

# RSO pt



Membros fundadores e aderentes da rede





# RSO PT Network

**Thematic Network for Social Responsibility  
EQUAL Initiative (2006-2007)**



**RSO PT Network**



# Mission

## **Network RSO PT's mission**

- to promote the incorporation, operationalization and development of concepts and tools of social responsibility in organizations**
- to promote convergence and dissemination of knowledge in this area**
- to make significant contributions towards the implementation of policies and practices in management of organizations, regardless of their business, size or location.**



# Principles Chart

1. **Ethics and Transparency**
2. **Fundamental Human Rights**
3. **Governance**
4. **Dialogue with stakeholders**
5. **Value Creation**
6. **Human Resources Management**
7. **Diversity and equality**
8. **Environmental Protection and Management**
9. **Community development**
10. **Responsible Marketing**



# Activities

- **Seminars, events**
- **Education**
- **Research**
- **Recommendations**
- **Campaigns CSR - media, events**
- **CSR Awards for various sectors**
- **Resources Center for Responsible Entrepreneurship**



# Portal ON LINE

- **Show room for products RSOPT**
- **Services**
- **Observatory**
- **Resources**
- **News**
- **Newsletter**



# Thematic Working Groups

- **Gender equality**
- **Diversity management**
- **Benchmarking and innovation**
- **Communication and Marketing**



# RSOPT Observatory

- **Monitoring the development of ethical and socially responsible policies, practices and procedures in organizations**
- **Provide a basis for benchmarks in CSR**
- **Analyze CSR policies**
- **Develop and support scientific research in CSR through collaboration with other bodies (NGOs, members of the network, companies, universities, etc.).**
- **Participate in the comparative studies with other countries**
- **Report and disseminate CSR best practices**



# Diversity Management

- **Actively recruit and retain a diverse workforce**
- **Build a culture that is empowered by differences**
- **Foster an atmosphere of inclusion and equitable participation of all employees**
- **Develop programs to assist employees in balancing work life and personal life**
- **Provide equal opportunities for employees to advance commensurate with personal goals and abilities**



# Diversity Benefits

- **Access to new labor pool**
- **Improve individual productivity, and organizational effectiveness and sustain competitiveness**
- **Increases employee satisfaction, motivation and retention**
- **Increases innovation, creativity and responsiveness**
- **Create a commitment to equality and diversity as company values**
- **Enhance customer satisfaction**
- **Improve company's reputation**



# Diversity Management

- **Collect relevant literature, model strategies, case studies and pieces of legislation relevant to this issue**
- **Organize several focus groups with employers and companies' managers to identify examples of diversity good practices**
- **Organize focus groups with people from the diversity groups in order to identify the main topics that should be address**
- **Develop a database on promising strategies and resources for valuing and managing diversity at work**
- **Develop toolkits for managers on diversity issues with information, checklists, exercises, worksheets and assessment tools**
- **Provide consultation in order to assist companies on diversity management**



# Members Benefits

- **Access to information, documents, products and services;**
- **Exchange of experience among network members and experts;**
- **Participation in thematic groups;**
- **Information on all network events;**
- **Invitation to events organized by the network.**

# RSO pt



Members, fundadores e aderentes da rede

## [www.rsopt.com](http://www.rsopt.com)

