

Valencia, 16 December 2014

The SMILE project receives a participation certificate for the Enterprise 2020 initiative

On 12 December Forética, a Madrid-based association of companies and corporate social responsibility (CSR) professionals, organised the Enterprise 2020 Conference pooling together all the companies and organisations involved in this project.

Enterprise 2020 is the only business collaboration initiative recognised by the European CSR Strategy. The initiative is led by Forética and its objective over the coming decade is to foster sustainable competitiveness, promote strong collaboration with interest groups and shore up the leadership of Europe in terms of CSR.

During the event Forética launched the third Priority Axis of the Enterprise 2020 initiative in Spain entitled 'employment skills' and 'sustainable city life'. Companies attending the conference were also given a participation certificate as a public recognition of their participation in the Enterprise 2020 initiative. For its part the Valenciaport foundation was represented by Pilar Blaya, the head of CSR, who collected the certificate corresponding to the foundation's participation in the European SMILE project of the 'sustainable city life' axis.

The Smart Green Innovative Urban Logistics (SMILE) initiative was selected one year ago to form part of the first phase of the 2013-2015 campaign of Enterprise 2020. The SMILE initiative is co-funded by the European Commission (EC) through the MED programme and its main objective is to contribute to the development of intelligent and energy-efficient cities. This is to be achieved by defining, testing, disseminating and promoting policies, strategies and measures that facilitate the adoption of intelligent urban freight transport solutions, improving thereby the knowledge of public and private parties and the energy savings of the cities involved. The Valenciaport Foundation leads the work package dealing with the implementation of various pilot schemes to improve the efficiency of urban freight transport. In the Spanish case these schemes will be implemented in the cities of Valencia and Barcelona.

The Enterprise 2020 initiative involves some 90 CSR projects in Spain counting on the participation of 1,450 organisations with more than 80 million Euros already invested and over 240,000 people having already benefitted.

Germán Granda, the general director of Forética, highlighted that 70% of the projects falling in the 'sustainable city life' area have reduced CO2 emissions whilst 35% of projects have contributed to improved air quality.

**Para más información,
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All of the European results of the Enterprise 2020 initiative will be presented in June at Expo Milano 2015.

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