

# MARES PROJECT



CLUSTER  
MARTIMO  
ESPAÑOL

GT RSM



Gijón, May 20th 2010



# Summary

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

1. *CSR concept*
2. *Objective – MARES Project*
3. *Members*
4. *Maritime Sector*
5. *Scope*
6. *Actions*
  - ACTION 1. CSR needs detection of Spanish Maritime Sector
  - ACTION 2. Manual of Good Practice in Social Responsibility for the Spanish Maritime Sector
  - ACTION 3. On-line CSR Platform
  - ACTION 4. CSR Seminar
7. *Conclusions*
8. *Financing and acknowledgements*



# CSR Concept

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

*Corporate Social Responsibility is the voluntary integration by businesses, social and environmental concerns in their business operations and their relationships with their stakeholders.*

“... Does not mean only fulfilling legal obligations, but also going beyond compliance and investing more in human capital, the environment and relations with stakeholders”

The scope of the concept is broad and refers **not only to companies but to any organization** that develops an activity adds value to society.

Green Paper the European Commission “Promoting a European Framework for Corporate Social Responsibility”, published in 2001



# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## OBJECTIVE

The Campaign for the Promotion of Maritime Social Responsibility in Spain main objective is to increase awareness of corporate social responsibility and the need for the furthering sustainability of different economic activities of the Spanish maritime sector as well as foster the implementation of good social, economic and environmental practices throughout the created tools.





# MARES PROJECT

**Gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## MEMBERS





# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## Maritime sectors

CSR can be integrated into any organization associated with shipping, shipbuilding, engineering and auxiliary maritime industry, it is also applicable to extractive fishing, marine aquaculture, water sports, the sea and marinas, offshore platforms and dredges, offshore installations to renewable energy production, etc.. In the same way can be incorporated into the strategies of the Navy, government and port services to shipping services and marine research.

In fact, social responsibility can respond to the concerns of any organization that wants to progress the introduction of measures to benefit the environment.





# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## Scope

ENVIRONMENTAL  
SURROUNDINGS

SOCIAL  
SURROUNDINGS

SERVICE PROVIDERS

PARTNERS

WORKER UNIONS

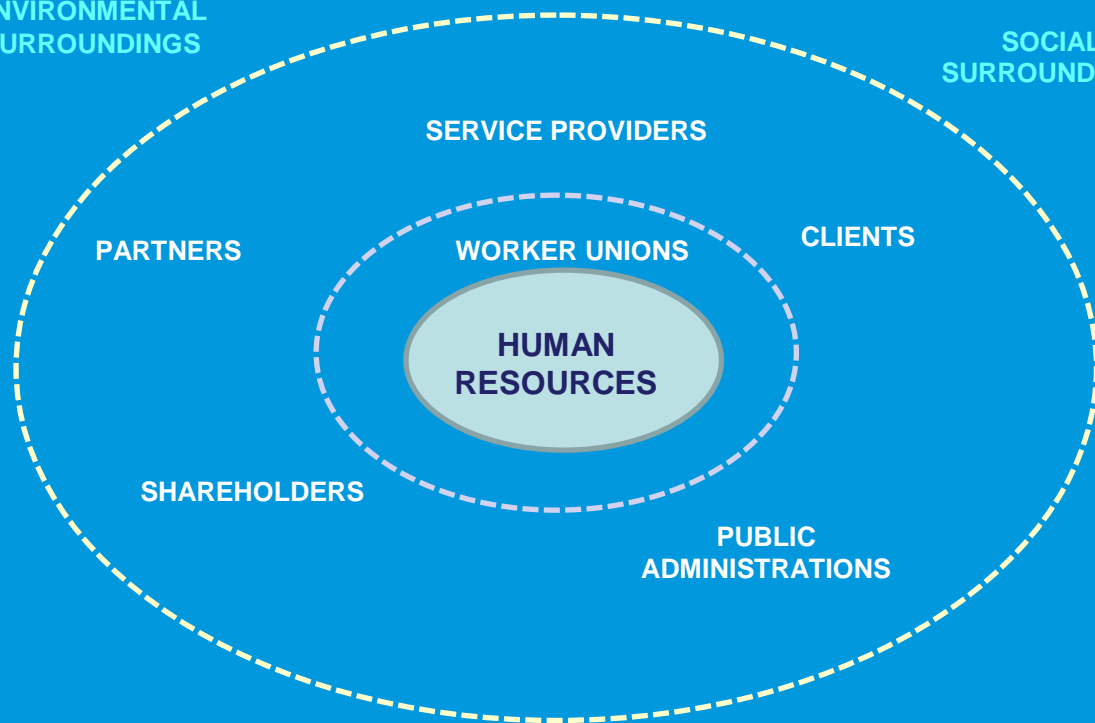
CLIENTS

**HUMAN  
RESOURCES**

SHAREHOLDERS

PUBLIC  
ADMINISTRATIONS

ECONOMIC  
SURROUNDINGS



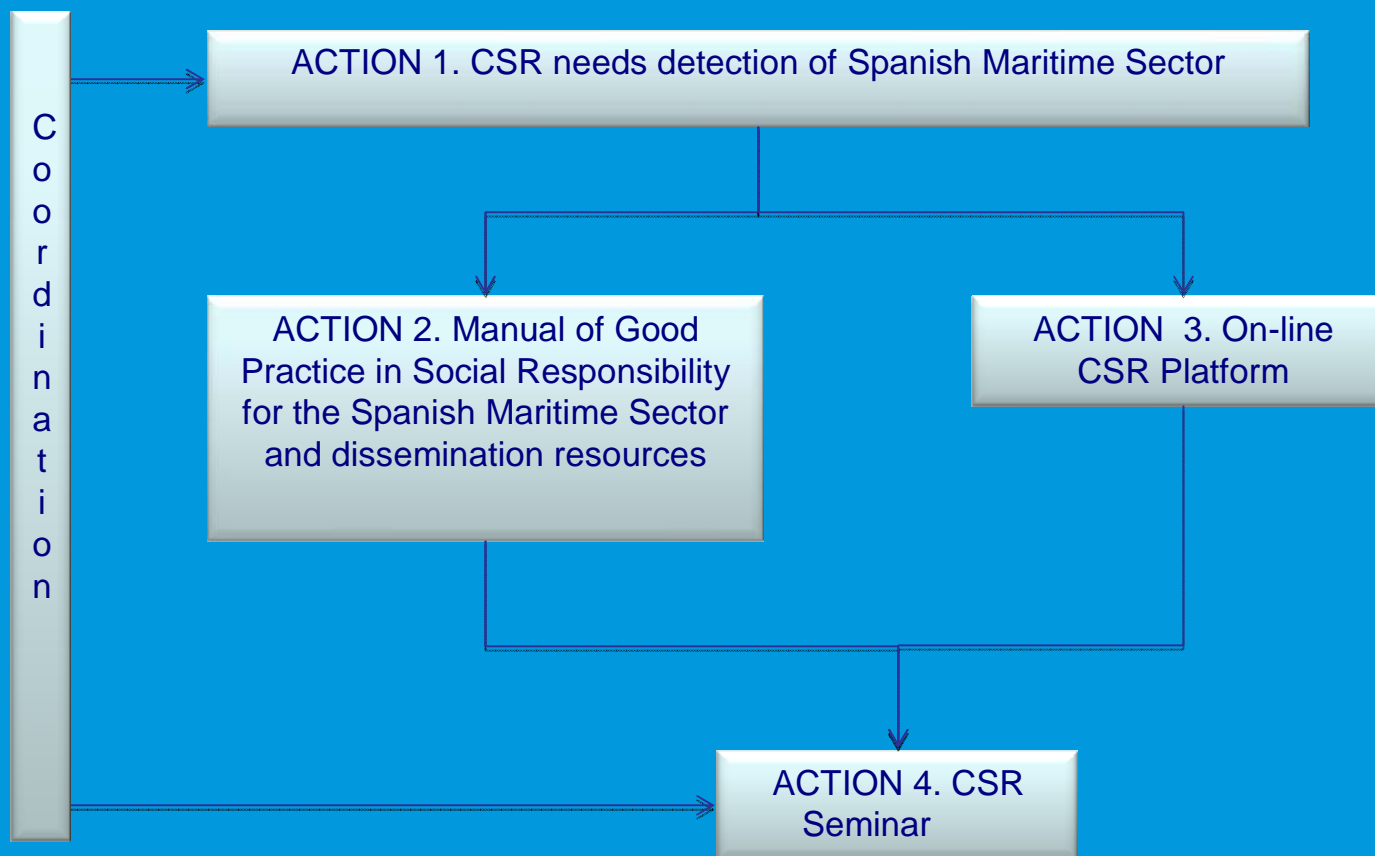




# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## Actions







# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## ACTION 1. CSR needs detection of Spanish Maritime Sector

1.1. Reconnaissance of the CSR implementation status of CME companies and organizations – inquiries.

1.2. Workshops:

- *Workers*
- *Community*
- *Customers and suppliers*
- *Environment.*

1.3. Detection of the Spanish maritime sector CSR needs .

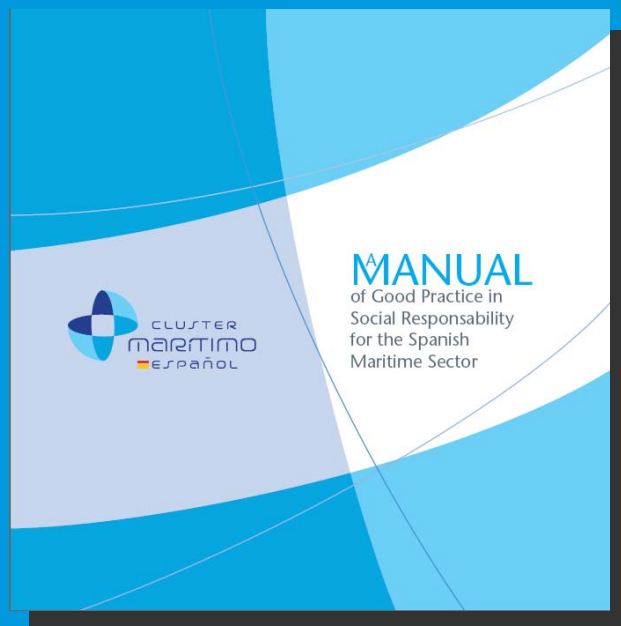




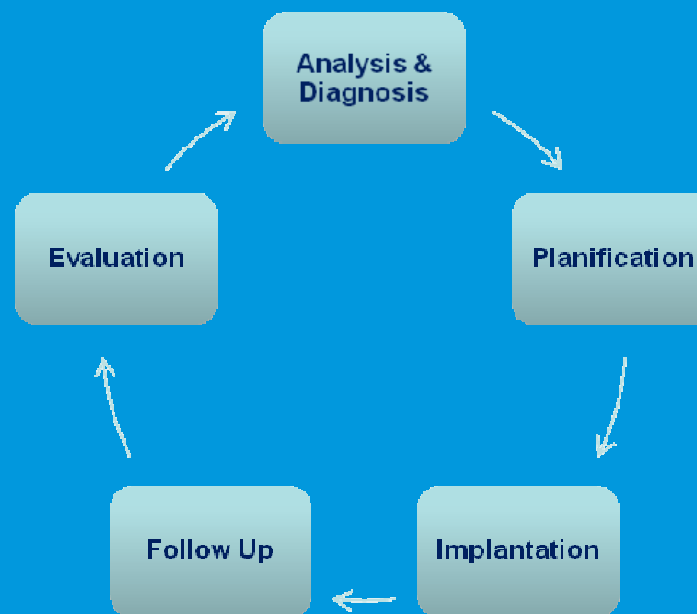
# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## ACTION 2. Manual of Good Practice in Social Responsibility for the Spanish Maritime Sector



CSR implantation process





# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## *Proposed plan of action*

- I. Human resources initiatives
- II. Community related initiatives
- III. Initiatives related to suppliers
- IV. Client related initiatives
- V. Environmental initiatives



# MARES PROJECT

**gijón 2010**  
 European Maritime Day  
 Stakeholder Conference, 18-21 May

## IV Proposed plan of action

### Initiatives

We offer an example of the possible initiatives for the different spheres of action that can be implemented in any company by adapting the general recommendations to its reality.

"Human Resources, the most important asset of a corporation"

### Human resources initiatives



- I. Diversity management
- II. Conciliation
- III. Gender equality
- IV. Professional and personal development
- V. Health, safety and social welfare of personnel
- VI. Work environment
- VII. Continuous training
- VIII. Communication, participation and information

## IV Propose plan of action

@ > 44

## IV Proposed plan of action

### Human resources initiative Gender equality

#### Actions to Perform

- Establish compliance with the legislation as starting point.
- Make an explicit declaration of compromise with gender equality in work relationships and promotions, as well as salary equality and hiring policies of the company.
- Establish an equality clause regarding professional perspective between men and women.
- Establish mechanisms for the prevention of sexual harassment.
- Establish policies and procedures in case of sexual harassment.
- Implement an Equal Opportunity plan.
- Guarantee a neutral language in the company's internal communications.
- Introduce measures from the Collective Agreement through the unions.
- Incorporate women in the high level management of a company and their Management Councils.
- Raise awareness among the managers regarding gender diversity in work teams.
- Measure the number of women and men by professional category or organizational structure.
- Provide specific training for women about their rights and obligations, including schedules, aids, etc.
- Consider gender language / female image in the company's documents.
- Encourage the integration of women in those sectors that have been occupied traditionally by men.

#### Benefits for the company

- Decrease of worker's pressure and stress.
- Improve Human Resources organization when facing sick leaves or absentees.

@ > 50

## IV Proposal plan of action

- Improvement of working environment.
- Improvement of performance and consequent increase in production.
- Decrease in fraud and malingering.
- Human Resource regulation.
- Increase in responsibility and productivity of personnel.

- Improvement of family environment.
- Improvement of performance and consequent increase in production.
- Improvement of corporation-environment relations.
- Improvement of opportunities for women.
- Improvement of performance and consequent increase in production.

- Number and development of those mechanisms established for the prevention of sexual harassment. Profile of beneficiaries.
- Number and percentage of women and men by professional category and organizational structure.
- Specific training actions for women.
- Personnel satisfaction regarding the measures and established mechanisms through anonymous surveys.
- Absence of discriminatory language in official documents.
- Evolution of the relationship men/women in the organization, regarding the sector's data of previous years.
- Increase in the working climate improvement index.
- Decrease of sick leaves and absenteeism.

#### Economic/Social/ Environmental Impact

#### Indicators

> 51 @



# MARES PROJECT

**Gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## Dissemination resources

### Responsabilidad Social Marítima



CLUSTER  
MARÍTIMO  
ESPAÑOL



## El compromiso con la sociedad y el entorno para un desarrollo equilibrado y humano

Los escándalos ambientales y financieros han generado un clima de desconfianza hacia los directivos empresariales poco comprometidos con la sociedad y el entorno. La población, cada vez más participativa y con mayor capacidad de intervención e influencia, exige el compromiso de empresas e instituciones, para lograr un desarrollo sostenible, equilibrado y respetuoso con las personas y el medio ambiente. La inviabilidad del modelo actual de crecimiento reclama la implicación y el compromiso de todos en beneficio del desarrollo económico, el progreso social y la protección ambiental. Consientes de la importancia adquirida por la responsabilidad social, asumimos el esfuerzo de promover su extensión en el marco del Cluster Marítimo Español.

### Qué es la Responsabilidad Social

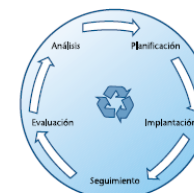
El Libro Verde de la Comisión Europea exhorta a sus miembros a fomentar un marco europeo de responsabilidad social corporativa, que define como "la integración voluntaria, por parte de las empresas, de las preocupaciones sociales y medioambientales en sus operaciones comerciales y sus relaciones con sus interlocutores, que no significa sólo cumplir plenamente las obligaciones jurídicas, sino también ir más allá de su cumplimiento, invirtiendo más en capital humano, entorno y relaciones con los interlocutores".

### A dónde nos lleva

- A la obtención de resultados equilibrados a medio y largo plazo en los ámbitos laboral, social y ambiental.
- A la incorporación como valor en la estrategia y la organización.
- A la formación continua, la conciliación de la vida laboral y personal, la igualdad de trato, al buen gobierno corporativo, a la gestión de la seguridad y la salud, y al tratamiento de residuos y recursos.
- Al diálogo fluido con la plantilla, proveedores, clientes, administraciones, comunidades locales y organizaciones no gubernamentales.
- A la incorporación de este valor no sólo en empresas, sino también en administraciones públicas, organizaciones sindicales, instituciones no lucrativas o entidades docentes, entre muchas otras.

### ¿Cómo se implanta?

- El conocimiento y la toma de conciencia de la responsabilidad social como valor son el punto de partida para conseguir que la más alta dirección de la entidad lo adopte como valor estratégico.
- El proceso exige un buen análisis del conjunto de la organización en el momento de arranque. Diagnosticada la situación, es preciso adoptar un programa pluridisciplinar de acciones y una serie de indicadores para su seguimiento, con el fin de conocer la evolución y los avances en el proceso.





# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## **Decalogue of Good Practices**

- 1. Social Responsibility allows our organization to contribute to society's general wellbeing.*
- 2. Our organization's management is based on criteria of good governance, excellence, quality and fight against corruption.*
- 3. We promote personal and professional development of individuals*
- 4. We want to have the involvement of our customers and employees*
- 5. We believe in gender equality and the wealth of integrating diversity and the most vulnerable ones.*
- 6. We foster better resource, processes, and residue management to minimize environmental impact*
- 7. We promote the elimination of the social and physical barriers of integration.*
- 8. We strive for the attention of our community and the social return.*
- 9. We offer ourselves to cooperate and exchange ideas with other organizations*
- 10. We outline the importance of fluent dialogue and transparent communication.*





# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## **ACTION 3. On-line CSR Platform:** <http://www.clustermaritimo.es/rsm/>

The screenshot shows a web browser window with the following content:

- Browser Title:** Responsabilidad Social Marítima - Clúster Marítimo Español - Mozilla Firefox
- Address Bar:** <http://www.clustermaritimo.es/rsm/>
- Page Header:** CLUSTER MARIKITIMO ESPAÑOL and Responsabilidad Social Marítima
- Navigation Menu:** Presentación | RSC | Buenas Prácticas | Adherirse | Miembros | Certificación | Noticias | Agenda | Formación | Documentación | Legislación | Enlaces | English
- Main Content:**
  - Agenda:**
    - Seminario sobre la Responsabilidad Social Marítima (RSM) - 26/10/2009 - 26/10/2009
    - Reunión GT 5.3 - 26/05/2009 - 26/05/2009
  - Financiado por:** GOBIERNO DE ESPAÑA, MINISTERIO DE TRABAJO E INMIGRACIÓN
  - MANUAL de Buenas Prácticas en Responsabilidad Social para el Sector Marítimo Español**
  - Adherirse al Decálogo RSM**
  - Contactar** (with envelope icon)
  - Clúster Marítimo Español**
  - Address:** Pº de la Castellana, 135 - Despacho 832. 28046 Madrid, España
- Miembros:** A grid of logos for ACLUNAGA, AUREN, Fundación Aulamar, Fundación Valenciaport, LEITAT Technological Center, UN MAR SIN BARRERAS Fundación, and innovamar.
- Text:** "El plan de RSE debe incorporarse a la estrategia de gestión de manera progresiva, integral y transversal" and "La inviabilidad del modelo actual de crecimiento reclama la implicación y el compromiso de todos en beneficio del desarrollo económico, el progreso social y la protección ambiental..."





# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## ACTION 4. CSR Seminar

The objectives of the seminar were:

- Publicize the concept and benefits of the CSR
- Contextualizing the Maritime SR in Spain as an EU member.
- Place the CSR Platform as a reference tool for CSR in the maritime sector.
- Provide the attendees with the Manual of Good Practice in Social Responsibility for the Spanish Maritime Sector.





# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## Conclusions

The implementation of the CSR is still a differentiator over other organizations that directly and indirectly affect a company's profits:

- Planning processes and actions and a proactive attitude that involves social responsibility, helps to optimize the resources used for the benefit of our environment, its performance provides consistency and facilitates this commitment visible.
- Initiatives in personal attention to improve working environment, strengthen integration and motivation, create greater ownership of the staff with the organization, which involves generating loyalty, improved productivity, retaining talent and reducing costs.
- Dialogue with customers, suppliers and other partners promotes sustainable relationships (not opportunistic) with those groups that shape strategic decisions, and thus leads to greater satisfaction with services and products as enhanced credibility in society.
- From the social perspective, involvement in social concerns generated closer and more positive perceptions of the company, strengthens its social relationships and tightens alliances with third parties.



# MARES PROJECT

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

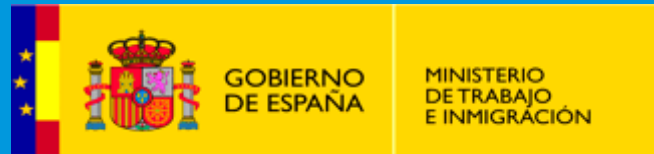
- The pro-activity in social, occupational and environmental areas, arising from their own concerns and from the company's environment, minimizes potential risks, anticipates possible future regulations on aspects initially voluntary and prepares us to deal with critical periods.
- Consolidates institutional relationships, strengthens the image and reputation of the company and opens up new opportunities for communication, while improving the public perception about the organization and enabling it to reduce the negative impacts that may occur.
- Raising the value of the company facilitates and improves the recruitment of finances, generates new business opportunities and competitive advantages.
- Social responsibility aligns, ultimately to the organization's values and principles of context, legitimizing their presence and activity. As an innovative factor it raises its value midterm, constitutes a competitive advantage and support for the license to operate.
- In view of the initiatives that can be conducted, it does not necessarily require a large additional financial expense, as the review of the management from the implementation of CSR helps optimize the use and allocation of resources.



# Financing and acknowledgements

**gijón 2010**  
European Maritime Day  
Stakeholder Conference, 18-21 May

## Financed by:



## Acknowledgements:

To **Miguel Pardo**, for the working passion and spirit he inspired in the Project and those who worked in it.

To the **members of the Cluster**, especially those who participated in the surveys, for their participation and interest in the work performed

# Thank you very much

## Clúster Marítimo Español

c/ San Telmo, 67  
28016 Madrid, España

Telephone: 902 656846  
E-mail: [secretaria@clustermaritimo.es](mailto:secretaria@clustermaritimo.es)



CLUSTER  
MARITIMO  
ESPAÑOL

GT RSM