

# ***The Dianova Network Manifesto***

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## ***Dianova Network's Global Commitment***

Dianova International (an NGO with Special Consultative Status to the Economic and Social Council of the United Nations, and a civil society member of the Organization of American States), and its member organizations and foundations commit to accepting the present Manifesto and to respecting its provisions.

We, as signatories of this document, represent ourselves as non-profit organizations working at a global level with the purpose of fostering human rights and sustainable development, investing in the areas of education, youth interests, addictions and social integration.

Our mission can be summed up as: developing initiatives and programs with the objective of promoting self-reliance and **humane, sustainable social progress worldwide**

We are proud of our accomplishments and consider ourselves privileged to be able to work in many different countries and cultures, with a great diversity of people and in different social and political systems. Our rights and obligations are based on the internationally recognized principles of freedom of expression, meeting and association, thus contributing to fostering democratic processes and the values that we aim to promote.

Dianova's legitimacy is derived from the quality of its work and the recognition and support received from the people with and for whom it works, from its network of services, from its partners, from its donors, from the government organizations with which it also works and from public opinion in general. It believes that both the Dianova Network, as well as third sector organizations in general, may complement, but never replace, the main role and primary responsibilities of governments in terms of promoting equitable human development, the well-being of its people, the defense of human rights and the protection of its ecosystems.

Dianova is a secular and independent network. It does not belong to any political party and is not governed by any ideological or corporate ties, but works on behalf of the general interest and well-being of the people.

The Dianova organization came into being in the 1970's with the aim of caring for addicted individuals. In its four decades of existence, it has evolved and matured to become an organization dedicated to an integral approach of socially-related problems. Today, Dianova's transnational dimension, on three continents and in twelve countries, its historic calling of supporting the most vulnerable people, the position it occupies and its relations within the hearts of several well-recognized, international institutions, make up a critical mass that enables the organization to occupy a privileged position and to have its voice heard.

The network's Mission is to influence effectively social policies towards:

The promotion of health and the quality of life by contributing to the development of people and communities, and the empowerment and revaluation of the human-being as a key factor in sustainable, balanced development in the fields of economics, social progress and the environment.

In this context, the organization has decided to establish this Dianova Manifesto, which has been created with the broad participation of all its members. Together with the Charter of Accountability approved by the network in 2010, the present Manifesto aims primarily to express the organization's core positioning about problems and other issues that it is most concerned with, and in which it has the right and responsibility to express its thinking in the context of the world that we live in.

We are convinced that the direction and the future of Dianova, and third sector organizations in general, will depend on the right balance between the capacity to be a provider of services and at the same time to become a promoter of social change, thereby helping to build a responsible, inclusive and cohesive society that incorporates a complex and plural reality, without forgetting any of its stakeholders.

## **1. Dianova and Addictions**

The phenomenon of addictions is multidimensional, encompassing a variety of different facets, including legal, legislative, economic, political, criminal, cultural, environmental, educational and health. Within this broad range of issues Dianova deals primarily with health, social and educational factors, accepting and respecting International Conventions and current law in the countries in which it operates.

Addiction may be defined as situations in which individuals are unable to stop the consumption of substances, or to change their behavior, despite considerable negative consequences. According to Dianova, therefore, the concept of addiction includes not only dependence on a psychoactive substance, regardless of its legal or illegal status, it also may be said to include other, similar compulsive behaviors, such as pathological gambling, which is defined as a behavioral or "non substance" addiction.

Dianova's programs operate in accordance with the above definitions and follow therapeutic principles that have been validated by scientific evidence.

Dianova creates and promotes lobbying/advocacy activities so that all people who abuse drugs have access to resources that meet their desires and needs. And Dianova also endeavors to create the political will and commitment required to reduce the global consequences of the abuse of psychoactive substances, including alcohol and tobacco abuse.

Dianova believes that offering treatment only to those who want to give up substance abuse completely means ignoring a considerable number of users. For this reason, it is in favor of a diversification of services in terms of objectives, including abstinence-oriented, short or long-term, and harm-reduction programs, among others.

Dianova is opposed to the criminalization of drug users, including the use of legislative measures, police actions and social attitudes that call for legalized punishment and/or discrimination against drug users. It also believes that, in addition to being inefficient, these measures are, in fact, counter productive, because they lead to the isolation and marginalization of drug users, who, having been excluded from the health care network, have no choice but to resort to a marginal and/or violent lifestyle.



In principle, Dianova is opposed to the legalization of illicit drugs. Among other factors, this position is based on the following reasoning. The problems caused by drug abuse do not depend on the drug's legal or illegal status, but on the variety of factors that cause people to engage in addictive behaviors in the first place. Therefore, it is likely that if traditional control methods were to be suppressed, the sudden availability of these drugs would lead to a significant increase in consumption and the inevitable associated problems. Despite this position, Dianova recognizes that repressive policies alone have not been sufficient as a solution, and it is open to focusing future studies on complementary solutions.

For Dianova, the main aim of prevention is to promote a healthy life and to foster a modification of perceptions and attitudes with respect to drugs and addictive behaviors. Dianova takes the position that, in both preventive models and in treatment, the objective of abstinence should not be exclusive to the other objective of reducing the most negative consequences of drug abuse.

Dianova supports the use of prevention strategies, the efficacy of which has been demonstrated by scientific evidence; however, it takes the position that the sole use of information-based strategies is not sufficient to modify attitudes with respect to addiction, or to prevent addictive behaviors.

## ***2. Dianova and Education***

In the Dianova model, education is a practice that impacts all areas of intervention. Dianova takes the position that education is a right that must be guaranteed by the States and supported by civil society as a whole. This right to education is for the entire population and applies to children, adolescents and adults. The main objectives of education must be:

To foster human fulfillment, develop talents and mental and physical aptitudes with all their potential;

To instill respect for human rights and freedoms;

To instill respect for peoples' identities, languages and cultural values, as well as respect for national values pertaining to their country of residence, their originating country and the civilizations and cultures different to their own;

To enable the assumption of responsibilities for life in a free society, with a spirit of peace, tolerance, gender equality and friendship between all people;

To instill respect for the environment and ecosystems.

With regard to education, Dianova aims to utilize learning systems that contribute to the full autonomy and development of young people.

Dianova undertakes lobbying and other promotional activities so that all people may have access to the education system according to their needs and choices and thus intercedes with international bodies and the States.

### ***3. Dianova and Poverty and Social Exclusion***

Modern, democratic societies have not been able to resolve efficiently the problems of social inequality, and even the most developed societies have significant poverty levels. Dianova understands that these situations are not only unfair; they are also undignified in societies where the resources are available to avoid the problems of poverty and exclusion. We maintain that the adequate integration of all these groups leads to global benefits in social, economic and security terms. For practical and ethical reasons, therefore, we believe that the search for solutions to poverty must be a basic social objective if we are to achieve an equitable society.

Dianova develops and supports initiatives that contribute to overcoming these situations of exclusion, understanding that doing so often involves confronting social, cultural and ideological stereotypes and issues.

### ***4. Dianova and Youth***

Young people have always been the main social capital and those that guarantee the future of societies. This historic reality has been accentuated in recent years as a result of permanent cultural and technological changes that require new generations to be prepared and educated to respond to the new challenges that these changes bring with them. Dianova supports all efforts undertaken to help young people to find positive, productive places in society and to contribute to their successful development.

The juvenile stage of youthful development, in particular adolescence and the following years, is also a time of conflict, on occasions very real and on others more superficial, but which, in both instances, may misguide the youth to the wrong path. In its different interventions, Dianova prioritizes its work with young people, tailoring solutions to the problem and attempting to help them resolve problems at the time that they occur.

### ***5. Dianova and Social & Community Development***

Social and community development is an activity oriented towards the community that aims to improve living conditions, especially for the most vulnerable or socially impoverished groups and individuals, and with the active collaboration of the populace, institutions and other NGOs.

For Dianova, productive social and community work aims to promote and foster the equitable exchange of ideas, assets and service-provision among different interest groups, with a common commitment towards justice and social integration. The focus of this work is a fundamental orientation towards the needs and interests of the people, focusing on current strengths and potentials, and with an inclusive, global approach.

For Dianova, the people benefiting from social and community development must participate actively in the decision-making process and in the implementation of any measures that concern them; in other words, one might say that this means the application of personal empowerment and responsibility in the field of community development.



## ***6. Dianova and Gender Equality***

Equality between men and women is one of the fundamental principles of the United Nations Charter, of all international conventions, of all European treaties, and the majority of national constitutions. However, for a variety of reasons having social, economic, cultural and political bases, the mere formal declaration of equality between men and women is not sufficient to guarantee its occurring in actual practice. In reality, illegal discrimination persists, with more or less intensity depending on the countries involved, in political representation, access to decision-making authority, salary levels, access to diversified employment etc.

Dianova supports regulatory action aimed at eliminating all direct and indirect manifestations of gender discrimination, promoting real equality between men and women and removing the obstacles that prevent this level of fairness from being achieved.

Dianova is committed to working for equal opportunities for all people, regardless of their gender, race, religion or age, in all of its areas of influence, both internal and external.

The incorporation of equality and diversity throughout the organization encourages an integrative management strategy involving all employees.

Dianova's ethical commitment to equality entails the development of a positive action plan for its personnel that places special emphasis on all actions that foster the highest level of personal growth. Dianova is committed to putting in place practices that integrate the vision of equality and diversity in the training of personnel, with the aim of providing each person with the training he or she requires in order to achieve his or her highest potential.

## ***7. Dianova and Immigration***

Throughout history people everywhere have sought opportunities for improving their living conditions. Since the Industrial Revolution, the phenomena of integration has grown more rapidly than before and has had a very important role in the economic wealth achieved by developed countries.

In the period of crisis and uncertainty in which we live, the populations and their representatives have tended to isolate themselves, and immigrants are increasingly considered economically and culturally, as a threat. However, the fact is that they give much more than they receive. They are consumers of all goods and services in the countries in which they reside; they create wealth without incurring expensive training costs; they pay their taxes; and they contribute to demographic vitality.

Dianova recognizes that immigration has not only had a fundamental role in the economic development of the host countries, but it has also participated in increasing their cultural richness. We understand that there must be policies that regulate migratory flows; however, these policies must be complemented by actions that support development in the countries which experience high levels of emigration. Additionally, regulatory policies must be created with discernment and sensitivity in order to avoid stigmatizing the immigrant populations, and to guarantee that they are welcomed and integrated in the best conditions possible.

## ***8. Dianova and the International Organizations***

One of the main challenges that the 21st century faces is the governance of globalization. For this reason, Dianova believes that the role of supra-national organizations is fundamental and that these organizations must espouse a long-term, general interest view, disassociated from the political and economic pressures that often occur in local contexts.

Dianova would like to work with these organizations, playing an active, cooperative role in areas of mutual interest. We would hope to be as close as possible to decision-making centers in the international organizations, because, in doing so, we feel that we would be able to make the maximum contribution towards the successful implementation of our areas of mutual social vision.

Dianova endeavors to participate, to the extent of its possibilities, in the creation of proposals, actions and specific programs that strengthen the role of these institutions, as well as in implementing jointly agreed-upon policies and recommendations in the countries where it is active. Ultimately, Dianova believes in the philosophy of thinking globally and acting locally.

## ***9. Dianova and the Organized Civil Society; the Third Sector***

The third sector and NGOs often start out with the desire that the problem for which they were created would disappear (i.e. drugs, AIDS, poverty, social exclusion, etc.). This principle defines a particular behavior in the development and growth of these organizations, from which the need arises to adapt constantly their *raison d'être* and the ways in which they are useful. For this reason, Dianova believes that the nature of its organization is constantly in a state of development, which is understood to be a series of learning and maturation processes through which an organization fulfils its life cycle and updates its potentialities. By doing so the organization transforms and adapts to new requirements and avoids engaging in pointless organizational growth.

After having undergone an initial spontaneous pioneering stage, many of these organizations have experienced great growth in professionalization and institutionalization and have emerged from a culture of heroism into one of social responsibility, positioning themselves as reliable and credible professionals.

Having undergone this process successfully, Dianova is able to promote alliances and the development of common projects with other third sector organizations in an atmosphere of strong and open collaboration. We are convinced that these practices are the best guarantee of coherent development that is likely to avoid self-centered behaviors or significant fragmentation. These latter developments have often been real obstacles to guaranteeing unity in third sector action, which is essential to obtaining worthwhile results in the promotion of social changes. Dianova aims to multiply and complement these organizations without positioning itself as a competitor.



## ***10. Dianova and the Business World***

Perhaps more so than the public sector, the business world can be a major partner of our organizations. Dianova is aware that commercial companies are an essential element of the fabric of society. An important part of education is focused on preparing young people for the working world. Work is one of the pillars of life for people, both financially and socially.

Dianova takes a major interest in the business world and favors a specific business model where respect, sustainability, transparency, justice and development are real, practiced values that coexist with profitability, excellence and innovation.

It believes that commercial companies are interwoven with society and that, as generators of wealth, they have social responsibilities.

We believe in, and act upon, the will to build alliances that are not based only on welfare, but that are also oriented towards a real and constructive exchange of know-how and common goals.

Dianova aims to build two-way bridges that both transfer to the non-profit sector the great organizational, professional and efficient competencies that the business sector models, as well as pass on to the for-profit sector the great capacities for motivation, resiliency, compassion and shared aims that are typical of our organization and our sector.

Our experiences show that these synergies are very effective for both sectors, and for society in general with respect to improving quality of life and labor for everyone.

Dianova promotes alliances with strength and dignity among the third sector and the business world.

## ***11. Dianova and Public health and Social Protection Systems***

At this particular historic point in time, when our society seems to be in full transition from the age of excess of the 20th century to an age of moderation in the 21st century, we find that the myth of infinite growth has shown its limitations and that we need to learn to live in new conditions with more modest expectations. The challenge is how to guarantee health and social protection with sustainability, unity and equity in an economic context that will differ from what we have today.

Dianova believes that it is here where communities and the third sector in general have a critical role to play. The third sector has shown that it is capable of mobilizing the means and resources with a lower requirement for financial resources, because it knows how to compensate for, and sometimes replace, money with passion, competence, generosity and commitment.

This synergy between the public sector and the third sector is essential to the two entities being able to respond effectively to the challenges that are ahead of us, in order to guarantee sustainability in health and social protection systems.

## **12. Dianova and the University World**

For Dianova, research, innovation, and open-minded evaluation processes are extremely important. We therefore look towards a natural and essential alliance between Dianova and the world of the University in order to compensate for an expected insufficiency of such resources and competencies, the lack of which, on many occasions, has prevented advancement in the desired direction.

New trends in higher education have a decided focus on practical curricula, and Dianova is considered an entity with sufficient experience to offer the possibility of undertaking the required exercises with students in an environment that combines technical skills with social commitment, an ideal that many universities are lacking in their planning and execution of formative processes. At the same time, Dianova is capable of facilitating an area of intervention which we believe is especially convenient to the designing and undertaking of research, both experimental and descriptive, as well as the evaluation and enhancement of our own experiences and programs. In this sense, Dianova opens the doors to researchers and academics who want to use real experiences in their work.

On the other hand, as is expressed in different parts of this document, Dianova works to gather innovative ideas for social change and to acquire new knowledge, the greater part of which comes from the universities. The collaboration between academic and scientific institutions thus becomes a facilitation mechanism for the progress and advancement of the organization. For Dianova, this type of collaboration is a source of progress that it wishes to expand upon.

## **13. Dianova, Sustainability and the Environment**

The justification of sustainable development comes as much from the fact that there are limited natural resources that are likely to be depleted, as it does from the fact that there is growing economic activity that is likely to cause serious environmental problems that may be irreversible.

Dianova's responsibility is not confined to the compliance with current legislation and ensuring the effectiveness of our social commitment. The correct management of our economic and financial resources, the relationships with our stakeholders, and the concern for its environmental impact obliges it to incorporate these concerns as part of the strategy of the organization itself.

Dianova does not only want to be effective in the fulfillment of its corporate mission. We also aim to respond to the expectations of all those who rely on us, with specific policies aimed at attracting, retaining and compensating talent committed to achieving the organization's goals. Doing so means creating relationships based on trust with local communities, preserving biodiversity in the environments in which it operates and applying transparent criteria in public relations.

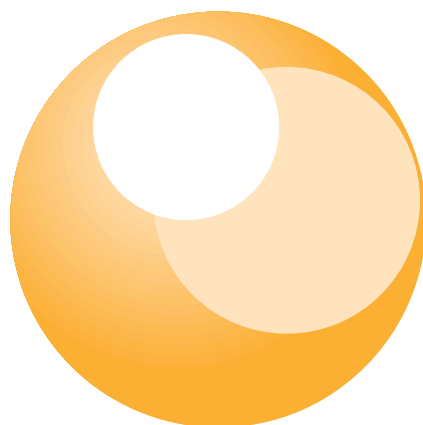
For Dianova, promoting sustainable development in communities means implementing and accompanying the initiatives developed in the promotion of "health" in the broadest sense of the word, including the improvement of social, cultural and economic environments, and the improvement of the quality of life and individual health.



Dianova hopes that its efforts on the matter of transparency, sustainability and corporate responsibility are known and valued by society. Its social work is not only an educational/therapeutic exercise; it also aims to provide people with the resources they need in order to face successfully the challenges of their lives.

Thus, Dianova conducts its activities with absolute respect for the environment, which means analyzing energy requirements with the aim of reducing, and adequately controlling, consumption; it means the creation of programs to implement methods for reducing consumption and recycling wastes; it means creating awareness for Dianova personnel in the correct use of the organization's resources; and it means the use of information and communication technologies to reduce the frequency of travel and to reduce the consumption of fossil fuels.

Dianova also uses the environmental dimension of its sustainability strategy as an educational tool, demonstrating the correct use of energy and environmental resources utilized by the organization to sustain its activities.



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