

# → *raising awareness*

## ↳ *areas of action*

“That which is unknown does not exist”. In this world-view, Clece not only aims to offer job opportunities to disadvantaged social groups but also to promote, organise and sponsor steps in bringing to light the problems faced by people with disability, women subject to gender violence and people with social exclusion risk. The goal is to sensitise society as to the reality and situation in which these people live and to involve businesses, administrations and other organisations.

Clece also takes different measures in raising awareness on issues regarding the elderly and children such as intergenerational get-togethers, information campaigns, activities with relatives and care-takers, among others. Also furthered from play and elementary schools as well as retirement homes managed by Clece, are the charitable activities such as bottle-lid collection or solidarity shopping.

### ***Compromiso Awards***

With the goal in mind of supporting the work of social institutions and non-profit organisations, Clece has created and organised the Premios Compromiso prizes, for the recognition of the best projects, on a regional level, in areas relating to help for the elderly, integration of the disabled, women subject to violence and people prone to an exclusive social life

In its first edition, the ceremony of which took place on the 2nd of March in the Community of Madrid, the jury awarded four prizes, one for each category. The winning projects were those put forth by the associations Dedines (disability category), Victoria (category of women and gender-related violence), Línea 10 (category of social exclusion) and Fundación Vianorte-Laguna (category for the elderly)



Four non-profit associations from Madrid received prizes in the Premios Compromiso ceremony.





## *Forums for Integration*

With the goal of lessening the difficulties in accessing employment faced by different social groups, Clece organises debate forums in different Spanish cities bringing together the different agents involved (public administration, social institutions, businesses and vulnerable people) and who strive to sensitise employees, customers and other target audiences of the company.

After the 1st Convention-Talk “Clece for Integration: barriers in the hiring process of people with a disability”, which took place at Teatros del Canal, in Madrid, Clece organised the 2nd Forum focusing on female victims of gender-related violence, in Valencia. Through these forums, it is not only solutions that are sought, but also a greater understanding of the situations in which these individuals live, thanks to their own testimonies.



## Clece Social Website

The best way to raise awareness is through the stories and anecdotes from Clece employees and by individuals benefitting from the services they provide and who belong to vulnerable social segments. Men and women with incredible stories of self-improvement, success, who are an example of the fact that there can always be a second chance. The website [www.clecesocial.es](http://www.clecesocial.es) collects these stories and other social initiatives with which it aims to sensitise society about the problems of these groups and to be a window of hope for those living through similar situations.



## Cooperation with public bodies

Membership and participation in public awareness initiatives advanced by public entities constitute another of the core lines of action for the enterprise. With regards to gender-related violence, Clece belongs to the network Empresas por una Sociedad Libre de Violencia de Género (businesses for a society free of gender-related violence) and takes part annually in the “Hay Salida” race, an event set in motion by the Ministry of Health, Social Services and Equality, which strives to sensitise the population regarding this blight in society. Furthermore, recently and in tandem with the Instituto de la Mujer y para la Igualdad de Oportunidades (institute of the woman and for equal opportunity), Clece was the company chosen to present its model for integration of female victims of gender violence at the UN during the theme-day “More than a job, work breaks the cycle of gender-related violence”.