

What is intended is that citizens identify CSR as a vehicle of competitiveness, sustainability and social cohesion and therefore, as a way to understand business as something that not only takes into account results but the way to obtain them, which is materialised in the generation of shared value and confidence in the long term through the integration and management of risks and opportunities derived of social, economic and environmental development.

A socially responsible company complies with its tax obligations, invests more in human capital, in technologies, performs business practices that respect the environment, applies stricter rules in terms of training and establishes working conditions that encourage good relations with the employees in order to increase its competitiveness

Give relevance to these organizations supposes provide them with some benefits as the established by Law 15/2010 of corporate social responsibility in Extremadura:

Granting subsidies

Tax benefits

Priority in awarding contracts

Publicity

Actions to be taken

- **Development of the Award “Socially Responsible Company of Extremadura”.**
- **Development of measures addressed to SMEs and micro SMEs to promote CSR culture in them.**
- **Carry out a diagnosis of the situation of CSR in SMEs and micro SMEs to establish a work plan that allows incorporating CSR principles into them.**

SDGs related:

SDG 11: Sustainable cities and communities.

Expected impacts

The main objective of this measure is to achieve a dissemination of corporate social responsibility actions in order to incorporate the CSR criteria in the management of Extremadura organizations in a generalized way, for which a series of incentives are offered that will allow an approach of our SMEs, micro SMEs and large companies to the values and criteria of CSR

KPIs – Monitoring indicators:

- Number of companies participating in the Award “Socially Responsible Company of Extremadura”.
- Number of SMEs and micro SMEs participating in the measures implemented to promote CSR.
- Number of companies participating in workshops and forums related to the removal of barriers to the promotion of social responsibility.

Stakeholders involved

- Regional Ministry of Education and Employment.
- Regional Ministry of Health and Social Policies
- CCOO Extremadura, one of the relevant social agents of Extremadura.
- UGT Extremadura, one of the relevant social agents of Extremadura.
- CREEX, Extremadura Business Regional Confederation, the most relevant economic agent in Extremadura.

Timeframe

Temporary frame 2018 - 2020

Cost

- This information is not available at the moment

Funding sources

Regional Funds.

FEDER Funds

Action 3.2. Promote dissemination and information on social responsibility

Background

The aim of this action is to spread the values of CSR to society as a whole, through activities such as the promotion of its principles, and the dissemination of good practices in this field.

Law 15/2010, article 14 "Information and awareness of actors of social responsibility of the companies" states:

For the purposes of information and accountability of the actors of social responsibility in the companies, the following measures will be developed:

1. *Informative campaigns addressed to:*
 - a) *Improve the understanding of the concept of corporate social responsibility, organizing information and awareness-raising activities for citizens, businesses and all social actors.*
 - b) *Create an Internet platform, accessible for people with disabilities, that facilitates the dissemination of information on corporate social responsibility, knowledge of the most relevant initiatives and experiences, both national, and from the European Union and third countries, as well as connections with other similar platforms.*
 - c) *Support the initiatives of the different social and institutional actors that provide a better knowledge of corporate social responsibility.*

In addition, this action is aligned with one of the objectives of the Spanish Strategy of Social Responsibility 2014 – 2020, that is the dissemination of CSR values to the society as a whole.

Action to be taken

- **Enhance and promote the role of the CSR Observatory of Extremadura as a dissemination and awareness-raising tool on the different aspects of social responsibility**
- **Encourage the elaboration of CSR annual reports of public and private entities through the ORSE self-assessment tool for social responsibility.**

SDGs related:

SDG 11: Sustainable cities and communities.

Expected impacts

The aim is to spread social responsibility values to the whole society of Extremadura, putting a special focus on small and medium-sized companies, since they constitute in our region and in our country, more than 98% of our business sector. In this line, there will be a promotion work with the aim that citizens identify CSR as a vehicle for competitiveness, sustainability and social cohesion.

KPIs – Monitoring indicators:

- Number of news published in the Observatory for the dissemination and awareness of social responsibility.
- Impact of CSR Observatory on social networks
- Number of CSR reports developed through the ORSE tool.

Stakeholders involved.

- Regional Ministry of Education and Employment.
- CCOO Extremadura, one of the relevant social agents of Extremadura.
- UGT Extremadura, one of the relevant social agents of Extremadura.
- CREEX, Extremadura Business Regional Confederation, the most relevant economic agent in Extremadura.

Timeframe

Temporary frame 2018 – 2020

Cost

- This information is not available at the moment

Funding sources

Regional Funds.

7. COSTS AND FUNDING SOURCES

In general, and given the impossibility of establishing a specific cost for each of the actions described in this action plan at present, the funding sources for 2019 are included in the table below:

Budget 2019	Activities	Funding sources
59.500 €	Dissemination and execution of the CSR Action Plan.	Regional
20.000 €	Grants for the incorporation of CSR criteria in the companies of Extremadura	Regional
30.000 €	Innolab and mentoring programs for the incorporation of CSR criteria into small and medium-size companies and conciliation awards	FEDER (75%)
85.000 €	Technical Assistance for the promotion and dissemination of CSR in the region	Regional

Date: _____

Signature: _____

Stamp of the organisation (if available): _____