

CIMA RESEARCH FOUNDATION

**SOCIAL RESPONSIBILITY &  
COMMUNICATION ON ENGAGEMENT REPORT**

UNITED NATIONS GLOBAL COMPACT NETWORK | 2016

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**Social Responsibility & Communication on Engagement Report,  
2016**

# WHO WE ARE

**CIMA RESEARCH FOUNDATION** is non-business and non-profit research organisation working within the fields of **Civil Protection, Disaster Risk Reduction** and **Biodiversity**.

Founded in 2007 as the outgrowth of the pre-existing Inter-University Centre for Research in Environmental Monitoring, it is constituted by the Italian Civil Protection Department, the University of Genoa, Regione Liguria, and Savona Province. Main headquarters are located within the Savona Campus of Genoa University (Italy), with small branches in Tirana (Albania) and La Paz (Bolivia).

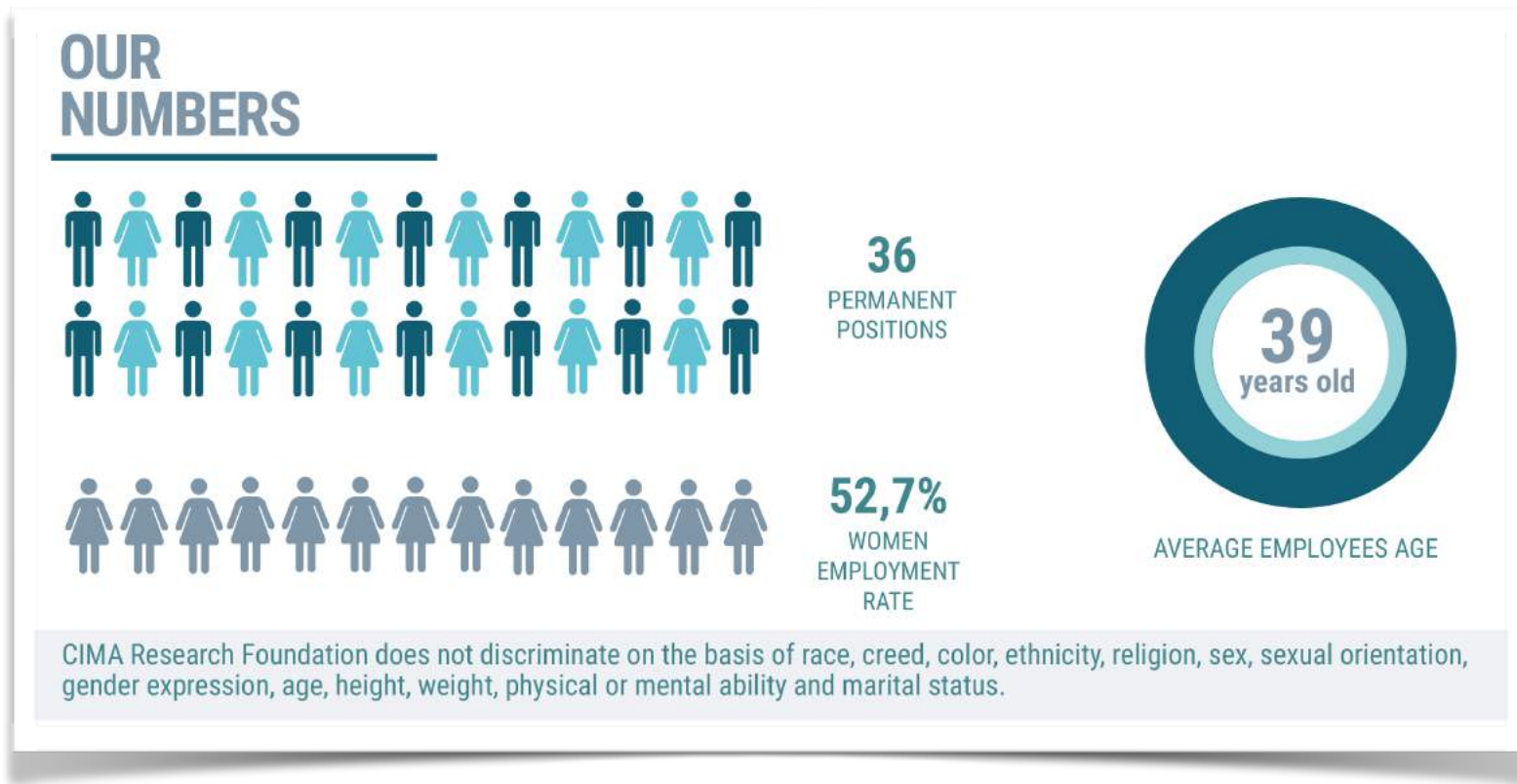
The mission of CIMA Research Foundation consists in applying the results of scientific hydrology and meteorological research into the development of specific technological tools - such as software platforms, web portals and apps - to be used by professionals working in the field of natural disasters risk prevention and mitigation. Within this “transfer process” different professional figures are engaged, such as researchers, IT developers, communication experts, psychologists, translators and graphic/web designers, in order to offer quality products which can effectively answer to user’s needs and requirements.

Most of our tools are **open source** and aim at **building capacities** for better prediction and prevention of **natural disasters**, worldwide.

In the last decade CIMA Research Foundation range of action has greatly expanded, ranging from

products to a direct and participative work with communities. As a result, CIMA Research Foundation has achieved national and international recognition by local and national entities and ultimately international agencies such as UNISDR, GFDRR, World Bank, OECD and the European Union.

While being a multicultural and dynamic environment, CIMA Research Foundation is a steady and important employment network within the Savona territory, greatly affected by the latest economic crises.



# SOCIAL RESPONSIBILITY STATEMENT

At CIMA Research Foundation we believe that the concept of responsibility is at the basis of a mature and well structured society. "Responsibility" is for us an identity value, which must be transferred into our actions and activities, as well as to the people we work for and the communities we work with. Having as our primary objective the protection of human lives and the biological ecosystems, our mission is fundamentally a **social mission**.

"awareness of our global responsibility is a condition of survival and progress for humanity itself"

The irreversibility of the interdependencies that have been created in recent decades, between human society and the environment are a radically new situation in history. This scenario presents us with new challenges, where the awareness of our global responsibility is a condition of survival and progress for humanity itself. As this interdependencies have become global **also the responsibilities have become universal**.

CIMA Research Foundation is committed to participate actively in finding solutions which can respond to the global needs emerging in this historical moment, characterised by large and equally rapid change in all spheres (economic, social and environmental), greatly affecting Humanity's living conditions.



With this in mind a commitment of social responsibility has been formalised in 2011 when CIMA Research Foundation has adhered to the principles of the **UN Global Compact**, the world's largest corporate sustainability initiative, calling companies to align strategies and operations with universal principles on human rights, labour, environment and anti-corruption, and to take actions that advance societal goals.

Being part of the Network while a non-business organisations not only implies a close empathy with the Ten Principles but also a step further, disseminating those principles to other business and non-business companies working with us. Moreover, the network offers a steady source of inspiration and confrontation with other Italian and international organisations, which enables a growing maturity of our actions and choices;

through the exchange of innovative ideas our work can target at better and **more efficient social impacts**. Ultimately but not least, the Network enables the creation of partnerships with the common goal of creating sustainable civil societies in all means.

CIMA Research Foundation is determined to contribute to the advance of societal goals, and thus, being a key stakeholder to UN initiatives such as the **2030 Agenda for Sustainable Development** while actively participating in the achievement of the **17 Sustainable Development Goals**.

The Sustainable Development Goals will stimulate action over the next thirteen years in areas of critical importance for humanity and the planet, as stated below.



## **People**

To end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.

## **Planet**

To protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.

## **Prosperity**

To ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.

## **Peace**

To foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.

## **Partnership**

To mobilize the means required to implement this Agenda through a revitalised Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focussed in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people.

**source:** <https://sustainabledevelopment.un.org/post2015/transformingourworld>



# SUSTAINABLE DEVELOPMENT GOALS & US

While being a non-business and non-profit organisation, our social mission drives us naturally towards the achievement of some of the **17 SDG's**. The following goals have been identified by CIMA Research Foundation as the ones where a major contribution can be done while being compliant both with our mission and with our core activities. Being a young organisation we are still working our way through achieving fully our aims but important steps have been taken in the last five years.



**GOAL 3 | Ensure healthy lives and promote well-being for all at all ages**

**How:** Our employees have access to regular medical examinations at work as well as a medical insurance policy for themselves and their direct family members. Employees are incentivised to do physical exercise during a wider lunch-break (1.30 hours instead of 1). Efforts are being made to have a fully equipped gym within the University Campus, allowing employees to access it at discounted rates.



**GOAL 5 | Achieve gender equality and empower all women and girls**

**How:** We are committed to the principle of equal employment

opportunity for all employees and to providing a work environment free of discrimination and harassment; **52,7% percent of our employees are women.**



**GOAL 11 | Make cities and human settlements inclusive, safe, resilient and sustainable**

**How:** Through our research, know-how and technological tools we aim at building communities resilient to natural disasters. Each year we work towards improving our technological tools to be used by national and international agencies, aiming at more efficient measures towards protecting and communicating with communities on various risk scenarios.

CIMA Research Foundations has actively partnered and participated at the “**Io Non Rischio**” national

communication campaign (“I don’t take risks”), dedicated to promote and disseminate the best civil protection practices/behaviours to be adopted by citizens in case of natural risk events.

**Io Non Rischio** is promoted by the Italian Department of Civil Protection, partnering with national research centres and volunteers emergency bodies (<http://iononrischio.protezionecivile.it/en/homepage-2/>).

The campaign covers the three main risks affecting the country - floods, earthquakes and tsunami - and rely on the great national volunteer network, being Italy one of the European countries with strongest and better organised volunteer networks, across all sort of social causes. In **Io non rischio** campaign, volunteers, institutions and research centres have committed to, together, spread the **culture of prevention** by getting into the streets and talking directly to citizens about

**self protection behaviours** when facing natural disasters.



CIMA Research Foundation contribution focus on the production of **training-kits** and specific training **workshops** within the floods thematic. We have been responsible for the flood forecasting chapter in the Volunteers Training Manual and since 2014 we are in charge of training Trainers Volunteers (60 per year), selected at national level.

Trainers Volunteers have the task of training all the other volunteers - about 700 volunteers per year, distributed nationally.

Presently we are promoting similar "Io Non Rischio" campaigns in some Balkans countries through a new ongoing project - Bedrin (<http://www.bedrin.eu>)



Other CIMA Research Foundation core projects aim at creating resilience to disasters, inviting communities to participate and understand self protection knowledge and behaviours. **Proterina-Due** project has tested the principle of participation within a local community when asked to draw an Emergency Plan with the local Authority. (<http://www.proterina.info>)



The project focused on hydrological and forest fires risks and was articulated along two different clusters:

i) **Scientific and technological Cluster:** by strengthening the hydrogeological and forest fires monitoring network within the partnership

geographic area - Liguria, Corsica, Sardinia and Tuscany. This has been achieved through the implementation of a web platform - PREVENZIONE COMUNE which enables real-time information sharing (data and models) among institutional organisations and citizens.

ii) **Social and Participatory Cluster:** by promoting a bidirectional dialog between citizens and regional/



national entities towards a shared knowledge of the territory. The Quiliano village, set in the Liguria region was chosen as a pilot area/community to test a set of participatory approaches; citizens were invited to take part at open debates and to integrate their historical/personal knowledge of the territory into the design of a Participatory Emergency Plan, posteriorly assembled by the Quiliano Municipality. The main goal was to prove that an emergency plan designed by taking into account **citizens perspectives** and inputs can better address the circumstances in case of an event or alert state while helping institutions to make **tailored decisions** according to specific contexts (es. closing or not a school/road depending on where its located). On the other hand, if citizens participate at this level of territorial planning, they will better understand **which behaviour to adopt** for self protection when the need arises.



**RASOR** is another CIMA project aiming at making safe, resilient and sustainable cities ([www.rasor-project.eu](http://www.rasor-project.eu)). It has been financed by the EU (Copernicus 2013-2016), and resulted in the development of a platform to be used by disaster risk managers and professionals, allowing to perform multi-hazard risk analysis to support the full cycle of disaster management; this includes targeted support to critical infrastructure monitoring and climate change impact assessment. RASOR allows users to

simulate future scenarios based on existing and assumed conditions, to compare it with historical scenarios, and to model multi-hazard risk both before and during an event. Managers can, for example, determine the extent of flooding in a given area and assess risk to Critical Infrastructure Systems in terms of the residual functionality of a given system (e.g. energy, transport, health). Public authorities can determine the potential impact of sea surge scenarios based on actual, accurate subsidence and its effect on flood defence infrastructure.



### **EVRECA! - European Volunteers for Response of Emergencies in the Caribbean**

CIMA Research Foundation partnered with the Italian Civil Protection Department at **EVRECA!** - a pioneer project to define guidelines for the recruitment and training of volunteers in the field of emergency management and disaster risk reduction (DRR) in the Caribbean. (<http://www.evreca.eu>).

Throughout the project, three groups of volunteers - for a total of 16 people coming from Italy, Romania and Hungary were deployed in the Caribbean area with the mission of strengthening the local civil protection systems (prevention, early warning and response events) and to set up a network of hosting



institutions that can host EU AID Volunteers during crisis times. EU-Aid Volunteers had also the task to improve the level of preparedness of institutional stakeholders and local voluntary organisations, towards a better response to natural disasters. Moreover, volunteers have initiated the necessary preliminary procedures to connect all the organisations assessed as “suitable to host EU AID Volunteers” with the European Commission.





## GOAL 13 | Take urgent action to combat climate change and its impacts

**How:** We partner with UN Agencies such as UNISDR and FAO in international projects within the fields of natural disasters as a direct consequence of climate change. Moreover we are taking internal actions as well as taking part at the University Campus start-up/research and innovation scene towards smart and sustainable ways of living.

CIMA Research Foundation energy consumption derives by **81%** from CVA (<http://www.cvaspa.it>), which mission is to produce 100% clean and sustainable energy mainly from hydroelectric sources. About **7%** of our energy supply comes directly from the University Campus Smart Power Grid, one of the first pilot areas in Europe investing in an prototype



which reduces both CO<sub>2</sub> emissions and energy consumption by adopting a smart network of diverse energy suppliers. The system has been designed by Genova University and is operated by Siemens (<http://www.siemens.com/innovation/en/home/pictures-of-the-future/energy-and-efficiency/smart-grids-and-energy-storage-smart-grid-in-italy.html>). The micro-grid enables the University of Genoa to generate



around half of its annual energy needs (1 gigawatt-hour) itself.

In the following 2-3 years we intend to develop further strategies to reduce our carbon footprint by:

- Reducing **paper** consumption and opting for FSC and recycled paper whenever possible; presently we consume **250 stacks of white paper/year**.
- Reducing and substituting office materials by ecological alternatives;
- Reducing **printing** as much as possible and always use vegetable inks with low environmental impact;
- Choose local printing companies;
- Having a sustainable **coffee** supplier;
- Reducing **water/energy** consumption;
- Promoting **smartworking** as a way to reduce employees carbon footprint when commuting to work.

- Promoting, next to our employers, partners and general stakeholders an environmental **consciousness and sustainable living**.





**GOAL 14 | Conserve and sustainably use the oceans, seas and marine resources for sustainable development**

**How:** CIMA Research Foundation has been carrying research on the **pelagic ecosystems dynamics** in the last 12 years. The observation of ecosystem dynamics and especially the monitoring of cetacean as bio-indicators, are essential for finding effective tools for the conservation and management of the marine ecosystem. Such research requires an interdisciplinary approach with the collaboration of physicists, oceanographers, engineers, ecologists, biologists and volunteers which allows a wider understanding of the studied area/ecosystem. Results are published in international scientific journals and community awareness is made mainly in

local schools, addressing issues such as the **plastic waste** and its impacts in the marine ecosystem.



Presently CIMA Research Foundation is coordinating the project "**Un Mare di Plastica**" (*A Plastic Sea*), calling for schools and local community to collect plastic in the local beaches while researchers collect

plastic at sea during surveys. Up to date **350 kg of plastic** have been collect. Workshops and awareness initiatives have taken part during the year 2016 involving more that **470 students and 20 schools**. Activities will be running during the year 2017 and a final event with gigantic plastic sculptures will take place at the Savona Campus in late spring 2017. Main aim is to call attention and address the issue of plastic at sea and its impacts on our health and global environment. *Un Mare di Plastica* has been co-



financed by **Fondazione De Mari**, actively working in the local territory as a promoter of good practices and excellence within the fields of health, culture, art, social, environment and education (<http://www.fondazioneDEMARI.it>).



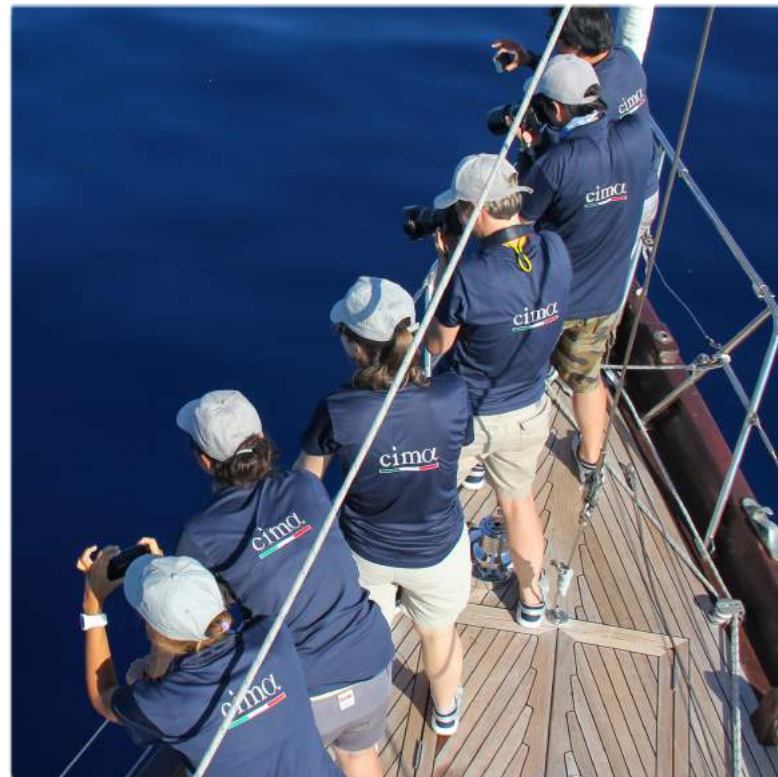
Marine researchers participate actively at Science Festivals both in Italy (**Festival della Scienza**) and in France where through edutainment actions (games

and didactic activities), awareness on marine ecosystems is given to children and general visitors.

Moreover, CIMA Research Foundation has developed the internship program **CETASMUS**, a training

experience on methodologies for cetacean monitoring which offers both theoretical modules - with dedicated seminars and workshops - and technical and practical sampling and data collection at sea, on issues such as distribution, abundance and behaviour of cetaceans ([www.cimafoundation.org/cetasmus-programme](http://www.cimafoundation.org/cetasmus-programme)).

CETASMUS is offered to students and researchers from all over the world, with **priority given to candidates from developing countries** or emerging economies. The program works as a tool to share the Italian 'know-how' on the management of marine biodiversity worldwide.



It is possible to apply to CETASMUS all year round; the program is free of charges to participants. Occasionally CIMA Research Foundation provides a restricted number of funded positions, in order to cover the candidate lodging expenses.



**GOAL 15 | Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss**

**How:** During the year 2011 CIMA Research Foundation was given the opportunity by Regione Liguria to take care and manage a forest nursery located within our territory.

The possibility for CIMA Research Foundation to temporarily manage the Pian dei Corsi Forest Nursery has stopped it from being abandoned, **saving most living plants** and keeping two permanent jobs positions. Further projects and actions have received funding to maintain and expand the forest nursery potentials, such as the maintenance of a preexisting

shelter and the construction of an ecological educational lab, specifically designed to receive schools and workshops.

Other botanical and phenological projects are in progress in order to **preserve local species** and to improve awareness on **land management** for better disaster risk prevention and reduction.

As a consequence of CIMA Research Foundation work within the Pian dei Corsi Forest Nursery, a sustainable development initiative aimed at equilibrating tourism flows - from the seaside towards interior countryside - has been carried along with 11 Local Communes, constituting a Local Action Group - **GAL** (<http://www.altraviadelfinalese.it>).

The Liguria riviera where CIMA Research Foundation is located is a well known tourist area but its interior countryside has seen few developments in the last

decades, suffering the effects of abandon both from a social point of view and a land/forest perspective. The outputs of this initiative, which has been done entirely through participatory methodologies by local communities, has been accepted by Regione Liguria and we shall see its fruit in the years to come, through the implementation of experimental actions.

Community and Environment are two interdependent areas for CIMA Research Foundation core activities and often it is not possible to separate this two areas, while they share the common goal of **taking scientific research and its results to people's lives**, relating as much as possible to their territory references and problematics.



We believe that **getting closer to communities enhances the impacts of our scientific findings** by providing people with information and comprehension on what we do and how the outputs of our research can **practically affect their lives.**

At the Pian dei Corsi Forest Nursery most of our community activities are designed and developed with local schools; we treat specific environmental issues, often articulated with teachers and relating to student's ages and study programs.



**GOAL 16 | Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels**

**How:** As stated in Goal 5, we are committed to the principle of equal employment opportunity for all employees and to providing a work environment free of discrimination and harassment. CIMA Research Foundation does not discriminate on the basis of race, creed, color, ethnicity, religion, sex, sexual orientation,

gender expression, age, height, weight, physical or mental ability and marital status.

While searching for greater transparency, CIMA Research Foundation has voluntarily followed the Italian Legislative Decree of March 14th / 2013, n. 33

which has reorganised the duties of publicity, transparency and dissemination of information in the Public Administration.

Although CIMA Research Foundation is not a PA entity it has chosen to follow the same transparency protocol, considering its close collaboration/partnership with the Italian Civil Protection Department. Thus, a “transparency section” on our website has been specifically



created to contain documental information regarding yearly financial reports and economic assignments given to external consultants. It can be accessed at the link: <http://www.cimafoundation.org/trasparenza-e-anticorruzione/>

## A STEP FURTHER

During the year 2011, while looking for a wider inclusion and motivation of our human resources, employees were invited to anonymously fill a questionnaire on their perception of the working conditions. Results were statically analysed and presented in a open session which resulted in the elaboration of a participated **SWOT analysis**, creating the basis for future actions. Five years later, during the month of September 2016, another questionnaire has been distributed and results compared.





## MEASURES TAKEN



Established **regular staff meetings** (average once a month) in order to improve internal communication and to create the right atmosphere for an **active participation** of each employee;



Designed an **external communication strategy** by forming a dedicated team of journalists, designers and communicators which as resulted in a new organisation's image, website and steady presence in various social media networks;



Organised **generals meetings** twice a year (December and July) with informal lunch/dinner;



Enrolled different **international networks (such as UN Global Compact)** in order to expand our know-how and be inspired to collect inputs aiming at improving our work;

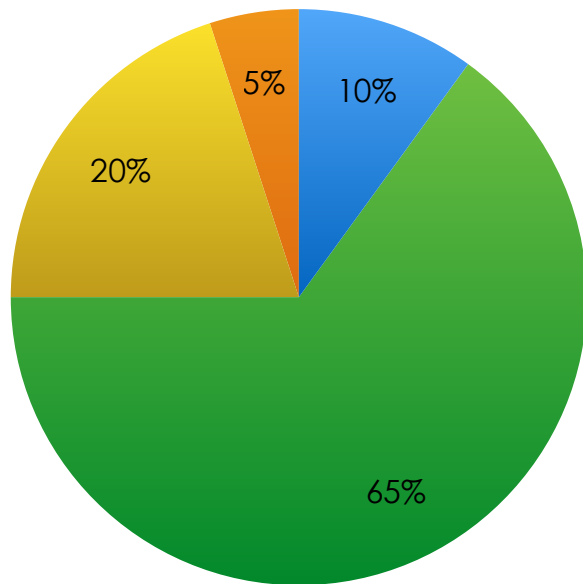


Kept promoting an **international and dynamic work environment** by inviting Lecturers for specific seminars and promoting visiting scholars abroad.

# RESULTS

## 2011

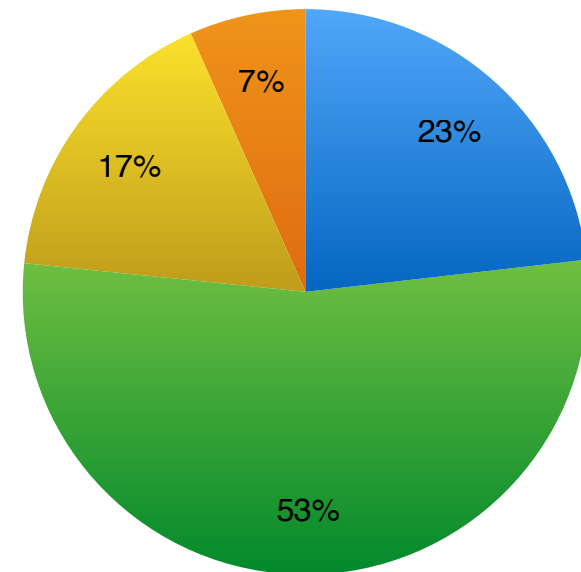
Q.How satisfied are you to be part of CIMA Research Foundation?



- Very Satisfied
- Medium Satisfied
- Unsatisfied
- Satisfied
- Not Very Satisfied

## 2016

Q.How satisfied are you to be part of CIMA Research Foundation?



- Very Satisfied
- Medium Satisfied
- Unsatisfied
- Satisfied
- Not Very Satisfied



## STRENGTH POINTS

**Work schedule flexibility**

**4.39**

weighted average (from 1 to 5)

**Possibility to balance work  
with family life**

**4.39**

weighted average (from 1 to 5)

**Possibility to balance work  
with own health and well being**

**4.39**

weighted average (from 1 to 5)



## WEAK POINTS

**Clarity on roles, functions and goals  
expected from each employee**

**3.10**

weighted average (from 1 to 5)

**Way conflicts and internal problems are  
resolved**

**3.35**

weighted average (from 1 to 5)

**Participation in the definition of  
individual and collective goals**

**3.42**

weighted average (from 1 to 5)

## HIGHLIGHTS

The percentage rate of “**Very Satisfied**” employees has increased **130% in a 5 year period**.

Simultaneously a small increase of “**Not Very Satisfied**” employees calls for attention to identify and address problems which may be impacting that group of people, reflecting on their level of satisfaction and motivation.

Suggestions for further improvements have been collected in the 2016 questionnaire, converging in 3 main points. A fourth point relates to the possibility of creating a small office at Genoa, where a wide percentage of CIMA’s employees live, distancing 40km from Savona’s main headquarters. This would allow a significative reduction of commuting times and CO2 emissions, while improving employees quality of live.

Better planning and **work organisation**, giving each employee a clear set of functions and goals while keeping their autonomy.

Wider **participation** and engagement at designing priorities and strategies concerning both individual and collective goals.

Improved **management**, with a long term vision and a more **transparent** way of solving problems and **communicating** internally.

17 PARTNERSHIPS  
FOR THE GOALS



## GOAL 17 | Strengthen the means of implementation and revitalize the global partnership for sustainable development

**How:** We, at CIMA Research Foundation are committed to contribute for a global and sustainable development while catalysing smart and ecological ways of living and working. By carrying out our mission, seeking for better and wider impacts as a result of our research and activities, we believe a small contribution is being made.

We are open to **partner, support and develop** new **synergies** towards improved societies for the generations to come and we will be taking steps in order to produce **#CHANGE**.

