

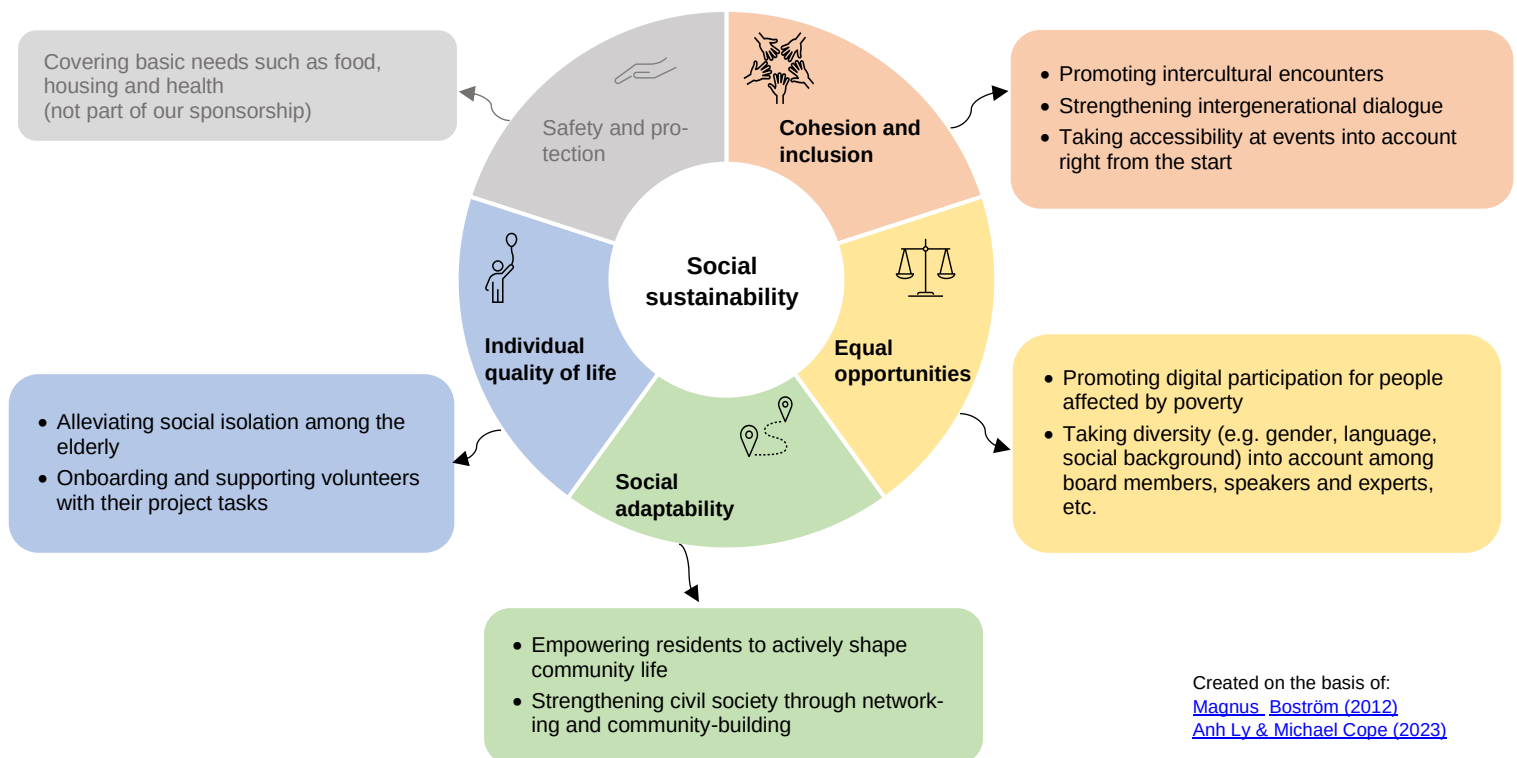
What do we mean by social sustainability?

The Social Affairs and Culture Department at the Federation of Migros Cooperatives supports projects, initiatives and organisations whose activities strengthen social cohesion and thus contribute to the social sustainability of our society. Social sustainability is one of the three pillars of sustainability (social, environmental, economic). It describes goals and measures to improve how we live alongside each other – today and for the future. For example, social sustainability refers to ensuring that the resources available are distributed fairly and that all people can participate in society and shape their lives as independently as possible.

Content and examples of social sustainability

This chart shows five important dimensions of the content covered by social sustainability. The topics that Migros Culture Percentage's social sponsorship activities focus on are highlighted in bold. Here, we believe it is important that the activities we sponsor strengthen social commitment and/or facilitate constructive dialogue. The chart contains specific examples of how charitable initiatives and projects can contribute to social sustainability. This contribution can be sought both at the level of a project's objectives and content (what you want to achieve) and at the level of a project's organisation and implementation.

Here are a few examples of how social sustainability can be fostered in projects:



Created on the basis of:
[Magnus Boström \(2012\)](#)
[Anh Ly & Michael Cope \(2023\)](#)

Participation as a key prerequisite for social sustainability

People who are affected by a project or have an interest in it should be able to participate in its planning and implementation. This is an important prerequisite for the success of socially sustainable projects. This means, for example:

- Project managers should inform and consult the people involved in the project on a regular basis.
- Project managers should involve the target group(s) for measures in project planning, identify their needs and take them into account as experts in their own right.
- Project managers should identify barriers to access that make it difficult for certain people to participate in the project (e.g. language or financial barriers). Where possible, they should tackle these hurdles with suitable measures (e.g. organising translations, paying travel costs to meetings from association funds).