



INNOVARSE #CSR #SDG in Navarra

**InnovaRSE initiative to promote sustainability in
Navarre's companies**

Gobierno
de Navarra  Nafarroako
Gobernua



***Dirección General de
Economía Social y
Trabajo
2024***

What is Corporate Social Responsibility (CSR)?

«The responsibility of enterprises for their impact on society». (UE)

and, therefore, it should be company led. Companies can become socially responsible by:

- integrating social, environmental, ethical, consumer, and human rights concerns into their business strategy and operations
- following the law

https://single-market-economy.ec.europa.eu/industry/sustainability/corporate-sustainability-and-responsibility_en?prefLang=es



CSR requires:

- The adoption of responsible **behavior**, in economic, social and environmental terms
- A stronger **link** between the company and the community in which it operates
- **Transparency** as an essential component of a new vision of the company.

CSR provides:

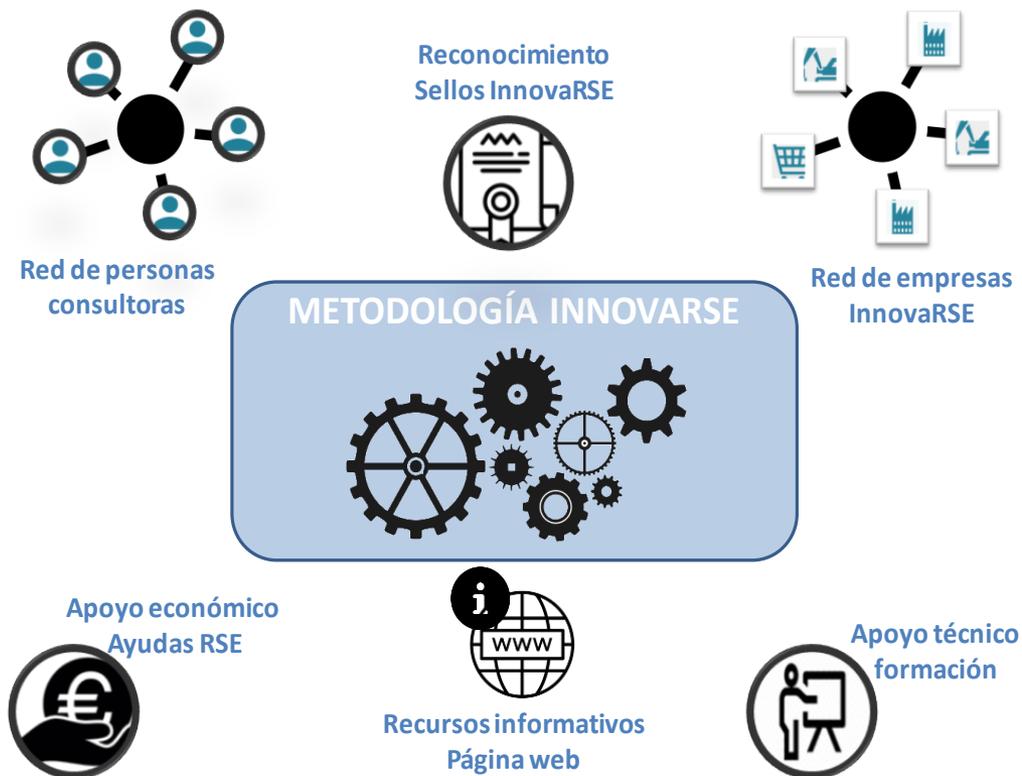
- A differentiated **positioning** with respect to other companies in the sector.
- A better **relationship** with stakeholders, including employees.
- A more open and **inspiring vision** and conception of the company.
- **Opportunities** for change and improvement in management, planning, process and product design ...

Key principles of CSR methodologies:

- Integrated in the company's policies and management
- Voluntary (beyond legal compliance)
- Take into account the opinions and expectations of stakeholders (customers, suppliers, shareholders, employees, society, etc.).
- **Verifiable and communicable** (public).
- Three dimensions of sustainability (economic, social, environmental)

OBJETIVE: Promote business competitiveness by incorporating social, economic and environmental components into business strategy and management.

SYSTEM ELEMENTS



Social Responsibility in Navarra



**SISTEMA
DE GESTIÓN
INNOVARSE**
NAVARRA

Management System promoted by the **Government of Navarra** to promote CSR in companies and public organizations.

Compatible with other existing CSR methodologies in the market..



Social Responsibility in Navarra

InnovaRSE

Main issues:



1. **METHODOLOGY:** includes Social Responsibility criteria through Sustainability Guidelines.
2. **ACCREDITED CONSULTING STAFF:** provides technical support to companies throughout the process.
3. **ECONOMIC AID** for the implementation of the methodology in its successive stages.
4. **RECOGNITION** to the companies that join the System:

Sustainable Development Goals



- SDG. 17. ALLIANCES FOR THE OBJECTIVES



S4 | Navarra
Nafarroa



MANAGEMENT SYSTEM INNOVARSE

SISTEMA INNOVARSE ADAPTADO A CADA TIPO DE EMPRESA O ENTIDAD

Metodologías



Para PYMES de más de 5 empleados



Para autónomos/as y microempresas



Para el sector público y entidades locales



+10

AÑOS TRABAJANDO CON EL SISTEMA INNOVARSE



+135

MEMORIAS DE SOSTENIBILIDAD



+473

EMPRESAS CON EL SELLO INNOVARSE



+70

CONSULTORES/AS A VUESTRA DISPOSICIÓN

MANAGEMENT SYSTEM INNOVARSE

ITINERARY.

- 1 Initial planning
- 2 Implementation Action Plan
- 3 Improvement Process Cycles

Preliminary assessment

Action Plan

Sustainability reports



Personal consultor InnovaRSE

Si quieres iniciar el proceso para implantar InnovaRSE en tu organización, a continuación tienes el listado de profesionales homologados que te acompañarán en el proceso.

[VER LISTADO DE PROFESIONALES](#)



INNOVARSE



AIDS



1. SUPPORT FOR THE PROMOTION OF SOCIAL RESPONSIBILITY FOR SMES.

2. GRANTS FOR CRS PROJECTS:

PRIORITY TOPICS:

- Participatory management: participation of the workforce in the design and implementation of measures that contribute to the company's improved competitive positioning.
- Innovation in organizational management.
- Promotion of practical knowledge of the base positions/operating personnel, by top and middle management.
- Attention to working conditions for a good working environment.
- Personnel maintenance in the face of the digitalization of the company.
- Relational skills with key stakeholders.
- Business ethics and transparency (ethical codes...).
- Circular economy.
- Associations and non-profit organizations: promotion or advice.

400.000 €

3. GRANTS FOR EQUALITY PROJECTS

InnovaRSE has contributed to generate the conditions for a change of business culture in Navarra INSTRUMENTS OF AWARENESS:

LABELS at the end of each stage

- ANUAL AWARD DAY

WEB

<https://innovarsenavarra.es/>

- Observatory
- News
- Events
- Grants



PERSONAL AREA
CONSULTANT-
COMPANIES
INNOVATE NETWORK

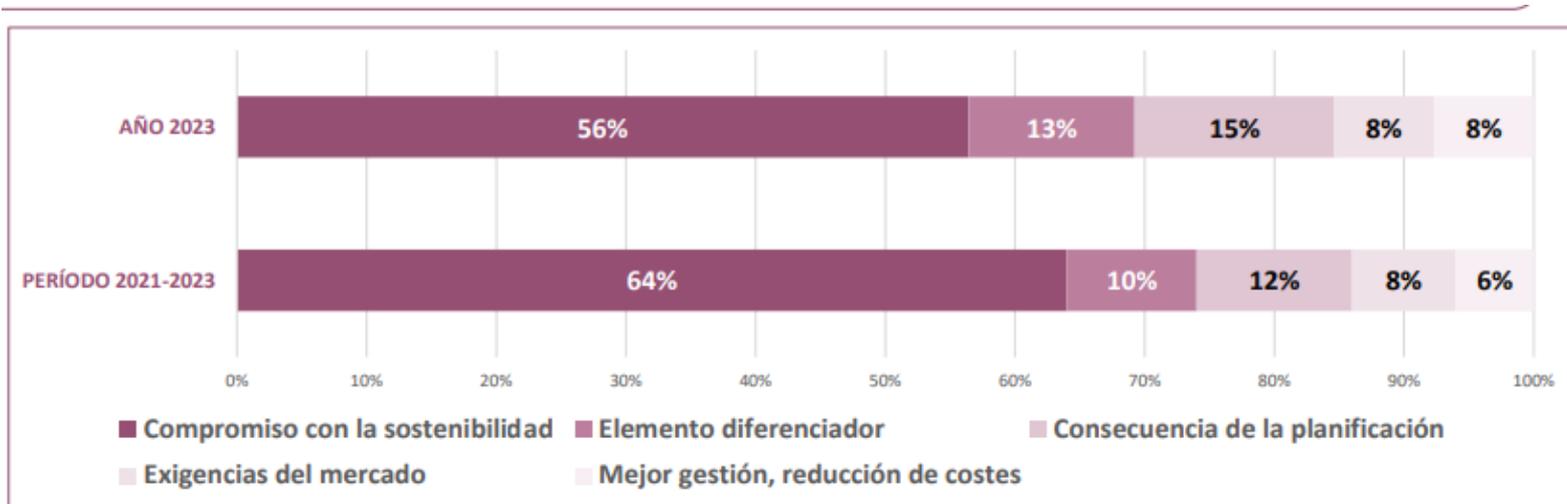




MANAGEMENT SYSTEM INNOVARSE

OBSERVATORY , EVALUATION and FOLLOW-UP

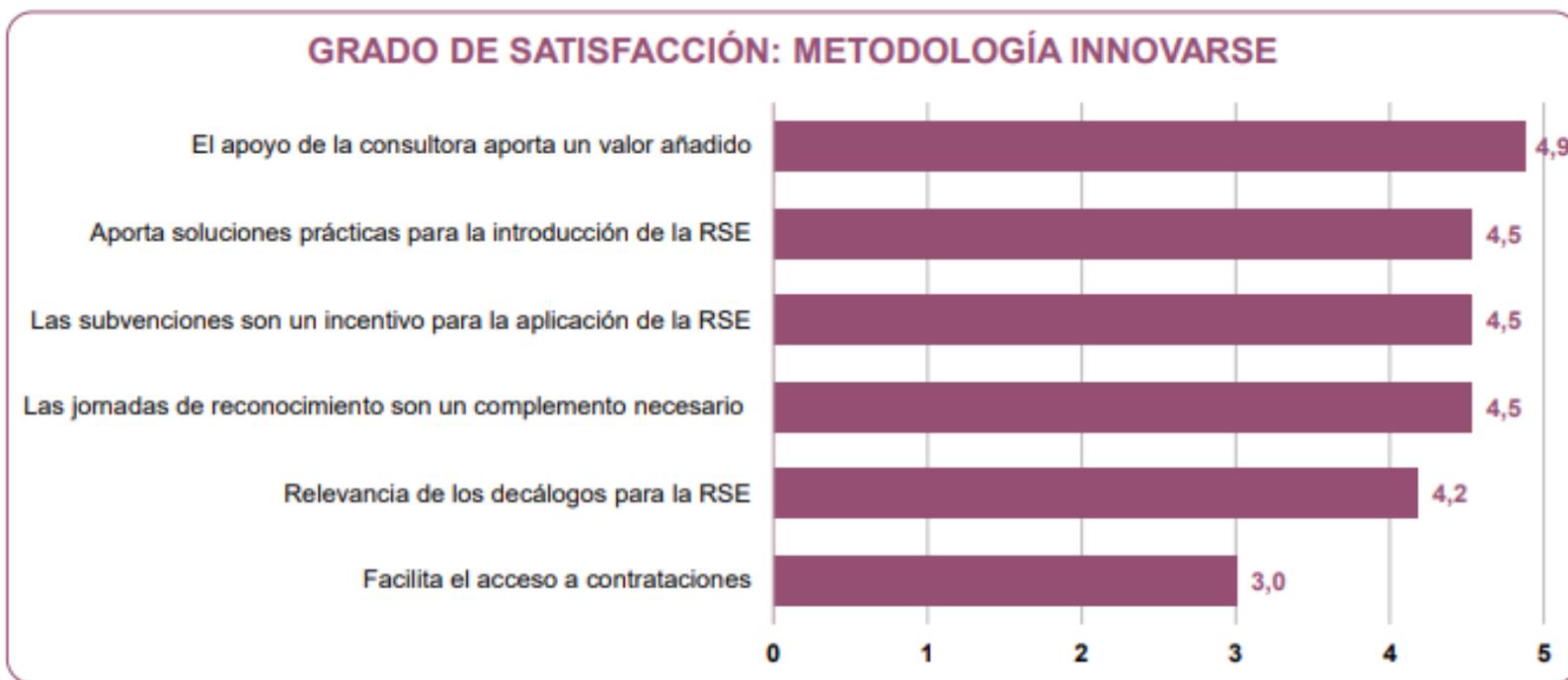
MOTIVATION FOR CSR IMPLEMENTATION



MOTIVATION FOR CHOOSING INNOVARSE



Level of satisfaction



Keys:

- Simplicity
- Dynamic
- Recognition
- Inclusive
- Consistency
- Market oriented



Challenges

- Organizational consolidation
- Involvement of the workforce
- SDGs, circular economy...
- Education in sustainable organizations
- Greater orientation and recognition in the markets
- Improve access to grants and subsidies





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