

# GRACE



**GRACE.** Non profit Association, founded on the 25th of February of 2000

**Mission.** Reflection, promotion and development of Corporate Social Responsibility initiatives



Resistance?!



# GRACE's efforts



# Reflection





# Marketplace



## Goals:

- Promoting CSR practices of business in the north of the country and others who would like to promote their practices;
- Sharing best practices and capitalizing companies' CSR programs;
- Promoting GRACE to the general public;





## Goals:

- Raising awareness in the academic world for good practices in Social Responsibility and Social Entrepreneurship.
- Promoting connection and closeness between Portuguese Universities in the CSR area.
- Promoting connection between the corporate world and Universities, in order to upgrade/improve the entrance of young graduates in the job market.



# New Leaders for Corporate Citizenship



Lead to Serve

Shared Value

Entrepreneurship and Innovation

Future and Sustainability





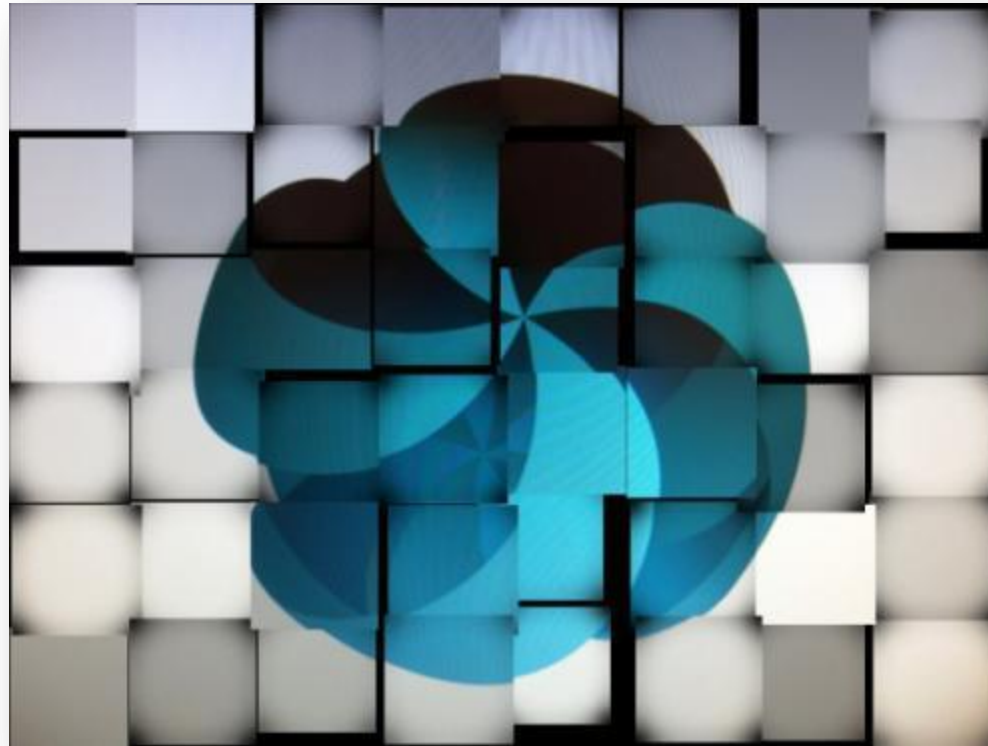
# My experience...



**EXAMPLE  
COMMUNICATION  
COMMITMENT  
TRANSPARENCY  
STRATEGY  
CONFIDENCE  
INVOLVEMENT**



# Thank you!



[www.grace.pt](http://www.grace.pt)