

## COMMUNICATION ON ENGAGEMENT (COE)

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### Period covered by this Communication on Engagement:

From: June 2014

To: June 2017

### Part I. Statement of Continued Support by the Chief Executive

Dear Secretary General,

I am pleased to confirm that JCI Catalunya reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication on Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

On behalf of the 2014, 2015, and 2016 Presidents, who preceded me in this position, I want to express our continued support to the UN Global Compact initiative, which has proved to be a key framework for our constant quest to have a positive impact in our community.

Sincerely yours,

Xènia Castelltort Pedragosa  
2017 President of JCI Catalonia  
1st June 2017

**Junior Chamber International Catalonia**

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## Part II. Description of Actions

During the three years since JCI Catalunya joined the Global Compact, several actions and projects have been designed with the Ten Principles and the Sustainable Development Goals in mind.

We defined one core objective to serve as a framework of our ongoing commitment to uphold the UN Global Compact:

**Main Objective: To increase the visibility of the Sustainable Development Goals and to present our task as a step (however small) in the advancement towards these goals.** In this way, our many activities and programmes all had a coherent scope and a common inspiration.

Accordingly, we have included the graphics of the Global Goals in all of our communications (bulletins, annual review, and from 2017 one roll-up to set up at each event we participate) as a way of further promoting this initiative among our partners, and also as a way to public commit our organization with the upholding of these goals.

In addition, all of our projects from 2014 to 2017 aimed at supporting one or two specific Sustainable Development Goals. This benefited from an internal decision to define all of our activities (those at the national level and those at the local level) as contributions to specific development goals, after the chart provided by the UN. Besides, as members of Junior Chamber International, we have participated in several events each year (conferences, congresses and meetings) where the discussion around the Global Goals was brought to the forefront.

For the sake of clarity, this document will only underline the most noteworthy of our initiatives. We strongly encourage our stakeholders to get a better sense of our activity by perusing the Annual Reports of our organization, which can be found in [our website](#) (from 2008 to 2016).

## 1. Distribution of our Corporate Social Responsibility Guidebook

In 2008 we edited a Catalan, small-business-oriented, Corporate Social Responsibility guidebook. We have kept distributing it and updating it in its digital version, as stated in our initial letter of commitment to the UN Global Compact. This guidebook allows us to offer support to small companies (the most common business structures in our country) which are looking for ways to contribute to our community, and it raises awareness on the need to commit and make a sustainable effort to bring about the advancement of the Global Compact's Goals.

We have also teamed up with like-minded business platforms, which have shown a similar sensibility towards the promotion of positive corporate impact on our country.



## 2. #TotesSomLiders – Gender Equality video campaign

In 2017 we designed and started a video campaign squarely rooted in the Sustainable Global Goal #5, Gender Equality, starring a long list of women in leadership positions. Each of them reflect on their own personal experience and comment on the need for gender equality across all sectors of society (business, civil society, politics).

This campaign (which is still ongoing) wants to increase their visibility and give them voice to comment on their contribution to society. We also want to help spread a message of encouragement towards young women who might feel there are no visible models for them (not because those models do not exist, but because they seem harder to find, relatively cut out from social-wide acknowledgment and media coverage).



The videos belonging to this campaign can be watched at [our YouTube channel](#).

### 3. Class Representatives Academy

In following with the Sustainable Development Goal #4, Quality Education, JCI Catalunya set up an Academy for a group of young university students (class representatives at the college level) that were interested in being trained in ethical leadership values. We spent two days and a half in workshops on conflict resolution, team-leading, and assessment of community needs and project management. As part of the Academy, we hosted a specific workshop on the Global Goals, as a way to introduce our “students” to this framework.

Of course, outdoors activities and teambuilding were also included. This academy was held in Summer 2016, and will be held again in a new edition in September 2017. One of our partners was AIESEC, also a Global Compact member and supporter of the Global Goals.



#### 4. International Meeting: The Value of Young Professionals

We co-organized an international meeting, The Value of Young Professionals conference, which aimed at offering an adequate space to discuss and assess the value of young professionals in the workplace, and which featured a specific presentation on the Global Goals (April 2016).

One of the most pressing issues in Southern European countries, with a special incidence in Catalonia, is youth unemployment. This has been proved by several studies, both at Catalan, Spanish and European Union governing bodies-level. On the other hand our generation is probably the most prepared and educated generation in the history of our country, which seems a paradox.

We wanted to address part of the problem, focusing on the building of young professionals' self-esteem. At the same time, we wanted to contribute to the visibilization of their needs and indeed of their abilities.



## 5. JCI Catalan Summit

In line with the Sustainable Development Goal #16: Peace, Justice and Strong Institutions, we wanted to hold an open-to-all roundtable in the framework of our JCI Catalunya National Conference, to better reach young people across all sectors of society. In this way, JCI Catalunya was instrumental in offering a space for a debate on their interests, concerns, strengths and needs, and JCI members could connect to representatives from the political, corporate and social spheres.

In order to bring all sectors of society together, we contacted members of governing bodies, technological business, and social entrepreneurs, and we picked out three keynote speakers from radically different backgrounds.



## 6. “Gimcana de Sant Pere de Reus” – Children’s Gymkhana in Reus

Transmitting the importance of the Global Goals to the younger citizens, and inspiring them to act with a view towards their advancement, is the key aim of this project from the Reus chapter of JCI Catalunya. Each year this team devises a specific activity for children to discover the importance of the values in the Global Goals. In 2015, they focused on Goal #6: Clean Water and Sanitation, Goal #7: Affordable and Clean Energies, and Goal #12: Responsible Consumption and Production. Ten different challenges let these young citizens learn about the Global Goals and their scope –as well as the importance of thinking globally and acting locally- while playing in their city streets.





## 7. BizMarathon in Igualada

In 2015, the Igualada chapter of JCI Catalunya set up a specific networking event, including trainings, keynote speeches from successful professionals and entrepreneurs, debate, and a start-up competition. Its aim was to activate the economy and contribute to the reduction of unemployment. In this regard, the BizMarathon has become a stable programme in JCI Igualada's activities, and apart from the specific day of training and conferences, now offers several activities scattered through the year to bring together businessmen and young entrepreneurs. This project falls within the scope of the Sustainable Development Goal #8, regarding decent work and economic growth.

In its first edition (2015), there were more than 20 keynote contributions and 4 trainings, and more than 150 entrepreneurs gathered in its premises.



### **Part III. Measurement of Outcomes**

Our advocacy effort has reached over 8,000 people (and specifically young people, professionals and entrepreneurs) over the last three years. They have gotten familiar with the UN Global Compact framework and principles, and –through our organization- they have received specific training regarding its importance and the ways to achieve their advancement. Each action has been designed to help solve a specific societal challenge, and each action has been followed by a survey, which has been circulated among all participants, staff and partners to assess their opinion and satisfaction.

Our public commitment goes parallel to our internal stance concerning the implementation of the Ten Principles to JCI Catalunya as a specific management case. In this sense, our long-time effort at reducing our footprint on environment has this last year been seconded by an internal survey on gender equality. Bearing in mind the small dimensions of our organization (2 employees, and around 300 volunteers organized in 9 chapters), these good practices are the cornerstones of our corporate sustainability.