

**Comunication of
engagement – COE**

Part 1: 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, Labor, Environment and Anti-Corruption. This is our communication on engagement with the United Nations Global Compact.

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 our organization. We also commit to sharing this information with our stakeholders using our primary channels of communication.

On behalf of the 2017, 2018 and 2019 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,

A handwritten signature in blue ink, appearing to read 'Anna', on a light blue background.

Anna Frixach Piñol
2020 President of JCI Catalonia
3rd of February 2020

Part II. Description of Actions

During the nine 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 2019 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 2017, and very soon 2018 and 2019).

#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](#).

Protocol against sexual harassment

In following with the Sustainable Development Goal #5: Gender Equality, during 2019 the national president, Ms. Sara Rué, worked with different members of the organization on the elaboration of a protocol against sexual harassment and, finally, in our last national congress JCI Catalonia approved the implementation. The purpose of this protocol is to establish mechanisms for determining the existence of possible cases of sexual harassment, harassment by reason of sex, sexual orientation, gender identity or gender expression in our organization, and all the Young Local Chambers that are there affiliates, and take appropriate corrective and preventive measures for the purpose of resolve the situations mentioned in the scope of the entity, without prejudice to the fact that affected person opts for other administrative or judicial avenues. The implementation includes the creation of an anti-harassment commission and training for the people involved.



World Clean Up Day

On September 15, 2018, the world's largest collective and civic action took place worldwide, where people from 150 countries, including Catalonia, joined together to fight the global waste problem in natural areas and in the middle. On this day all participating countries cleaned spaces in each area to raise awareness of the amount of garbage that people uncontrollably dump into the environment and also clean the area in question. Almost 18 million people signed up for the "cleaning up" movement, more than 5000 tons of garbage in more than 150 countries were collected.



In following with the Sustainable Development Goal #13: Climate Action, JCI Catalunya's World Clean up Day 2018, consisted of cleaning the Trabucador beach of the Natural Park of the Delta de l'Ebre. During the whole day, 145 Kg of waste was collected, which shows the lack of awareness about the dumping of waste in the environment, and more taking into account that the space is a protected Natural Park.

During the second week of September, all the JCI Catalonia chapters integrated actions that were made with the objective of the day; In Igualada, a giant 15-meter whale was built with a belly full of plastic waste, to raise awareness of the damage that these wastes do to marine animals; In Barcelona, they made a day to collect tobacco butts from the beaches of Barcelona to raise awareness of the amount of toxic waste that is thrown in environments of habitual use of people, and Reus made a collective cleaning of a walking area and games of the population collecting a significant amount of waste in an area with regular maintenance.

In 2019 the same action was done in the area of Escola la Vixeta in Reus with all the JCI Catalonia chapters and other partner organizations. The initiative, both worldwide and in Catalonia, was a success of participation.



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 and ethical leadership values. This academy is celebrated each two years. In 2018 20 young students from different Catalan university joined the academy during three intensive days. The opening ceremony was given by the General Manager of the Barça Foundation, Mr. Josep Cortada, the President of the JCI Catalunya, Xavier Bielsa and the program director, Ms. Xenia Castelltort. The trainers attend an open-to-all roundtable called “Conflict Management and Mediation and Project Management and Leadership”, with other Catalan associations which collaborates with JCI Catalonia. And also a rescue workshop by a lifeguard who was in the refugee camp in LESBOS (Greece). All seminars follow JCI's philosophy of "learning by doing". As part of the Academy, we hosted a specific workshop on the Global Goals, as way to introduce young students to this framework.



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 Catalonia 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 different backgrounds.



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.

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C/Pintor Ribalta, 13, local 2
08028, Barcelona, Catalunya
catalunya@jci.cat