

SMEs involved in the Sustainable Rural Management project led by

Garrotxa Lider and GRI - GANTSCH

Mireia Tresserras Fluvià, Co-director, tells GRI why

What are your company's expectations for the future and how does being environmentally and socially aware relate to this future?

The expectations for the future are positive. Clearly the financial crisis has affected every sector and ours is no exception, but we firmly believe in the importance of education and culture and we value the important support that the public is giving tourism, as a driving force for economic and social development. Being environmentally sustainable is central to who we are and above all, it's central to how we're evolving within a geographical context where the environment underpins everything. This is something we have taught ourselves and we will keep reinforcing this. On a social level our work will have an increasing influence, in particular as a tool for social transformation in terms of making people rethink their stances in favour of a development that is not just economic, but also social and cultural: this is all about enriching personal and human values. Contact with other companies in the sector is pivotal, as is the support from public institutions to help social, economic and environmentally sustainable companies.

Why does your company wish to compile its sustainability report?

For us, the Sustainability Report goes beyond being a commitment taken on when registering on the European Charter for Sustainable Tourism (ECST); it is an intra-company commitment between all the people who make up the business and all the clients with whom we currently work, as well as interest groups. It is a tool that can be used for reflection and forward planning. All the members have agreed and adopted this commitment, and it gives the company an internal cohesion which is very important these days. The value of a company is no longer determined purely in financial or economic terms, but by the way it is run, how it manages its human and other resources, and how it is constantly challenging itself to develop, in an ever more complex world. The challenge lies in acquiring management habits and tools that will stand by a company as it develops economically, socially and environmentally. With all this, the Report is just the tool we need.

EDUC'ART SERVEIS EDUCATIUS I CULTURALS S.L is a cultural and educational service provider that uses culture and cultural heritage to produce educational content, offers personal services to transmit this content and creates educational materials for use in schools or home schooling. Educ'art has specialised in providing educational services for museums and heritage sites with the emphasis on the tourism sector, which is looking to offer an educational and informative experience as part of its package. The aim is to communicate and to encourage creativity, interest, critical capacity and aesthetic pleasure through culture and art. Its mission is to make culture accessible through education and in so doing, contribute to human and social development based on culture and heritage. Educ'art works in the districts of la Garrotxa, Alt Empordà, Baix Empordà i Gironès, and is involved in various projects with Latin America and the Caribbean. We have 10 employees assigned to the area's various cultural and educational facilities. In addition to educational services, Educ'art produces informative material linked to visits or topics on culture and cultural diversity. The aim is to develop the capacity to tailor the educational aspect of any cultural and tourism projects according to the audience at which it will be aimed. This is where the company's potential lies as well as its current and potential turnover.



**Mireia
Tresserras
Fluvià**

Mireia Tresserras Fluvià is the Co-director.

What benefits does your company hope to take from the training workshops on how to compile the sustainability report?

As with any tool, it is vital to be trained on how to use it correctly. The workshops show us how to approach the Report and involve our interest groups in it. This is the fundamental change that we are now working on: transferring our thoughts to our clients, taking on as a group what we do, why we do it, with whom we work and why we share - or want to share – the same philosophy on business development.

Can you give us some examples of the skills, knowledge or other benefits that you hope to develop or receive as a result of compiling the sustainability report with the Garrotxa Lider, ADRINOC and GRI programme?

On the skill side, I have to implement a participatory action plan, identifying at each stage of compiling the report the people who are going to be involved and above all, listening to their opinions and incorporating them. Although this is all very clear in theory, in practice this group work element is not given the importance it deserves. I also have to apply this practice with the interest groups. The challenge here is greater, given that there is not much training on working like this; going beyond a simple exchange of services and considering philosophy and ethics at the actual point of delivery. During the compiling process and in the workshops to come, I hope to acquire some strategies to be able to implement this working model.

Why are these results so interesting and important for your company?

Firstly, because they are a product of all of the company's members and interest groups working together. Secondly, because on both an internal and external level they offer an insight into our challenges and our future activities and so, as I have said, as this report was designed to be progressive, based on last year's report I can now analyse whether we have accomplished the objectives and/or actions for improving in social, economic and environmental areas. And we can continue to do this for each report and each year that passes by.

What effects do you expect your company's sustainability report to have among clients and other interested parties?

Sharing the Sustainability Report is sharing a way of thinking, a way of managing a company and the relationship with its clients. This is the effect that I would like to create for my clients and interest groups. Spreading this philosophy will mean they are informed and this generates a sense of support for the company that is working well and using these transparency tools. Involving the clients in this way is very important: companies, like us, that are in this line of work and are socially aware must extend this effect to our clients and in turn, this too must be passed on. The Adri-Noc and Lider Foundation administrations must also play a part in this alongside Global Reporting Initiative, with the aim of making this important work seen on a global scale. This coverage will empower companies to involve more people to promote and to publicise more comprehensively where the role of the institutions is fundamental. I understand that this movement must come from both sides.

Do you have anything else to add?

The more we promote and raise awareness of the Sustainable Management Project the better, whether through workshops, lectures, conferences, promotions with publicity on a local, national or international scale, or interviews like this, it is much better for small and medium-sized enterprises like ours, as well as their range of influence, to feel that we are taking part in a large scale and powerful project in a world that is as complex and expansive as it is today and in which we must make a stance. And this is what it is, making a stance.

The Global Action Network - GANTSCh

The Global Action Network was launched in 2009 as a result of the very successful GRI/GIZ Transparency in the Supply Chain Pilot project, supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). The GANTSCh Program helps suppliers of multinationals and members of Business or Industry Associations to understand:

- The sustainability context and how it is linked to their company,
- The business case and process of measuring, managing and reporting
- How reporting fosters risk management, stakeholder engagement and financial growth.

By beginning sustainability reporting, and embedding a culture of the responsible management of impacts, companies are empowered in driving down costs and generating growth.

For more information about the GANTSCh program please contact:

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