



CHARTER OF NAPLES

A NEW AGREEMENT FOR SOCIAL RESPONSIBILITY IN THE MEDITERRANEAN

Considered that

1. The objectives related to smart, sustainable and inclusive growth given by Europe Strategy 2020, with particular reference to the theme of innovation in the various areas of intervention (Social Innovation, Digital Innovation, Industry 4.0, etc.), represent complex challenges requiring new approaches, through a process of stakeholder engagement to assess/manage the impacts from different points of view: economic, social and environmental.
2. The European Union and its bodies recognize the Social Responsibility as one of the pillars of the strategy for social cohesion and promote the creation of effective multi-level and multi-sectoral partnership; the European Economic and Social Committee (EESC) believes that within the macro-regional policies it is needed to develop a new governance model involving the economic and social actors such as active parts of the decision-making processes; the European Commission attaches great importance to the strengthening of the activities of the forum as effective means of participation in the definition of the thematic objectives and action programs; the CSR Europe, the largest organization on issues of Corporate Social Responsibility and Sustainability, promotes and encourages multi-stakeholder dialogue through a network of over 4500 organizations not only in Europe. [1]
3. The Euro-Mediterranean region is a strategic area in the pursuit of the 17 Sustainable Development Goals identified by European and World Agenda by presenting common characteristics, criticality and opportunities, and at the same time different from the rest of continental Europe for which it is necessary to strengthen cooperation between institutions, enterprises and local communities in order to build a path of shared objectives and priorities, strategies and tools needed for effective planning for change.

Given that

4. **“Spazio alla Responsabilità”** is an Association of Social Promotion which has as its goal the diffusion of Social Responsibility meant as a

>> **competitive business model**, untied from philanthropic legacy and aims to meet the growing demand for sustainable products and services and responsible in the market b2b as well as b2c. A different vision that allows to increase profitability in the long run for those organizations innovating enterprise governance and management models, in a perspective of risk management, saving resources in reducing negative impacts on the environment and the communities that surround them, improving the performance of workers in a context of work/life balance and organizational wellness, building positive relationships with stakeholders needed to increase its reputation. A new corporate culture that has its business objective to generating positive impacts on people and/or the environment, combining the know-how of the profit with the ability of listening and satisfying the instances of territory as the one of a non-profit organization.

[1] 1 Recommendation of the Committee of Ministers to Member States on shared responsibility social map of Europe CM/Rec (2014) 1; CSR National Public Policies in the European Union compendium 09/2014; Report from the Commission to the European Parliament, the Council, the European economic and Social Committee and the Committee of the regions on governance of regional strategies, 4/15/2014; EU Multi Stakeholder Forum on Corporate Social Responsibility, Brussels, 3-2/4/2015; 2° CIVIL SOCIETY FORUM-SOUTHERN NEIGHBOURHOOD, BRUSSELS, 28-29/05/2015; European economic and Social Committee opinion ' towards a new neighborhood policy ' 7/1/2015; European economic and Social Committee opinion on the post-2015 goals in the Euro-Mediterranean region 7/10/2015; Transforming our world: the UN resolution 09/2030 2015 Agenda for Sustainable Development.



CHARTER OF NAPLES

A NEW AGREEMENT FOR SOCIAL RESPONSIBILITY IN THE MEDITERRANEAN

>> **multi-stakeholder model of systemic development** that pursues the economic, social and environmental sustainability in the development of the heritage of a territory, including all the tangible and intangible assets, starting all civil society, starting from the main groups of stakeholders (institutions and public administration, citizens, consumers and workers, businesses and professionals, trade associations and non-profit organizations, School, University and scientific research). In the definition of objectives and strategies designed to create social welfare, taking into the account of their respective interests and recognizing transparently the relationship between resources used and results achieved and/or accessible in order to create a system of mutual trust, credibility and reliability necessary to build a cohesive, equitable and inclusive society.

5. In pursuit of the objectives, Spazio alla Responsabilità has become a promoter of the construction of the Permanent Forum on Social Responsibility in Campania (Forum RSCampania), a working multi-stakeholder group aimed at promoting dialogue on operations in support of spreading a culture of Social Responsibility at public and private organizations, profit and non-profit, citizens and local communities; to date the RSCampania Forum, with more than 50 member organizations, is a recognized interlocutor able to interact in the dynamics of territorial development; that with the positive results achieved, the experience of the Permanent Forum on Social Responsibility in Campania is one of best practice that can be replicated and applied to larger areas.

It is Stated that

6. Spazio alla Responsabilità aims to expand actions in territorial areas by inviting public and private organizations, profit and non-profit, in the Euro-Mediterranean area to join the **Mediterranean Social Responsibility Permanent Forum** as a multi-stakeholder working group to build a shared way by setting goals and priorities, strategies and instruments to take the opportunities of the challenges related to smart, sustainable and inclusive growth posed by Europe 2020, with particular reference to the theme of innovation in the various areas of intervention (Social Innovation, Digital Innovation, Industry 4.0).

7. The Mediterranean Social Responsibility Permanent Forum has its foundation in this Charter of Naples as “manifesto” of values of the commitments proposed to its members.

THE SYSTEM OF VALUES

The system of values and guidelines to orient the commitments towards the full integration of Social Responsibility in the governance of all related organizations and long supply chains finds full expression in the principles of the Global Compact, the OECD Guidelines for multinational enterprises and the Guidelines of the ISO 26000; in European Charter on Shared Social Responsibility we recognize the strategic reference framework for the creation of new forms of cooperation and new participatory and deliberative governance structures; in 17 Sustainable Development Goals, linked to the 2030 Agenda promoted by the United Nations, the most important challenges which allocate tasks and resources.



CHARTER OF NAPLES A NEW AGREEMENT FOR SOCIAL RESPONSIBILITY IN THE MEDITERRANEAN

INSTITUTIONAL OBJECTIVES

- A) Promoting knowledge of principles and values expressed by the Global Compact and the in European Charter on Shared Social Responsibility, the OECD Guidelines for multinational enterprises and the Guidelines of the ISO 26000, in institutions, enterprises and communities.
- B) Promoting and encouraging the integration of Social Responsibility stakeholder perspective, strategies and instruments, with particular reference to the issue of accountability in the governance of private and public organizations, profit and non-profit, both internal dimension, with particular reference to human resource policies are aimed at enhancing the skills and talents through diversity; to protect worker's rights, health and safety at work; environmental policies oriented to the careful management of natural resources by reducing negative impacts on the environment progressively; both in their external dimension through policies that affect the responsibility of the entire chain of suppliers and to protect our customers, consumers and all stakeholders recognizing transparently the impacts generated by its own activities.
- C) Promoting the dissemination and the development of social enterprises, whose business goals are to generate positive impacts on people and/or the environment, combining the know-how of the profit with the ability to listen and satisfy territorial instances of the non-profit organizations.
- D) Promoting a culture of Responsibility in styles of behavior by citizens and consumers in their role as actors able to participate in decision making and to guide the evolution of the market.
- E) Promoting the integration of Social Responsibility in education, training and research in the different contexts involving universities and schools of every grade; training courses targeted at school leavers and graduates to create new competent and new professional profiles; the organization of workshops at professional bodies, employer associations and non-profit organizations; the organization of conferences and seminars targeted at industrial districts and clusters.
- F) Promoting transparent policies and shared implementation of rewarding and incentives for virtuous organizations with particular reference to public administration and the banking sector in order to speed up the process of empowerment in different contexts.
- G) Strengthening cooperation between institutions, businesses and communities in the Euro-Mediterranean region for a effective and shared schedule of change through exchange platform, promotion and programming, multi-stakeholder, multi-level and multi-sectoral named **Mediterranean Social Responsibility Permanent Forum**.

THE GUIDELINES

- 1) Promoting the dissemination and exchange of best practice such as common heritage of knowledge and experiences in the field of 17 Sustainable Development Goals on the European Agenda, with an emphasis on topics of innovation for different application fields (Social Innovation, Digital innovation, Industry 4.0, etc.).
- 2) Identifying common and shared instances to be represented in local and European Institutions in terms of Recommendations in order to participate in the definition of thematic objectives and operational programs.



CHARTER OF NAPLES

A NEW AGREEMENT FOR SOCIAL RESPONSIBILITY IN THE MEDITERRANEAN

- 3) Spreading the opportunities promoted by the European Union and facilitate the structuring of effective partnerships in the Euro-Mediterranean area to respond promptly to the different Calls in program.
- 4) Achieving from 2017 the **SUMMIT ON SOCIAL RESPONSIBILITY IN EUROMED**, international annual meeting on critical issues/opportunities detected in the different fields of intervention.

THE ACTIVITIES OF MEMBERS

- a) Devoting our human resources and organizational skills to operate working groups that will form the technical and professional to ensure the quality and continuity of presence to provide full cooperation for the pursuit of the objectives.
- b) Guaranting, inside and outside of its structures, adequate information flows related to the activities of the Forum in order to strengthen the role in the scenario of reference.
- c) Contributing to the growth of the network on various territories in order to make more and more participation and collaborative process capillary.
- d) Contributing to the finding of the economic and financial resources needed for the implementation of the foreseen activities to be predicted.