

## OVERVIEW

# Sustainable Greece 2020 Initiative

### THE GENERAL CONTEXT

Greece is at a critical point of its history. It is high time we manage a totally new reality and seek a **new development model** which will allow us not only to exit the current economic crisis but also to create the basis for a **sustainable economy** while ensuring **social cohesion** through a balanced approach towards **economy-society-environment**. In order to come up with specific recommendations and actions that would contribute to the creation of a **sustainable society**, it is very important to involve all relevant parties and to strengthen cooperation between the public and the private sphere.

### MISSION & GOALS

**Sustainable Greece 2020** Initiative aims, through a systematic and extended dialogue, to create a development model that promotes competitiveness and extroversion of entrepreneurship in order to sustain a **Sustainable Economy**.

More specifically, **Sustainable Greece 2020** Initiative has the goal to:

- To create the necessary tools and methodologies that would support both the private and public organizations in their effort to incorporate sustainable development in their operations.
- To support the work of national authorities in their effort to shape public policies in the direction of Sustainable Development, through a structured dialogue, the transfer of knowhow and the development of common methodologies.
- To contribute to a change with regards to how our country is perceived abroad as far as sustainability is concerned.

### INITIATIVE'S SUPPORTERS

The Initiative is developed:

- With the strategic cooperation of the **German Council for Sustainable Development (RNE)**, the **World Business Council for Sustainable Development (WBCSD)** and the research Institute **EIRIS**.
- With the participation of representatives from the academia, the business associations, companies, the local and national authorities and the civil society.
- With the cooperation of a wide range of stakeholders from different sectors of the Greek society such as **33 business associations, 120 companies, 17 local authorities and 43 organizations of the civil society**.
- With the funding, through a fee of 2.500 euros, from organizations/members that participate in the Initiative as **Sustainability Ambassadors**

## DELIVERABLES

Since its launch (April 2014), “Sustainable Greece 2020” Initiative is committed to the development of specific tools and methodologies, such as the Sustainability Observatory, the Policy Paper for a Sustainable Development Strategy, the Social Needs Recording Mechanism and the Greek Sustainability Code.

*For more information:* [www.sustainablegreece2020.com](http://www.sustainablegreece2020.com)

More specifically, **the Initiative’s Deliverables** are the following:

### The Sustainability Observatory

The Sustainability Observatory constitutes a monitoring mechanism of all the practices and the actions that are developed by companies and organizations with regards to issues of sustainable development and social responsibility. The **Sustainability Observatory** has the goal:

- to point out where Greece stands as a member state on these issues.
- to operate as a platform of exchange of knowledge and know how on sustainability amongst organizations and companies that they have already developed sustainability practices and actions or they have already started to do so.

Already **120 companies, 17 local authorities, and 43 Non-Governmental organizations** participate in the Sustainability Observatory which has gathered up until now **440 practices** of organizations that support sustainable development and Social responsibility.

This particular mechanism responds to the recent need expressed by the EU institutions for the creation of monitoring tools for sustainable development at member states level as well as to the need for the creation of a national systematic monitoring scheme of sustainability and social responsibility.

*For more information:* <http://observatory.sustainablegreece2020.com/>

### The Bravo Sustainability Awards

The **Bravo Sustainability Awards** has the goal to reward all best practices developed by organizations and companies in Greece which contribute to the promotion of sustainable development, social cohesion and the creation of principles of responsible behavior, the development of the quality of life amongst the Greek society.

Through a systematic dialogue with more than **200 stakeholders**, nominated practices are invited to evaluate the according to internationally recognized standards and criteria. With the scientific evaluation from academics in Greece and abroad, the development of a focus groups with technical experts, with an extensive network of 100 stakeholders that shape the trends in the Greek market and the participation of a wider audience in the evaluation process, a general stakeholder engagement is achieved regarding the practices of leading organizations in Greece on issues of sustainable development.

This year, 85 best practices from the business sector, 30 from the local authorities and 55 from the civil society has been submitted to the Bravo Sustainability Awards.

*For more information:* <http://bravo.sustainablegreece2020.com/>

### Greek Sustainability Code

The Greek Sustainability Code constitutes a practical tool of transparency and self commitment for companies and organizations across the country with regards to issues of sustainable development. Those organizations are invited to be connected to those issues through 20 Indicators that are based upon international standards. The Greek Sustainability Code receives know how from the European Sustainability Code and links participating organizations to a platform of sustainability at the EU and national level. The basis for the development of the Greek Sustainability Code has already been set, taking into account the requirements of the Greek market. The Greek Sustainability Code responds to the recent EU Directive for the publication of non-financial data.

### The Policy Paper

Through an open consultation, the Policy Paper will contain the proposals of all participants in the Dialogue, about what should be taken into account in the formulation of a national economy based on sustainable development and promoting the social cohesion. The Policy Paper, whose aim is to support the government's work, will be forwarded to the corresponding national and European institutions in order to help formulate the legislative process. The Dialogue outcomes aim to contribute the Local Authorities in their effort to shape a **National Sustainable Development Strategy** in Greece.

### Social Needs Recording Mechanism

The Social Needs Recording Mechanism aims to systematically record the needs of Greek society at both national and local level, in order to connect them with the programs implemented by the private sector. The Social Needs Recording Mechanism's ultimate aim is to promote the development of cooperation between the private and public sector for in order to meet more effectively the specific needs of the Greek society.

## ABOUT QUALITYNET FOUNDATION

QualityNet Foundation (QNF) is a non-governmental Organization that fosters dialogue and engagement amongst stakeholders with regards to issues of Sustainable Development while promoting Social Responsibility towards the business sector, the national institutions and the government as well as the wider public.

QualityNet Foundation has been established in 1997 as an open network and up until today has 2,850 member companies, 150 institutions, 340 NGO's, 21,000 active citizens while covering with its educational programs and activities the needs of 35,000 children in primary schools in Greece.

**For more information:** [www.qualitynet.gr](http://www.qualitynet.gr)