

## SYMBIOSIS

2008-1-PT1-LEO05-00405

<http://www.adam-europe.eu/adam/project/view.htm?prj=4696>

## Information sur le projet

Titre: SYMBIOSIS

Code Projet: 2008-1-PT1-LEO05-00405

Année: 2008

Type de Projet: Projets de transfert d'innovation

Statut: Accordé

Pays: PT-Portugal

Accroche marketing: La participation de Stakeholders doit être un instrument valide pour la gestion de risque et d'identification d'opportunité qui peuvent amener à une réduction de coûts et création de valeur pour l'organisation en question. Pour être effectif, l'engagement nécessite d'être construit sur la base d'information honnête, transparente et actualisé étant par la suite dans l'alignement de stratégie de négoce. Les résultats d'un bon engagement justifient clairement les efforts nécessaires. Une rigoureuse participation de stakeholders aide non seulement les entreprises/organisations à maintenir la liderance dans un contexte de changements, comme aide également à apporter des changements autour de son développement. Autour de ce project les organizations sélectionnés en Espagne, Italie, Pologne et Portugal (Entreprises, Organizations publiques et ONG ) iront incorporés et testé dans ses propres organizations la méthodologie basée de la Norme AA1000 - Stakeholders Engagement.

Résumé: The summary will be used as the general description of your project throughout the evaluation procedure and, should the proposal be successful, as the published abstract of the project. It must summarise the key issues covered in your proposal, notably:

- The reason for the project (the main problem being tackled)
- The main aims and objectives of the projects
- The characteristics of the partnership that will implement the proposal
- A general description of the tangible and intangible outcomes
- The impact envisaged.

Companies and organizations have been through important changes in the last few decades. Cross-sector partnerships and stakeholders engagement are increasingly becoming the development approach of the 21st. Century. Most transnational agencies; many companies; increasing number of governments and some key NGO see partnerships as the most effective route to social cohesion, environmental stability and equitable economic growth. We believe this to be the most innovative theme of social responsibility, but also a most complex one and, aren't an easy option.

There are major obstacles and it is clear that successful partnerships require some radical re-thinking and changes in practice from all those involved-whether as practitioners or policy makers. This project has been designed to provide knowledge challenge as well as practical training and support for those who are leading their organisations, strategically or operationally, in the development of stakeholder's engagement, always bearing in mind the integration of the expectations of disadvantaged social groups.

This Leonardo transference builds on the experience and expertise of the all most partners. Their approach is a highly practical one based on experiential learning, action research and inter-disciplinary thinking. The consortium includes 2 universities, 2 private organizations which provide accredited training to disadvantaged people, 1 company specialized in sustainability, 1 Youth Centre, and naturally, the supplier of the methodology, the SDC II company. They come from Italy, Spain, Poland and Portugal.

Starting from a lab tested model, where the selected organizations ( SME, Public Administration, and "Cooperativas Sociais") implement and test the methodology

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based on the AA1000 Framework, the consortium will assess the staff training needs (will run a training needs analysis) towards curricula development.

The focus is therefore on informing, educating and influencing the stakeholders and the working environment, improving the quality of decisions and all actions with impact on the company and on society. This is why we've named the project Symbiosis .

The main outputs of the project will be a) The structure of curricula and training packs, with System of Credit transfer for VET, that will be supported by a Manual with guidance through the different stages plus a CD with a self-assessment toolkit for implementing the action plan; b) A publication of the different case studies of the different countries; c) Recommendations to be sent to the Commission and to the Leonardo da Vinci Agency.

We feel that the main impact will reflect on the level of performance of the organizations and persons in different sectors of activity, through a better management of business risk and reputation; on the understanding of the complexity of the working environment; on the constant learning with the stakeholders, and in the long run, on a fair and sustainable development, giving a say to all those who should be taken into consideration when decisions are made.

**Description:** The involvement with the stakeholders is not a recent phenomenon. For quite some time companies have communicated and dialogued with their key stakeholders. Issues such as globalization of markets, the emergence of social and environmental challenges and growing influence of organizations in civil society involvement have with stakeholders crucial. In this context, companies and organizations have to develop their strategies from a discussion where all parties' stakeholders are heard and where they are integrated into their expectations, so that sustainability of the organization is a reality.

The Institute of Social and Ethical Accountability (ISEA) has launched the AA1000 Stakeholder Engagement Standard– which aims to develop, implement, evaluate, communicate and ensure the quality of stakeholder engagement. In Portugal, in 2008, still no non-governmental organization had implemented this methodology. The Leonardo transfer suggests as starting point the AA1000, detailing each stage of the process, with the various steps as well as direct application in different target: SME, Public Administration and Non Governmental Organizations ( IT + SP+ PL+ PT). The big challenge is to help transform sustainability from a concept supported and practiced actively, into an activity spread and accepted by all stakeholders in the business.

The project in its formative component of transfer and its validation address the companies and other relevant social partners in the short term, constituting themselves as real communities of practice to develop their capacity for innovation. This training, done by Leonardo's requirements, provides for the achievement of theoretical and practical training given by SDC II and Universities, including analysis of case studies with the participation of their own companies/organizations with relevant practices, in the various participating countries.

This TRANSFER , held in laboratory organizations in the participating countries will be held as training for its dissemination in the contexts of educational training of the universities, as important means to overcome the many complex challenges we face today.

**Thèmes:** \*\*\* Validation, transparence, certification  
 \*\* Dialogue social  
 \* Développement durable  
 \* Formation tout au long de la vie  
 \* Enseignement supérieur

**Sectors:** \*\*\* Autres Activités de Services

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## Information sur le projet

\*\* Information et Communication

\* Enseignement

Types de Produit: CD-ROM

Modules

Autres

Programme/curriculum

Information sur le produit: |The structure of curricula and training packs that will be supported by a Manual with guidance through the different stages plus a CD with a self-assessment toolkit for implementing the action plan;

| A publication of the different case studies of the different countries;

|Recommendations to be sent to the Commission and to the Leonardo da Vinci Agency.

Page Web du projet: [www.apc-coimbra.org.pt](http://www.apc-coimbra.org.pt)

## **Contractant du projet**

Nom: Associação de Paralisia Cerebral de Coimbra  
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## Partenaire

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### Partner 3

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### Partner 4

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## Partenaire

### Partner 5

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