

The background of the cover features a photograph of several hands of different skin tones reaching up to hold a glowing globe. The image is split vertically: the left side is overlaid with a semi-transparent red rectangle, and the right side is semi-transparent light blue. Two white horizontal lines are positioned above and below the main title.

SOCIAL RESPONSIBILITY REPORT

SMART REVOLUTION
JAN/DEC 2021

LETTER TO OUR STAKEHOLDERS

Social responsibility or corporate social responsibility is a trending term. Many view it as the company's philanthropical responsibility to give back to the community where its profits and earnings come from. To us, social responsibility means the ability to safeguard environmental resources and the safety of the people involved, the respect for and protection of the interests of all partners and all individuals with whom it relates, with the final objective of integrating these values into our business activities.

Our entrepreneurial activities and the pursuit of economic profit shall not prevail over the value and respect that are recognized to every human being and to the environment in which we live. We believe that the principles of moral integrity, reliability, transparency, sense of responsibility, and honesty are a value and a condition for business success and represent the basis of all activities. Therefore, we strive to develop our business activities in a sustainable and ethical way.

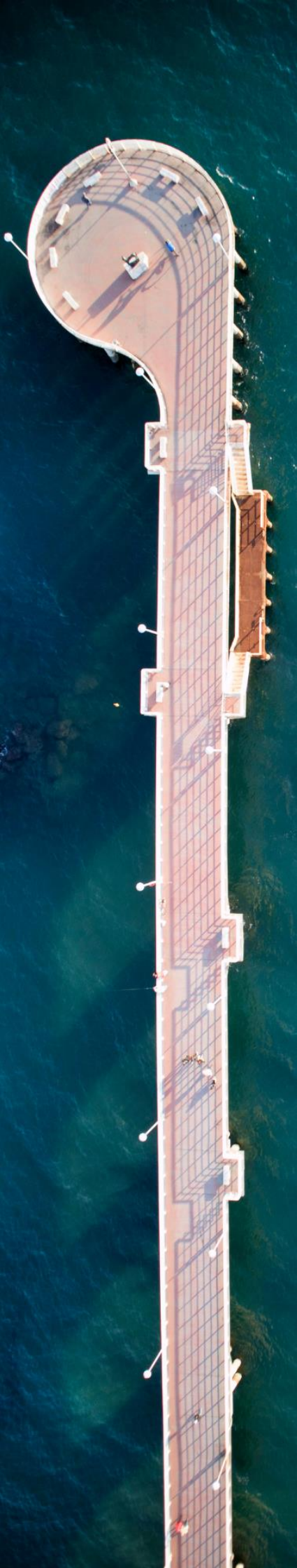
2021 was a year of uncertainty and adventure. COVID-19 presented an opportunity for us to reflect and reposition our strategy and commitment to be a socially responsible business. We looked into ways in which we can grow our revenue and at the same time rally and support partners from different sectors and countries to be more sustainable – economically, socially and environmentally. With that, this year, not only did we identify and develop three key internal strategies, we also engaged and supported the development of projects with a worthwhile cause across Europe.

Being a socially responsible company is not easy, especially in a time when the economic situation and social environment are extremely volatile. We are glad that we have met many like-minded clients and partners along the way and we look forward to what we can achieve together.



“At Smart Revolution, social responsibility is not just the nice thing to do. It is what we do”

ENRICA PAUTASSO
CO-FOUNDER, ADMINISTRATOR &
CORPORATE SOCIAL RESPONSIBILITY MANAGER



WHO WE ARE

Smart Revolution aims at promoting a new, efficient, dynamic and multi-dimensional approach inspired by the most advanced systems available at the international level and operating through the synergies and interrelations between the different sectors of activity. Each sector not only develops autonomously, but positively influences the others by contributing with the innovation and expertise of the most advanced activities developed internally.

Participating in international consortia in the sector of European project management and the development of innovative approaches bring lessons learned and best practices that are used immediately in the sectors of training design, validation of competences and methodologies used in supporting companies for funding opportunities.

The idea at the foundation of all the services we offer is, first of all, to provide an instrument for exploring new opportunities, by understanding the specific beneficiaries, be them individuals, private companies, NGOs, European Institutions, International Organisations or public entities, which are their values, strengths and weaknesses, plans for future development, in order to identify the best solution in providing the chosen services.

Smart Revolution will then accompany the beneficiaries, working together step by step, in all the phases of the service and the identification of new opportunities in a continuous process of development.

STRATEGIC ACTION

TIME 4 SUSTAINABLE DEVELOPMENT

It is an internal path undertaken by Smart Revolution to contribute to the achievement of the United Nations Sustainable Development Goals (SDGs). Together with five other organizations, we initiated the Time 4 Sustainable Development project (T4SD), an Erasmus Plus programme, with the aim to improve the facilitation competences of trainers and business managers to stimulate interest in SDGs and the inclusion of SDGs within organisations.

As part of T4SD, we implemented three main internal strategic actions in 2021:

CODE OF ETHICS
FOR THE COMPANY'S
SUSTAINABLE DEVELOPMENT



Code of ethics - Sustainable Development

In October, combining SDGs with the business reality of Smart Revolution, we created and adopted the “Code of Ethics for Sustainable Development”. This code of ethics is drafted for needs of micro, small and medium enterprises and serves as a tool to promote sustainable business practices among micro and SME.

T4SD Learning Kit

Starting from March, we have incorporated the T4SD Learning Activity as part of the on-boarding process for our new employees and interns. It is developed based on the Knowledge, Skills and Attitudes Learning Framework, aiming to foster an awareness of sustainability and the competence to implement actions that contribute to the achievement of the SDGs.



SMART
REVOLUTION

Annual Sustainability Week

To increase the engagement of the public and to promote their sense of ownership of the SDGs, we developed our dissemination strategy “The Sustainability Week – Raising awareness for a sustainable future”. Each year, we will dedicate one week for an in-depth discussion on one UN SDG through online events and social media post series to improve people's knowledge on SDGs and their daily commitment to a sustainable future.



ACTIVITIES



Progetto Fenice -

Associazione Casa Maternità Prima Luce

In December, we helped Casa Maternità Prima Luce, a Turin based no-profit association focusing on helping new families and parents, to develop Progetto Fenice. The project aims to fill in the current service gap for women who battle with cancer during their reproductive age. We provided consultation on the project development, communication plan and funding strategy.

Supporting sport associations in Massa Carrara

Covid-19 has severely impacted the sport industry world-wide. Many sport associations suffered a significant loss of income due to social distancing measures. As sports and an active lifestyle are an integral part of individuals' wellbeing, we decided to support our community in Massa Carrara by providing consultation services to local sport associations to obtain funding from the Regional Council of Tuscany. A tennis club, football team and dance school received in total over €4,000 through our support.



Generators for Sustainable Development

T4SD demonstrated that competence development related to sustainability and climate and environmentally positive behaviour can be easily facilitated into enterprises and organisations. To provide for the current lack of innovative training (both formal and informal) that develop such competences and skills for adult learners, a new Erasmus+ program - Generators for Sustainable Development (GSD) is developed. With seven country partners, GSD will commence in February 2022.

LET'S CONNECT

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